

Profit
ACADEMY

MODULE 1

SEGMENT 6



Tom: This is Tom Hitchens on Module #1 speaking about setting up your business. The topic of this video is building your email list. In this class we're going to talk about launching your sales funnel. We're going to also discuss driving traffic to an Opt in page.

I want to make a note here that Module #4 is entirely devoted to traffic methods so make sure you check that out. We're going to discuss the OVO method. We're going to talk about delivering niche-related content. We're also going to strategize your email campaigns for you.

Then I'm going to speaking about finding your voice and actually building your brand and writing your emails. I want you to also note here too that module number two is discussing email writing in detail so we're not going to talk a lot about how to structure your email campaign. We'll leave that for Module #2.

Starting small to test is the best way to build your sales funnel. You don't want to get really crazy about starting a funnel. You by this time should understand what a sales funnel is. If you haven't you need to go back and review some of the other videos.

Your sales funnel should be started off very, very slowly, that way you build it out thoroughly and make sure that it's done correctly because it is the whole foundation that your business is built on.

You want to start with limited traffic just to test the funnel to make sure all the technical side of it is working, to see how your conversion is going on your landing page. You want to make sure that you're not getting a 30% opt in range.

Wouldn't it be nice to find that out without having a tone of traffic coming in where you're wasting all that money? I recommend that you start off with a solo ad. That's always a good way to start.

A solo ad by buying traffic from someone else from their list and do it maybe 100 clicks at a time just until you can optimize and get some early feedback on how that funnel was actually working for you.

Your funnel, remember, [00:02:00] starts off with your landing page and then you're trying to get conversions and then sending that traffic over to your Thank You Page to get some sales. You want to make sure that everything is working correctly. You want to see some sales come in.

If 100 clicks is not enough that's okay. Just get started with that first 100 clicks so that you can make sure that everything is operating properly with your auto responder and that you're not

having any major crashes or problems. The biggest thing that I see is when people start off, they're just getting started in their business and they're all anxious.

They spend forever it seems getting their funnel built and then they get started and send a tone of traffic to the thing and then they start to panic oh my God I have the wrong link in my landing page or in the solo ads going out and no traffic is hitting my landing page.

Those are panics and you can avoid the panic if you start off small. That's what I'm talking about. Give yourself a chance to take a breath in between these little campaigns and then make sure all the moving parts are working correctly then you can kick it up to a little bit more traffic, maybe 300 or 400 clicks.

That will give you enough clicks to see if you're going to get any sales on your Thank You Page. Analyze the statistics as you going along. That's the whole purpose of testing. That's what I'm talking about here, testing the systems.

Now the statics that you're looking to analyze or your conversion rate obviously, first off all you want to see that you're having traffic hit your landing page. Double check to see what is being told to you or you can ascertain as to the number of hits on your landing page or how many clicks have been sent to your landing page I should say.

Then go to verify that with some tracking software that you may have set up either in your auto responder or an outside statistic tracker. Make sure that the anticipated [00:04:00] traffic to the landing page jives with what is actually hitting your landing page. You want to make sure that you're not losing traffic somewhere along the way.

The next thing you want to look at is your conversion rate. You want to make sure that again you're getting a decent conversion rate. Now, if you're getting a conversion rate that is less than honestly 60%, you probably need to do some optimizing on that page.

You've got to go back and look at your landing page, see what the headline is. Maybe the headline isn't specific enough. Maybe you sent this traffic to your landing page from a niche or from an area that is just not necessarily tuned in to the message conveyed on your landing page.

Maybe your landing page offer is not working for the traffic that you're sending it. Don't throw out the baby with the bath water; don't throw out your landing page thinking that it's not working if you're sending traffic from the wrong source. Go find the correct traffic and try again.

That's what testing is all about. This will help you by analyzing these with smaller campaigns as you go along. When you start to increase your traffic which I call scaling, a number of things happen. Your optimization starts to really come into play here because if you've optimized early on you really won't have to continue to optimize as you see the scale take place.

As you see more traffic come into your landing page, if you've done a number of different small campaigns with 100 or 300 clicks, you know that technically everything is working, you know you're getting a pretty decent conversion rate, now you're going to start looking at the sales.

You want to see what kind of sales you're getting on your Thank You Page offer. If you're not getting great sales compared to what other people are telling you or you've noticed in the past based on that landing page or that sales funnel, then maybe try a different Thank You Page offer.

This is also optimizing your campaign as you go along. Then here's the key [00:06:00], retest and retest again and retest again. You just can't test enough. As a matter of fact you never stop testing. You're always going to be testing.

The last thing here is scale when it feels right. When you feel like everything is moving in the right direction, the machine is well oiled that's the time to scale up with more traffic.

You want to do that based on whatever your budget is. You should have already planned a budget for your campaigns, not just throwing money out to this thing whatever feels good. I see a lot of people blowing their budget early on or not even a budget; I'm not even going to use that word because they don't have a budget. That's the point.

They're blowing whatever investment they have early on by wasting money on clicks and they're not ready for them. Plan out your campaign and scale when it feels good and when you know that you're beginning to see some return on your dollars.

I want you to scale your campaign and buy more traffic carefully. Don't do it too fast at one time; scale it carefully, be diligent,

watching the numbers, watching your statistics, analyzing, optimizing. Do it slowly. That will help you and it will help keep the panic away too.

Optimize and then check your statistics and scale up your traffic again. Then optimize and check your stats again and so and so on. That's how you scale your camping; being very, very careful.

Traffic sources that you're going to generate for your landing page will drive traffic to your Opt in page. I want you to remember that Module #4 is talking more about traffic methods.

Free traffic is the type of traffic that you can get by doing blogging. You put a link in your blog someplace that either is near your signature or part of your signature identification [00:08:00] at the end of that blog and when someone likes the content you presented in that blog they may want to follow. They'll click a link that will take them to your landing page. That's free traffic.

Another free traffic source would be forum activity. If you go to some forums and you make some comments and if the forum will allow you to post a link to your landing page, if someone likes answers that you're giving in the forum or they generally like the interaction they're having with you, they will click on that link and that's also free traffic.

Most of your traffic that you'll get for your landing page will be paid traffic and first of that is solo ads. As you probably know by now but I'll review this with you again, a solo ad is nothing more than you buying traffic from someone else that has a list. We call that renting the list.

You're actually asking them to send an email out recommending or endorsing you or your landing page. They'll do that by collecting money from you and that money is based on the number of clicks that they will send you typically.

Everyone's different. Sometimes they will simply take your money and send out your creative of whatever it is, if it's an email or place a banner ad on their newsletter and whatever traffic you get you get. That's just paying for a flat out ad.

This is a little different. I'm talking about a solo ad here though that you actually hopefully just pay for clicks. That's a little less risky for you. It gives you an opportunity to know exactly what type of traffic you can expect for the money that you're paying.

You're generally rated by so many cents or a dollar per click, something like that. That's a solo ad. It's the fastest way that you

can build your list. It's the way that I started my list and I know that a lot of people in the business start off that way.

It's also a good way for you to interact and network with other people that have lists and you can begin to look to them as future affiliates that you can contact to sell your offers that you'll be [00:10:00] building in some of your future sales funnels.

There's also Clickonomy.com. This is an Onyx and Gold property and I strongly recommend you go there because it's a great way to begin your campaign by using your budget through solo ads.

You'll get to see a great platform there because it gives you an opportunity to see who the people are. You'll see usually an image of them. You'll get to chat with them before you buy an ad. I'd recommend you do that by the way. If you're going to buy a solo ad from someone don't just send the same landing page to everyone else's traffic or everyone else's list.

You want to make sure that you talk to someone and find out what their list is interested in and then design your landing page around that before you actually have them send traffic to it. That will help you optimize your conversions on your landing page.

Clickonomy is a great place to see how other buyers have reacted to that solo ad seller. There's a rating system there and you can see what type of niche they're actually offering ads through and they'll list how much per click they'll charge you to do that. It's a great platform and I strongly recommend you do that.

You can also drive traffic through articles that you'll write through other blog posts. That's a free traffic source. I mentioned that briefly before. You can also do social media traffic. That is strong. You can drive traffic through Facebook ads, Pinterest ads, Twitter ads; you can do it through guest posting on other people's pages and put a link in there for your landing page.

Again, if someone likes your content or likes the way you're interacting the group and they see a way of following you, they may click on that link and you've got traffic to your landing page.

The OVO method is a wonderful strategy for providing good content and value to the people that are actually optimizing into your list. This is a strategy [00:12:00] that is centered around offering a sales offer and then offering value to that customer after you offer them something and then going back and making another offer to that person. It's basically an offer sandwich.

OVO stands for Offer Value Offer. Again, you're going to create an email that you would send to someone that is an offer to buy something. We'll talk about how to structure those offers here in a moment.

Then you give them value in the form of content or some type of added value where you're actually building goodwill with that person and then you give them another offer. It could be a direct offer or an indirect offer and I'll talk on that here shortly.

Value to me is content or goodwill to your subscriber. The more value you deliver, the more you will see your open rates will remain constant or may even rise or certainly they won't drop. You want to give goodwill to your list.

If you're just sending offers all the time to your list they're going to get tired of that and they're going to stop opening your emails or worse yet they'll just generally unsubscribe.

Watch your open rates because that will tell you whether the offers and the value and the offers that you're making, your OVO method is working. If the open rates go down or if your un-subscriber rates go up, I should say you're your OVO method needs some tweaking. It's not working for you.

You want to set up offers with value. Don't just say, "Hey go buy this." Give them a reason for them to consume that value. Give your subscriber a chance to hear your opinion about something. Don't just say, "Go buy this."

What I do is I'll write an email sometimes and I call it an indirect offer. Again, I'll talk about this a little bit more here but I'll create an email that basically is [00:14:00] a story about what I did over the weekend; how maybe I played golf with someone and I was watching how they were actually driving the ball much further than I was and it was always true and straight.

I asked them how they were doing that and they told me that it was the new driver that they bought and I took a look at that driver and I actually asked if I could use it and they said yes. I took a swing with it and sure enough I actually was able to drive the ball further and straighter too.

If you're interested in taking a look at what this driver is, here's a link to go look at it. Now that's an indirect offer but it's sandwiched in with content, you see? That is goodwill and that's why I say set up offers with value. Don't just say, "Here is something I want you to have. Go get it." That's just not the way to do it.

Now content is goodwill. I want you to deliver niche-related content because the more niche-centric you are in your messages the more you'll find you'll get good response from your list. Again you can notice that good response and measure it through the open rates that you're getting and through the click through rates that you're getting on those emails and by watching your unsubscribe rate.

Deliver niche-related content, you'll find that you'll get better reaction from your list and provide value to those people. Focus on the content. Make an effort to give them more than just a direct offer in the majority your emails.

There's nothing wrong every once in a while by mixing it up and sending them a direct offer I do that, but don't do I that often. I would recommend that you blend in value with those offers that you're sending out in your emails but focus on the content and then blend your offer into that content as you're speaking in your email.

Specifically providing something of value to your readers is the best thing that you can do to maintain your open rates and your click through rates. That's why I say content is goodwill and goodwill always comes back in the measurement [00:16:00] of your open rates and your click through rates.

Here are some sending strategies that I would like to recommend that you try. Introduce yourself initially after someone opts in to your list. I see a lot of emails go out to people and when I opt in to lists the first email that I get is just basically an email from someone that I have no idea who they are. I don't know what they look like. I'm not familiar with them.

They're just talking about a subject and they're saying here is the thing that you asked for and they sign off. Wouldn't it be nice to introduce yourself to those people that are subscribing to you through your landing page?

I'd like to be able to subscribe and get an email from you that says "Hi, my name is Tom. Thanks a lot for subscribing or thanks a lot for asking for this offer or this free gift. I think you're really going to enjoy it. This gift is just many things that I offer free but also I give you value to that. Every once in a while you may find that there is something that you may want to purchase that is interesting to you.

I'm interested in this. This is my niche. Here is my passion; introduce yourself. It may not even be a bad idea to put an image of yourself in there. Bond with your subscriber, get them to like you and trust you. The sooner they do that, the more inclined they'll be likely to buy from you.

Don't over mail your list. Some people will mail three or four times a day. That's just stupid. It's going to annoy people and you're going to notice that your unsubscribe rates are going to skyrocket. Don't do that. I recommend not mailing more than once a day.

If you continue to listen to some of the strategies I'm going to cover here with you, there is no reason to email more than once a day. Initially you could send them two emails when they first subscribe to your list through your landing page.

One could be a welcome email, an introduction email if you want to call it that. The other email could be the actual deliverable email where you're delivering the content that you promised to give them when they opted in but don't over mail. I would recommend no more than one a day [00:18:00] and skip a day every once in a while.

Think about this; you open emails. I'm sure your inbox is just as cluttered as mine is. I see the same emails coming in from people day in and day out and eventually I get tired of having to keep up with them. I can't open all the emails I get every day.

Sometimes I get 40 emails in my inbox when I first open my email client in the day. It's just amazing, it's incredible. To go through those emails takes a lot of time. Now if I see a headline or a subject line on an email that intrigues me I'm going to open it.

Or I can tell you ... I do this and I've heard many people tell me they do the same thing. If you open your email client in the morning and you're flooded with emails you may go through and flag the ones that you don't want and then you'll do a mass delete and then go back and work the ones that you do want.

It's a good idea to skip a day in sending an email out every once. If you send them an email on Monday and one on Tuesday, maybe skip Wednesday. Give them a chance to catch up. We all are forced back into our week on Monday. We're busy.

If you just hit me with these emails day in and day out I'm just not going to be able to open them all. Think about that as a strategy. Also strategize your email campaigns one month at a time. Now

when I say this it helps you plan your overall week one week at a time.

I plan my month in the series of four weeks at a time. Each week is centered around a certain theme. What I'll do is I'll actually decide what my overall message of that week is going to be. If I'm going to offer something which I am always I'm going to send offers out several times a week through the course of five or six emails.

When I send those emails out I'm going to use my OVO method and I'm going to blend content with direct offers but it's all based around a certain theme. Like I mentioned earlier in the example of me sending an email out [00:20:00] in the form of a story or content which I call an indirect offer on a Monday and I'm talking about a golf swing.

My whole message that week might be about golf. I would recommend you do the same thing. Use your indirect offer direct offer content strategy, I always indirect offer. DO is direct offer and then content. Now I mentioned to you that if I sent that story out to you on a Monday and I talked about playing golf over the weekend that is an offer because I'm giving you a link at the end of that email talking about the driver that I found was really working for me. That's an offer driver to buy the driver.

I'm going to get a commission when you do that but I didn't just come right out and say "Hey here's a great driver. Go try it out and if you like it, buy it." That was an indirect offer because I told a story.

The next day I might back and say "Hey did you go look at that driver I talked about yesterday? You know, I've been hearing a lot of good things about it and here are some things that I found that you might find interesting about that driver." That's more of a direct offer. I'm talking directly about that driver through that entire email.

The next day I'll talk content. I won't have anything in there may be in a PS that would have a link to go and look at the driver but I'm going to talk maybe about different drivers that I found and different golf balls that I found work with the drivers really well or maybe an improvement on someone's swing, I'll give them a tip. I just give them content.

That's the value that I said, the OVO method offer value and then I am going to come back maybe on the next day's email and give

them another offer, so strategize. Remember; skip a day for them to keep up.

Remember also too that in Module #2 that is entirely about writing your email structure in detail so I'm not going to get into the structure of your email. I'm just here to talk strategies but I want you to find your voice. The way you find your voice is to build your [00:22:00] brand.

What do I mean by finding your voice? When you're writing an email, when you're introducing yourself to your list, when you're trying to have a relationship with your list its all through emails unless you send videos and you put a link in your videos, they don't know you.

They don't know what your voice sounds like. They don't know what your pattern of speech is. They don't know if they like you or not. You have to build a brand for yourself; what type of business are you in?

What are using your email campaigns for? Are you there to promote a cause? Are you there to send a message? Are you there simply to sell a physical product? You're trying to boost your existing business?

You have to decide what your emails are going to do for you, what your campaign is all about, what your online business is. That's what building a brand is and that would help you then build the theme of your emails that you send to each individual person each individual time you send that email.

Talk with your subscribers; with them. Don't talk at them. What I mean by talking at them and with them is if you just send an email and say "Here go look at this, here is something you'll like" and "I found this and I think that it's really nice but you may not like it. If you don't like it don't worry about it." That's talking at them. That's not talking with them.

I like to send them emails and say "You know I've been listening to you. I thank you for some of the replies that you're sending me. Some of you are asking me questions about this and I wanted to talk about that today. Here is the subject that I was asked some questions about. That means that maybe some more of you are really interested in that so let me focus on that." That is talking with your subscribers, not at them.

You'll find that you'll get a better reply rate. I get a lot of replies from my subscribers. That means that they're tuned in to my

message. Not because I'm just throwing things at them. I'm listening to them. I'm responding to them. I'm sending them surveys and asking them questions and asking them what they would like to get from me.

Do you like audio or do you [00:24:00] like videos or do you like E books? What kind of content would you like to get from me? That's talking with them. They will respond back. That's a good strategy for you to find your voice.

Listen to your audience. They will tell you what they want. Those surveys are a good way to find out. The replies are a good way to find out but I also use social media. I will post things on my Facebook page that I'm planning on writing about.

If I don't get a lot of likes or I don't get a lot of comments or don't get a lot of shares on those posts maybe that's not a good subject to write about. On the other hand if I put something on my Facebook page and people really tune in to that and I get a lot of commentary and a lot of likes, that's something that they are interested in.

I'm listening to them through social media. I'm listening to them through the replies that I get, through the emails that they're sending back to me. I'm listening to them by the way they tear me up if they don't like something and they reply back and they'll tell you.

Or I listen to them by watching what my open rates are. Are my open rates going down? Remember these are just emails. Most people won't talk to you through email. They won't reply. They'll just consume. They will either opt out or they will just stop opening your emails if they don't like your message.

If you have a steady open rate and a steady click through rate then that's a good sign that they're telling you they're liking what you're saying to them. Listen to what they say. Tune in to the messages that they're sending you. Give them great value for remaining on your list and they will remain on your list. Remember that OVO method that works very well in this regard.

How do folks become friends online? You can do it through chat and you can do it through your social media chat. You can do it through emails if you like. You can do it through video. I like to send videos out. I'm comfortable in front of the camera and I like the personal touch that the video gives me.

It lets my audience know who I am, what I'm all about [00:26:00]. I also set up a blog so people would go to my blog and read what's on my mind or if I do a video I'll post it on the blog page and I'll put a link to that blog page in my email and I'll put maybe an image of that video on the email itself and say "Here, I've created a special message for you."

I get a lot of click through rates on that because people want to hear what I have to say if they're tuned in to my message. Share personal experiences. When I travel I'll take an iPhone video of myself standing in front of something and I'll talk about why I'm there but then I'll blend a message in.

I'll blend that message with a theme of my entire week's emails. People love to hear the sharing of personal experiences. Don't just tell me about your product if you're trying to do this. Tell me about what people were doing with that product. That's interesting content. That's what I'm talking about; the OVO method.

Tell people what went wrong with that experience. If you try a product and you don't like it, tell them about it. Say you know I thought this driver would work for me and I have been using it for a while and it really isn't working as well as I thought it was. If you have any feedback you'd like to give me or any tips I'd love to hear them.

That's becoming friends with these people through your emails and they will respond to you. If you bond over shared interest that's a great way to make friends with someone online and ask them; what do they want from this system? What do they want from you? What do they expect you to deliver to them? They'll you.

Connect by understanding their frustrations. I get a lot of emails from people that talk about things that they're not happy about or I can tell from the questions that they ask me what they're interested in. Or I read the comments on social media like Facebook.

I'll connect with them by telling them I'm hearing what you're saying. I was just reading a comment on my Facebook page the other day and I thought I'd write to you about it through this email. Here is what it's about and here is what I think about it. I understand what you're saying and here are some things maybe that this will help you.

These are ways that you can talk to your friends online and bond with them. Tap into [00:28:00] what is the promise that they need delivered. The more you listen to them and the more you interact

with them and become friends with them, the easier that will be to find out.

Try to understand why they're reacting as they are. That's finding your voice. What I'm telling you, these strategies, these tips are helping you find your voice so that you can write better email campaigns. I'm not talking about how you structure the email. I'm talking about what you do through your email campaigns.

Also explain how their emotional benefit will tie into the physical benefit. Emotions are powerful things. You can really become friends with someone by emotionally tapping into them.

For example don't just tell people how to do something, tell them why they want to do something. That would help you sell more products. That would help you get more click-throughs on your emails and so on.

Now let's review. What we talked about was we're going to launch your lead funnel which is your landing page and your Thank You Page. You're going to drive traffic to your opt in page. I gave you some tips on that.

We talked about the OVO method. We talked about delivering niche-related content. We spent a lot of time on strategizing your email campaigns and finding your voice. I hope that you tune in to Module #2 and Modules #4. You'll find a lot of content there. I hope that I was helpful for you in this video.