

Profit Academy – Coaching Support #1

Rick : Good afternoon everybody depending on where you are of course. It could be evening or morning. It could be last Tuesday for all I know these days. Don't you find that Tom ... I'm trying to figure out what's going in the world because now we're a global market. It's not like the old days when maybe there was a one hour time difference you were dealing with, but now ...

Tom Hitchens: Speak for yourself. I'm only 22 years old, so if you're older than me Rick, then [crosstalk 00:00:23].

Rick : I think your socks in that picture of 22 years old. Nice try. Here, we've got somebody very early morning from Singapore. I used to know this, but I don't know anymore, so I think it's yesterday in Singapore or it's tomorrow in Singapore. I'm not sure.

Anyway, we still have open season on anybody who can contact us from a submarine via the internet. If you can do that, you win the door prize. It's a screen door so it won't be much good on your submarine.

Anyway, it's Profit Academy's coaching session and Dr. Tom and Dr. Ted are supposedly on deck to your questions, solve your problems, answer the questions that can be answered. If you're looking for a cure for baldness, no because I get it first, and when I do get it, I'm keeping it. Winning lottery numbers, no.

Kenneth says he's eating a submarine, does that count? Well, I don't know. Is it an old diesel powered submarine, because that could be interesting. Anyway, put your questions in the box and we will ... Not me, I don't answer questions. I don't know any of the stuff means, but Tom is going to take your questions and see if he can figure out what it is you're trying to solve and then see if he can give you an answer.

Tom Hitchens: Or as my father used to say, "Fake it until you make it."

Rick : That's right. "If you can't be good, be shiny."

Tom Hitchens: There you go.

Rick : Anyway folks. I will start just by saying, look, the idea here is questions that we can deal with. [00:02:00] Sometimes, people are saying, "Well, how am I going to make money on the internet?" That's such a vague question. We can't deal with that. It's Profit Academy. You know what you're supposed to be doing or I think you know what you're supposed to

be doing to try to get some success behind you. Stay on topic whenever possible. Does that make sense Tom do you think?

Tom Hitchens: Yes, it does.

Rick : Okay, that's good.

Tom Hitchens: We're here to talk about the early modules and I want to try to focus ... Thanks by the way Rick. I appreciate that. It's funny. Everyone that's listening to me, I hope you can hear me. I'm getting some comments here saying, "I can't hear you."

Rick : The problem with sound, anybody out there who's having audio, just throw this in. We don't control the audio circuitry. All I can tell you is it is working, because I'm monitored on several machines, so the audio is working.

If you're not receiving anything, check your audio settings. I hate to say this. See if you get the volume turned up or your headphones plugged in properly. If nothing works, you might have to log out and log back in. That's all we could suggest. They are recorded so it will be around sometime later.

If you don't know who Tom is, I don't know why you're here, but Tom is very, very successful at what he does, but he's not that long as a mentor, right? How long now Tom?

Tom Hitchens: I've been coaching with Anik since last summer, but I'm not going to call myself a mentor. I'm just one ...

Rick : So we're talking six or seven months? How long before that ... Was it eight months ago you were student?

Tom Hitchens: Yeah. I got in to this lesson about a year ago actually.

Rick : See folks? That's what can happen to you. Pay attention. Eat your vegetables and you too could be famous and on the internet like Tom. I'll shut the hell up buddy. It's all yours. Take it away.

Tom Hitchens: By the way, I'm going to tell everybody as Rick goes away until he mutes my microphone, he has this wonderful radio voice. He sounds like this radio announcer, this TV game show announcer. When we're off air, he sounds like Mickey Mouse. It's amazing. I don't know how you do that.

Do you have this special [disgronificators 00:03:54] or something on your system?

Rick : That's millions of dollars worth of software. I could tell you [00:04:00] but then I'd have to kill. Or a spray can and use that or helium works.

Tom Hitchens: Thanks Rick. I'm glad to see on the comments here that you all can hear me. If you're not able to hear like Rick said, log out, log back in hopefully without getting frozen out, you should be okay. I don't see any problem with getting back in again today.

Hello everybody. Good to have you with me. I was supposed to be here with Dr. Ted. I don't know where Dr. Ted is. I'm not a doctor unless you call me a doctor of love or doctor of massive education, I don't know. I'm just a regular old guy who was in business all his life and had no clue what he was doing when he came to the internet believe it or not.

I'm happy to see now that I'm at least a little father down the road and I don't have to be afraid to say this publicly, but if you were to ask me a year ago whether how they do a landing page or what a squeeze page was or what an autoresponder is, I would have had no answer for you. I didn't know. That's why I'm here because I had to learn.

I counseled doctors and dentists in the medical profession as a consultant, a business consultant. Imagine that. They pay me five figure checks, strong checks, to come in and bring them on the edge of technology, on the edge of marketing. Help them squeeze dollars to the bottom line in their practice to cut through expenses, to improve the efficiencies of their business.

I was real good at that a year ago, but I had a web page and I was using email, and I've used computers for 30 years. 30 years, I mean back to the 70s. I was buying the early IBM computers. I remember I bought my first one, it was in the late 70s or early 80s. It was around \$13,000. Some guy walked in and showed me this new piece of equipment.

It look like a suitcase. It was a huge, then it had this big bulbous monitor on it and a keyboard that looked like something out of [00:06:00] the 1970s, the 1980s. It was very cryptic. I bought it because I was intrigued by technology. I was one of the first people in my block to have a fax machine and the answering machine. I've always tried to advance myself technologically because I always found a way to use it in my business. I'd be doggone.

Here I was in 2014 and I didn't know what a sales funnel was when it came to the internet. I didn't know what an autoresponder did for emails. I didn't know how to setup a followup campaign for my existing business and I had businesses. I still have a physical product business. I have the consulting business I mentioned to you. I've been a builder.

I sold vacuum cleaners door to door as a younger man. I had a construction business for a number of years building swimming pools and I was also a certified contractor here in Florida building houses and all kinds of things.

I was using computers in my business to do sales presentations basically, to track my accounting, but I wasn't using it in the way that we can use it today. What you see is a guy here that had no clue, maybe as you don't right now as to how to build a business using the internet.

When I started to dig in to my business, I started looking ... I think this is important for you because I know a lot of people have told me that I have met that you're connecting with my story and that's why I want to tell this again for those that have not met me yet.

I sell a dry mouth product. I developed this and invented through the association with my medical clients. They wanted something for dry mouth and they couldn't find anything that their patients would use because most of the things out on the market or over the counter are horrible tasting.

They asked me how to improve on that and I couldn't find anything that they like, so I actually went to an herbalist and we invented something. [00:08:00] The patients and the doctors loved it, so I actually branded it and I sell it online. Actually, I was selling on a website. I won't say I was selling it online beyond that.

I put it on television. I made an infomercial out of it, 20 and a half minutes and there I was sitting there with Forbes Riley. You've seen her with Jack Lalanne and doing the juicing. She's made hundreds of infomercials and we hired her and she was the hostess on our infomercial.

We were doing sales through a call center and then we would have about 20% of the people would hit my website. You would buy my product and there was no followup. Can you imagine that? As much experience as I have in sales, I had no followup beyond the sales made through the

internet on a one time basis or a one time call to a call center. Stupid, right? Sure it was.

I admitted right now, because now I look back and I see that 62% of my revenue is generated from my followup sales from my sales funnels. Sales that you're going to learn how to do through Profit Academy. It gives me chills talking about it because I was leaving all that money on the table. Are you? I'm sure you are.

You've got to employ these techniques. Everything that I'm doing is nothing more than what Anik had already covered on these three days of training he did live. We're doing the basics. We're working on two or three steps sales funnel. Sales funnels that you've seen advertised through Anik's shows and through his Google Hangouts. It's nothing more complicated than that.

I was looking for a way to improve the sales from the TV because I was spending huge money to be on television every week. I'll tell you. I was spending on average, depending on the season, anywhere from \$10,000 to \$40,000 a week on TV advertising, and I was collecting back almost all of that. Almost, not quite all and I was looking for a way to actually break even. [00:10:00] I just wanted to break even.

My attitude was if I could just break even on my advertising, I can keep my brand out there to the public and eventually through the followup sales, I will continue to get people to come back and buy from me and then I'll make my profit. That was my attitude.

In my pursuit of trying to figure out how to improve my sales, I started looking around and I started seeing things online. I started hearing things from people ... I kept my ear to the ground. I started asking questions to people that I knew in the business and they kept coming back to the same thing, "You need to do more on followup sales. You need to get more involved in continuities. You need to do more on a followup basis through the internet."

I said, "What do you mean through the internet?" That's when I started to look hard. I looked from November of 2013 through the Christmas season into January, February of 2014 and I came across this guy from India named Anik Singal. Somebody popped an email in one of my inbox. I think it was the people that I had actually been hosting my videos with. I had videos on my website, educational videos and I was also using videos through my consulting business.

I would do webinars and executive briefings through the internet using GoToMeeting and I would host followup or recorded videos on a website and that company that I was hosting my videos with sent me an email one day from Anik Singal.

I looked at his product and I went, "Oh my God," because in about a half an hour to one hour of watching this video and reading his material that he would have me look into, I realized that I was so far behind the eight ball that I needed to get myself in gear. I needed to really launch.

Maybe you felt the same way. Maybe you've looked at what Anik is telling us and you're saying, "Holy cow! Is this what it's about?" That's the way I felt. I didn't even have a Facebook page. I didn't use Facebook. [00:12:00] I hated social media. I didn't want to tell you about what I had for lunch and I didn't want you to see the picture of me and my wife on the beach. I wasn't interested in that. I just wasn't in to social media.

I'm telling people how to run their businesses and I didn't know social media, I didn't have a Facebook page? I started learning more from Anik in an hour than it would have taken me or that I would have probably learned in a year of searching out that information online myself. He opened from one video to the next. To the next video to the next module, and I'm looking at this material and I'm saying, "Wow! What have I been doing?" I felt stupid. I felt embarrassed, but I got to work.

I know that I'm connecting with many of you out there because I'm getting emails from you. I don't know how you're finding my email address except now you see it on the screen here. I've got a website and all the things that you see about me on the internet now is all over the last 12 months, because honestly, I didn't know how to post to Facebook. I had to read the tutorials.

I had to read the tutorials, why? Because I was afraid of typing something into Facebook and then clicking the post button and realize, "Oops, I made a mistake," or I did something stupid and then not be able to retract it. I had to make sure I could delete those posts. I'm telling you I was not just a newbie, I was nothing. I was backwards from everybody else that was ...

I have an iPhone. I'm using the stuff, but I wasn't using the juice that comes with the power of the Profit Academy. That's what we're going to talk about here and all of these coaching sessions that you're going to have with myself and all of my other colleagues that have put together this material that you're viewing online.

These modules we've put together with great care because we, like you, knew nothing about what Anik is teaching. The reason Anik wanted to coach is to actually present a lot of the materials so that we could present it to you peer to peer. We're you. We're not Anik. [00:14:00] We're not millionaires online yet.

When I say, "Yeah, we're on our way," I'm right now ... If you've watched the replay or watch the live training that Anik did just a little while ago, I announced on camera ... The reason Anik asked me to come in for an interview is because I happen to share with him with what I learned in the last year from Profit Academy.

When he asked me to report back some of my successes, I didn't know how much extra I was actually earning, because of the Profit Academy material, but I went back and I did an assessment. My revenue is up on just the channels that I'm running today. Channels that I learned only through the Profit Academy material. I'm up \$36,000 a month just using exactly what is presented in Profit Academy. Exactly.

I'll get in to that with you and share with you some of the techniques I'm using and some of the things I'm doing, but I don't want to get too far ahead of the materials being presented through Profit Academy because I'm not here to do a content dump with you, I'm here to answer your questions and help you through the beginning part of this process.

Let me make that point real clear. If you stepped too far into the material and you absorbed too much, what will happen is you will get paralysis from analysis. You'll freeze up. You'll get so much information in your heads that it will make your heads spin just like it did for me last year.

I was frozen. I learned from late January until April and I didn't even have a landing page up yet. I didn't have one person on my email list. Why? Because I was too busy learning. That's a big mistake. I met Anik in an event in Washington DC and he shook my hand and he says, "So how big is your list?" "What list?"

You know Anik from seeing him on television. He looked at me, [00:16:00] he tilted his head to the side, he had a cup of coffee in one hand and he had his hand up in the air, the other hand up in the air and he looked at me and he went, "Huh? You don't have a list? Dude." That's exactly what he said to me, "Dude." I'll never forget that.

That told me that I was being stupid. I was spending money and spending time but I wasn't doing. Please don't do that. Go through the material as

is presented and it's presented the way it is on purpose. It was the coach's idea to present it this way.

When Anik first presented this material to myself and my colleagues that you're going to be meeting here through the coaching process, we just had it all dumped on us. We had module after module after module and I went through videos for weeks and I started reviewing things and reading all the material and going back online and doing my research.

I wasn't doing a darn thing to build a list. I didn't build the landing page when I was told to build it. I didn't research niche like I was told to do and it cost me huge. If the rate I'm earning money now if I would have started this process three months earlier when I first learned about the Anik Singal Profit Academy, I would have had three extra months of \$36,000 a month in revenue.

What I'm saying to you is don't make the \$100,000 mistake that I made. I know that from talking with my other coaches, the colleagues that we have gotten to be good friends with, they made the same mistake. They were all doing the same thing. The reason why is because we just had so much information presented to us so quickly that it overwhelmed us.

What we asked Anik to do and the team was to actually hold up on some of the materials so that we don't get you to skip ahead, because that's what I was doing. I buy a book and if you're like me, I go to the back. The last paragraph of the last chapter. I want to get to the bottom line. That's the worst thing you can do. Trust me. It just is.

You've heard Anik say it, [00:18:00] but you're listening to a guy that has only been doing this a year. You listen to Anik on TV, he's been doing this for 12 years. When Anik says it, it has some impact to you I hope, but when I say it and I'm telling you what it cost monetarily, maybe it will have a different impression on you, so please don't make that mistake.

Be satisfied with learning this step by step because there's a method to Anik's madness. Trust me, there is. As you go through this as it's presented to you, you won't be overwhelmed with the content dump. You'll literally have the time to re-throw it and then do the research and the exercises that is presented so that you can build this business as you learn so that you won't make the same mistake I did.

When you're done with the material, you actually have a machine that's generating money, and you can do it by doing it the way it's presented. I stood in the studio and watched Anik make these comments to you

online through the streaming training sessions and the one session he was doing on Tuesday, he was talking about the 30 day refund policy and he made a comment.

I was shaking my head vigorously off camera and he was saying to you. Look, if you're going to be looking for a refund on this, then don't even buy it because this is not something to learn from and then put it aside and move on. You spent a lot of money for this program.

I'm reading some of the comments that are coming in on the support. A lot of you are ... You're spending money that ... You could be doing something else of that money and maybe almost should be doing it, but you're taking a leap of faith. You've made the commitment. I applaud you for that.

Now, get that money back. I'm a businessman. Don't spend money and not return it. You want an ROI. You want a return on your investment and if you dump into the content and just learn, learn, learn, you're not doing doing, doing, doing.

Do them both at the same time, so when you learn how to do a squeeze page, build one. When you learn [00:20:00] how to setup your autoresponder, do it. Set up your autoresponder. When you learn how to write an email, write the emails for your autoresponder. Do it all at the same time.

Now, I'm looking through some of the questions here. I'm going to start with one question I got in the last 24 hours from Lesley. Lesley is a new Profit Academy Student. Hi Lesley if you're listening.

I wrote back to her today because I was thinking of how to best answer her question and I thought it will take too long to write it. I want it all of you to share in the answer because she asked a question that many of you are asking and many of you may be thinking and haven't yet asked.

That question is, "Where do I start? How do I turn my dollars that I have left into money? I can only afford to spend so much because of the money I spent on Profit Academy." It's a very honest question and it's a very honest answer I'll give you.

You've got to be careful. You only have so many bullets left in your gun. Be careful where you spend those dollars. What you'll learning in the material is how to very quickly and easily build a landing page with very little money spent if you do it using the techniques that we show you.

In the videos that I've done in module one which is how to research your niche and so on and then we get into some of the later modules where we talked about how to actually build your funnel. We show you outsourcing methods that are using websites like Fiverr.com, F-I-V-E-R-R dot com.

Fiverr.com is just what it sounds like. It's a website that you can actually use. It's \$5 to use it. You can buy things for five bucks. You can get a landing page built for five bucks. You can get somebody to do a graphic for you or a series of graphics or a package if you will for five bucks. That's not a lot of money. You can afford to do that. You should be able to do that.

That's where you start. If you can't do it yourself, [00:22:00] go to Fiverr. You're going to find people that can do anything on Fiverr.com. They can do voice overs. They can build landing pages, web pages for you. They can do graphics for you. They can do audio recordings or videos for you all for very low money.

I started there. I still use Fiverr.com for a lot of my things. Since I've graduated to actually hiring a ... Not on a full time basis. I use an outsourced graphic designer. I've used many, but I have one in particular that I'm favorite with. They already know then that my style ... They know what I'm looking for that makes it easy for me. I don't pay \$5 though, I pay a little bit more for that because I'm getting someone to do custom work for me that is higher caliber than some of the people you'll find on Fiverr.

I've got to tell you. The stuff I find on Fiverr is top shelf. If you really do your homework and you research the people and get the right people to work for you. In answer to Lesley's question the secret to getting your money back when you'd start to drive traffic to your landing pages is to start off with a low cost in your business to begin with.

Don't spend a lot of money to produce your landing page and don't spend a lot of money on outsourcers until you start to see a return on your dollar. That means start with a simple one step landing page like Anik shows you how to do. A landing page.

Buy a solo ad from someone if you must and I would recommend that you only buy 100 clicks at a time to start if you can find someone to negotiate with you that will allow you to do that. Don't buy 300 or 500 clicks at a time right off the bat until you know that your page converts.

I see that is a mistake. People will build a landing page, you have run no traffic to it, and then you buy like a Clickonomy solo ad and I see people starting with 500 clicks, because you're all excited, you wanted to get started right now and build that list, but you haven't tested [00:24:00] your page yet.

Now, you've committed. Someone is now sending 500 clicks to your landing page and you look, "Uh-oh." It's broken, it doesn't work. You didn't test it properly. It doesn't go to your thank you page. It's not correctly recording all of your clicks. It's not putting the emails into your autoresponder. Now, what are you going to do? You spent money for 500 clicks to find out that your page was broken. Well, let's not do that.

The traffic that Anik talks about is traffic that needs to be run to your landing page after you've effectively tested it. If you don't want to pay for someone to give you an ad on Clickonomy until you've tested your page, do you have any friends? Do they have email addresses? Have them go to your landing page. Give them your landing URL and have them opt-in.

Then go look in your autoresponder to make sure that their email address shows up there. Check one. Now you know that it's collecting their email addresses. Now, go back to your friend and ask them, "Now did you get my email from the autoresponder? Can you forward me a copy of it?" Take a look at the emails. See how it looks.

Is it formatted properly? Does it have the proper link in there? Does the link work? Since you're a subscriber to the content that you promised them in the landing page, test it. Make sure it works. Also, opt-in yourself. Use your own email address. When you opt-in, are you then immediately taken to your transition page and or your thank you page? Does it play the video or does it show the content of your thank you page offer?

Now, buy the offer. Yes, buy the offer. On your thank you page, get your credit card out and type it in and make a purchase. Buy the offer. Why do I say to do that? Because you want to make sure that you have [00:26:00] the proper HopLink on your thank you page offer. Do you know what I mean by that?

A HopLink is the link that you get when you become an affiliate on the person that has produced the product that you're selling on your thank you page. Remember in phase one, we're selling a product as an affiliate. Someone else owns that product and someone else is selling it or presenting it for sale. You are selling their offer.

That means that you're sending that person. You're a subscriber to an offer on your thank you page and when they say, "Yeah, I want that." And they click on the button to buy it, they're buying it from the other party. You have to make sure that that party is registering you as the seller.

I can't tell you how many times I've made all of these mistakes. Yup, every single one of them. I sent emails out to people and I didn't test the email. I didn't make sure that the link went to the right place. I had people going to thank you page offers and they were buying and I wasn't getting commissions and I started making an inquiry, "Hey, what's going on? What's wrong with your stupid system?"

What was wrong with their stupid system was me. I had the wrong link on my thank you page. They were clicking the offer and buying it and happily going down the road and the seller was happy for the sale and I didn't get a penny from it because I didn't properly test my entire sales funnel. Don't make these mistakes. Test, and test it with your friends. That's free.

Now, when you know that your funnel works, now, send some traffic to it. Then the traffic that you get, make sure that it's a very small amount. A small as you can purchase. Why? Because you want to see what your conversion rate is. A conversion rate, remember, is the rate of people that actually hit your landing page and then those that actually put their email address in and subscribe.

If you have a conversion [00:28:00] rate of 50%, what does that mean? That means if you have 100 clicks and 50 of them opted in. That's what it means. If you have a 30% conversion rate, you have 100 clicks to your page and 30 people opted in.

I have landing pages today that I've learned to optimized and I take it down if it's not doing 70%. 70%, why? Because I don't want to spend money on traffic unnecessarily to a page that is only getting 30 out of 100 it convert.

Let's break the numbers down. Why do I say that? If you have a landing page and you pay for traffic ... Let's say that you pay a dollar a click. I know that you can get it for cheaper than that, but I'm going to use a dollar a click just for the easy math and you buy a 100 click solo ad from someone. What that means is you pay them \$100 to send an email out to their list promoting your landing page.

That's an ad. You actually renting their list. You paid them, just like an advertiser. You went and both an ad ... It's like putting an ad in a magazine or a newspaper. You pay the newspaper to place your ad and they take your money. They promise that they're going to send phone calls to you or there are going to be people that will see your ad. That's what you get for your money. There is no guarantee that anyone is actually going to buy anything. You just pay to have your ad exposed to the public and they then will hopefully come to you and buy something from you.

Online marketing is no different than that except we don't sell ads on the newspaper or in magazines, we do it to our list. If I have a list of people that you want to advertise to, you come to me and you say, "Tom, would you like to run a solo ad for me?" A solo ad means it's an ad just for you that's why we use the word solo. It's just for you.

That means I'm going to send [00:30:00] an email to my list and I'm going to say, "Lesley has an awesome eBook that she wants you to take a look at and I think it's worth your look because I looked at it and it's great content. I'll talk about the content and I'll pitch it for you."

Or any advertiser that you buy a solo ad from will pitch your content that you're advertising on your landing page, and hopefully, I'll get enough people that will be interested in what you're offering and I will provide them a link to click on. That link is the link to your page and you paid for me. That's called a solo ad.

When you pay someone to run a solo ad for you, please don't run an ad for more than X number of clicks, the lowest number you can afford to buy or the lowest number that you should be buying. As small as possible so that you can check with the conversion rate is on your page.

I would recommend you do no less than 100 clicks, because what you're doing is you're paying the person that's selling that ad to you or that is running the email for you to their list. They're charging you by the click. What that means is if I send an ad out to my list, I'm promising and guaranteeing to you, the purchaser of that ad, that I will get you at least 100 clicks to your page. That means of the people I'm sending my email to, I promised that at least 100 will click on your link and come to your landing page. That's what we mean by buying clicks.

When you buy clicks, don't buy 300 or 500 click package from someone. Buy a small amount so that when the traffic comes to your landing page, you can see what your conversion rate is. If it's not 50% or more, then

stop. Don't buy any more ads until you optimize that landing page. Go back and look at what your page says. Is it specific enough?

Follow the material in Profit Academy. Maybe you are too general. Maybe you're talking to the wrong audience about the wrong subject. These are things that you'll [00:32:00] learn in Profit Academy and I want you to focus on doing that right, because if you don't, you're going to be wasting your money. You're going to be buying clicks that will go to your landing page, but you won't be able to convert them. That means that you're wasting money.

If you have a 50% conversion rate on your landing page, I'm just going to use that same math. You bought 100 clicks for a dollar. That means you spend \$100 and out of that \$100, you got 50 people to actually convert to your page. They put their email address and hit the button. They're now on your list. You have a list of 50 people.

That means that each one of those leads cost you \$2. I hope you're following me on that math. You paid \$100, you got 50 leads, so 50 divided into 100 is two. You spent \$2 for each one of those leads. That's your acquisition cost, your lead cost.

Now, you have \$2 for each one of those people and you have to try to make that money back. How do you do that? You had your people automatically view your thank you page offer, right? That's what you learned in Profit Academy. While they're looking at that landing page offer, hopefully it's a good offer that they're interested in.

That means that you need to do your research when you buy clicks from somebody because you don't want to send the landing page that is talking about natural health to a list that is not interested in natural health. They're interested in meditation. If you send a natural health landing page to a yoga or a meditation list and they're not interested in natural health, you're going to get a very low conversion rate. It could be 15% or 20% or 30%.

Now, you've spent \$3 or \$4 for those leads because you have a lower converting landing page. It's [00:34:00] important that you do the research and follow the steps that Anik presents. That's why I'm saying to you this is a long answer to the question how do I make money right away.

You have to do your research, pick a niche that people are excited about, there's a large audience for. Then you have to design a landing page

around what they're already interested in. Then you send that landing page to people that are interested in looking at it. It has to offer them something that they're already wanting to buy or already wanting to get. That's research. That is the beginning steps, the welcome module and module number one in Profit Academy is to share with you all that I'm telling you.

When it comes down to the bottom line here, you spent money on an ad, you want to make sure that you don't have a large deficit to make up. In the case of us spending \$100 and getting 50 leads on a 50% converting landing page, you've spent \$2 for each one of these people. Now, you have to hope to send an offer out that converts on your thank you page that will make up \$100 you spent or that \$2 per lead that you spent.

The lower the amount of money you can spend to get your leads or your subscribers on your list, the faster and the easier it is for you to make that money back and break even. Lesley, the answer to your question of how do you make money is to be careful how you spend it to begin with. Make sure you target those dollars that you have available in an area that you are convinced through research. Not by what you feel in your heart, but convince through research that you can make that money back. Make it back because you're offering an offer to someone that is interested in seeing that offer and then interested in buying it.

If you're using Sendlane and some of these other methods that you're asking me about here, I'm now going to get to your questions that I see coming in here. [00:36:00] I hope that what I've shared is a good help because I sort of encapsulated an answer to a lot of questions that I see coming in under support and I hope that that helps a lot.

I'm going to start here with just a question. [Dr. Anjay 00:36:15] is asking, "Why is the free gift point not in the program between niche and landing page setup? This is an important step that should be covered through a video too I feel in the future, especially ... Also to tie this into your new niche and into the possibility into phase two, create a product."

How do I answer that? The best way to answer it would be to say, look, there is only so much we could present at one time. What we're trying to do ... We're assuming that all of you that are going through this material don't know anything about online marketing. We want to present it so that regardless of how your experiences in online marketing or regardless of where you are in your career in marketing in general, we wanted to basically put this together like we were talking to a 5th grader.

I don't mean to say that you insult anyone, but that's the way I wanted it present it to me. A guy that had 40 plus years of experience in marketing, I wanted to make sure that it was given to me step by step that I didn't miss anything. That's how we want it to present it to you.

As you work through the modules and as you're building your landing pages and doing your research on your niche, we want you to take the time to do the research like I just explained to you so that you will then learn to present only offers to the audience you're talking to, offers that they're interested in. Kaye says it's very helpful. Thank you Kaye I appreciate that.

Now, how could you be guaranteed 100 clicks by someone? In a solo ad, you're buying the guarantee that they will give you the 100 clicks. If you go to Clickonomy.com, you will buy a [00:38:00] click package. That's what we call that. You'll buy an ad from someone that will guarantee you 100 clicks.

It may take them to send to a thousand to get 100 people or 10% to open that email and then click on it. Remember in the Profit Academy training that Anika talked extensively about open rates and click through rates. Your open rate ... If I send an email out to my list and I send it to a thousand people and a hundred people opened that email, that's an open rate of 10%. 10 of the 100 people opened the email, so I have an open rate of 10%.

Now, that's the first measure. The second measure is how many people clicked on the link. I'm putting a link in that email. I want them to click on it. That's the purpose of me sending the email. If one person of the 100 that the email was sent to, if one person clicks on it, I have a click through rate of 1%.

Let's say that again. 100 people got the email sent to them. 10 people opened the email, so my open rate is 10%, and of those 10, only 1 out of the 10 clicked on the link after they opened the email. I send 100 emails, I had an open rate of 10% and the click through rate of 1%. That's how you have to figure your math. That's how you do your numbers, and that's how you judge whether your offer is working. Whether your emails are written properly. You can tell how many clicks you're getting.

Now, let's take that one click I just described, the 1 out of 100. That one click is part of the solo ad package that also Lesley bought for me. If Lesley bought 100 click ad package for me, a solo ad package and I guaranteed her, I would [00:40:00] send her 100 people to her landing

page, that means that I have to send enough emails out to my list to get enough people to open the emails that will assure enough people click on that link, that 100 people at least will show up on Lesley's landing page. That's what I mean by all of that.

To answer your question, what does that mean, how do we know we're getting our clicks, that's what you're paying for. You're paying that person to just sending that email out on your behalf to guarantee that they're going to send you 100 clicks to your list. I hope I answered that for you.

Mervin is asking, "How do you research a niche in an area like finance, healthcare? Amazon may provide books. Where also can this research be done?" What I would do Melvin is I would go to Facebook. You got 1.4 billion people on Facebook. You're going to find somebody that's interested in finance. You're going to find somebody that's interested in healthcare and you're going to find somebody that's interested in every subject under the sun.

I go to Facebook and I go to the search bar. Let me see if I can get to my Facebook page. Here I am sitting with Anik doing an interview. Let see if I can find my Facebook page. Where is it? Here, let's see. Okay. I'm going to go to ...

Look at this wonderful group of people here. Here's my Facebook page. If you want to come to my Facebook page, I'd appreciate it. I haven't run any traffic [inaudible 00:41:45], just from emails and people seeing my link on my page. I've got 303 likes. Isn't that nice? Wonderful Facebook.

When I'm on my Facebook page, I go up here in this bar and I'm going to click and I'm going to type in finance [00:42:00] and I'm going to see what pops up. As I see on my Facebook page here, I've got some different things and see ... Here's Angie Mitchell and 683,134 others like that page. That's the Yahoo Finance page and I can see how many people have actually liked the page.

I'm going to go where the people are and they're on Facebook. Now, go find a page that has a lot of activity on it and click on it. Here's another one. Now, we know that Yahoo Finance is a pretty obvious place to go, so I'm not going to go there. Let's look at the next one down on finance.

Here you see one with 141,373 likes. That's pretty good. I'm going to click on that. It's going to take me to that page about finance. Why am I on this page? Why am I interested? I am interested in what the people are interested in. Here is a page that has 190,000 people that liked it.

I'm interested in seeing what they have to say, wouldn't you be? I'm going to look down through the timeline and see what's on this page what are they interested in. They're interested in CNBC. This where I do my research. Freakonomics. The Seven Habits of Highly Effective People.

I'm going to go down actually what they're talking about. I want to see what they're all about. Is there a place I can go look to see what this page is all about? Is there a link on here? I'm going to click on the link. Let's see what this is about here. "A key point in finance is the time value of money."

Here, let's go see what this is all about. Most of my stuff around here, so I can see what ... Okay, this person is interested in these different pages. Go to those pages and find out why that person is interested in them. Apparently, 190,000 people agree with this guy, so go and look at these pages.

I'm going to go back. I'm going to go back to my page and I'm going to start again. I'm going to type in finance and see what else I can come up with. Let's find another page that's very popular. Here's one with [00:44:00] 391 likes. I'm not interested in that page.

I want the thing that got thousands and thousands and thousands of likes on Facebook. I'm also going to go to ... I'm going to go to eBay. I'm going to go to Google. Let's go to Google for a second. If we go to Google and let me open up here. Let me go to Google. I opened up another page.

Let me this out of the way. I can't see what I'm doing. I'm going to open another page up here. Let's go to Google and let's type on ... Let's go search on Google. [IBM 00:44:49] was a little slow, I apologize for that. Let's what pops up.

You see what pops up here for Google? They're actually giving you high ranking terms that have the word finance in it, so people were interested in calculators. They're interested in Finance Yahoo. They're interested in finance park. I don't know what that means.

Let's go to finance calculator or just go to the page on finance. Look what Google brings for me. They bring me subjects that are high ranking on Google based on people's interest. I find out what people are interested in based on the research that we all have free to us if we have an internet connection and I tap in to what people are looking for and I look. I see what is ranking high.

I'm looking at these stories that they're clicking on. "The dangers of finance." I'm looking here of financial meaning, definition, financial degree. Go to Bloomberg. Click on some of these sites. I'm not going to spend a lot of time on this, but the point here is that we're going to get a question asking me how do you research a niche like finance. Well, I would research the niche on finance and healthcare and every other niche under the sun by doing what I'm showing you.

I go find places where people were congregating and talking [00:46:00] about that subject and then I tune in to that subject. If you go to my website for instance on Facebook, back to that page, on my Facebook page, [inaudible 00:46:12] three basic subjects. I'm into work creation, I'm into natural health, and I'm into spirituality.

Every day on my Facebook page, I post based on those subjects, and then I look to see what people were tapping into. Because I don't have a lot of people on my page yet because I haven't advertised, I haven't sent traffic to this page, I don't have a lot of high ranking post right now.

In fact, I have another page I'll take you to that does. Let me show you one that I actually have more traffic to. This is one of my pages that I experimented with. It's called fightingbackdisease.com. This is my first Facebook page I ever built. I built this back in February of ... In fact, it was valentines day in 2014 and I was experimenting posting my post to my Facebook page and I didn't use my own name because I was embarrassed I didn't want to bank a mistake and have my name all over.

I called it fightingbackdisease.com. I went to Fiverr.com and had that image made. I branded this page, Fighting Back Disease, because I wanted to post content to show people how to improve their health. Not just to stay healthy but how to fight back a disease that you may already have. That was a subject that was very interested in and I had a lot of content on it and I've been pasting to this thing for over a year now.

Every day, I do at least four posts to this web page. Then I started experimenting with Facebook ads and I was looking for likes and I think it was maybe two months of running \$5 a day on Facebook and Facebook advertising. I got a page that had 11,476 likes. Now, I stopped advertising because I wanted to do other things on Facebook and I didn't want to keep driving traffic this page, so I didn't built it any more than that, but I still have people coming in to this page.

I was [00:48:00] looking down through these posts on the timeline and I was looking at the post that had the most likes or the most reaches.

Here's a post for instance that was just posted four hours ago and it's got 29 people reached. See that here. 29 people were reached on that post.

Then I look and compare that 29 to other posts. Here's one that has 57 that was posted eight hours ago. Then I keep scrolling down. I'm looking to see what are the most popular posts, what are they interested in. This is what I want you to do on these various Facebook pages that you go research.

Now, Mervin was asking about how do you research finance and how do you research healthcare. Here's a healthcare example. People who are interested in healthcare are going to be looked on Facebook pages that are talking about a subject they're interested in, so go find those pages doing just what I showed you and then look down the timeline and see what are the most popular posts. What posts has the most ...

Look at here. Here's one. This was posted 23 hours ago just almost a day ago, 304 people liked that post. Of those, I had eight people liked the post itself, so 304 read it, eight people liked it and three people shared it. You see those numbers there?

If this is a very [inaudible 00:49:19], look at the subject. "Natural cancer treatments are your best bets should you develop this horrible disease. Science proves it." Here's a post talking about, "This kills cancer patients faster than no treatment at all." They're talking about chemotherapy.

Maybe you want to do a subject and a landing page talking about an alternative treatment to chemotherapy. What I'm seeing on Facebook page is that I've got the people looking a post here. 29, 57 people looked at that one. 77 people looked at that one. Here's one, boom, 304. That is proportionately more than the average post on [00:50:00] my Facebook page.

I'm going to tune in to that message. That's how you research your niches. Spend a day and go out and look where the people are in the niche that you're considering. Now, if you find a niche that is popular and you saw before I was looking at a Facebook page that had 141,000 likes on it and then tune in to that message because people like that page for a reason. They like the message.

Now, look at the timeline. What are they commenting? What are they saying? What are they liking? What are they sharing? Those are the things that you tap into. I'll build a landing page around that subject. A subject that you searched and found to be popular.

Now, what are they buying? What is someone interested in alternative cancer treatments looking for? Go to Amazon.com, go to Google and type in, "alternative cancer treatment," and see what comes up. Look at the products that are being purchased, or go to eBay and type in cancer or chemotherapy on Google and see what posts come up and read the posts. Read the articles. See what is being talked about and then go look for those products that are being talked about in those articles. Go to Amazon.com and type those product names in Amazon and see what is the highest ranking product in that area. What are people buying.

Now, if you've researched your niche and you found a subject that people like, you've tapped in to what they're saying about it, and what they're asking about it, and what they're looking about it, and how much they're paying for it, now, go to Amazon and find products or go to ClickBank and find products that are in that area of interest that you found that those people are interested in.

Now, when you put a landing page together and you offer it to the healthcare niche for instance for specifically people that have cancer, you'll find subjects [00:52:00] that are interesting, the people that are looking at your page. You'll have people clicking on those landing pages and you'll have people buying the products because you knew that that's what they're already looking for.

I say all of that so that now when go back to Lesley's question when she's asking, "Tom, how do I make my money back that I'm spending on this business?" That's how you do it. If you spent \$100 on clicks and you got 50 opt-ins, you have 50 email list now and you spent \$2 an email and you followed my math before, now you have to make up that \$2 per person. How do you do it?

Hopefully, you sent them to a landing page and then to a thank you page that has an offer on a subject that know they're already interested in and offer them a product to buy where you know they're already looking to buy things like that. That's how you make your money back quickly. Not doing that, you're going to be spinning your wheels on wasting your dollars, okay?

Let me go on here. I'm going to take another question here from David. He says, "We will be using Google Analytics?" Sure, I would use Google Analytics. I do it on every page I build and you should too because it helps me track my visitors to my page. I do that because I have a blog.

You'll notice when I had my little [banner 00:53:25] up here, you can follow me on tomhitchens.com and I encourage you to do that. That's my blog page. The blog page has posts that when people are on my Facebook page ... Let me go back to my Facebook page here.

If you click on this link here, fightingbackdisease.com ... This is actually the wrong page, but it's Fighting Back Disease. When you click on this link, it takes you ... I'm going to click on that. It takes you to my WordPress website for fightingbackdisease.com and it displays the post.

The same is true when I have [00:54:00] a post on my Facebook page under my Tom Hitchens banner and someone clicks on a link there, they're taken back to tomhitchens.com and that's how I drive traffic from Facebook for free back to my WordPress website.

Now, when I get them on my website ... Let me take you to that website. Let me go back to Facebook here and I'm going to go back to my Tom Hitchens page. Okay, I'm going to click on the Tom Hitchens page and there we go.

Now, on this page, I'm using my community of people that are liking my page and viewing my posts to see content that I want them to click on. As they're clicking on that post ... Let me click on this one. You click on the post, it takes you to my tomhitchens.com WordPress website which is exactly where I want them to go and now I'm building my community.

There's the post on the WordPress website. You'll notice on my website, what I have there on the right side, I've got funnels and I've got ads and one of the ads, one of the ad widgets are there right there. That one right there. That's an AdSense, Google AdSense ad.

This one down here too, this banner, that's a Google AdSense banner. People are viewing my posts and they're clicking on ads that I'm making money and then I want to use Google Analytics to see how many people were actually coming to my website.

On this website that I have here on Tom Hitchens Community, I have a tracking pixel from Google Analytics that will be put in to the header. I have my web developer that built this page for me. I got the tracking pixel from Google Analytics and I have the web developer put that tracking in this website.

Every time someone goes to one of these pages, I'm tracking them and that tells what ads I'm running that are working, which ads are not.

[00:56:00] That's called optimization folks. You'll get into that later in Profit Academy and I'm getting way ahead of myself. I'm giving you an overview here only though because this question and answer webinar, I'm trying to cover the first two modules that were released to you, module one and the welcome module.

In the welcome module, Anik goes over everything. He gives you the whole Profit Academy story on the circle of profit and we're talking about everything from soup to nuts; phase one, phase two. Doing affiliate marketing, building your own product, and this all relates to everything I'm talking about. This is the circle of profit that I'm showing you.

Building a niche for yourself, figuring out what you want to do in your business and then building supporting functions that will drive the traffic to the pages that will make you money. You wanted to know how I'm making \$36,000 a month extra in my business by doing all the things I'm showing you? I decided I wanted to build a blog page so I can get my message to you out.

While I built that blog page, I happen to put a banner here. The first one that you can see, you can click on that and if you click on that, it brings up a pop up for you to opt-in to my list. As I'm driving traffic from Facebook to my web page, I get people that are clicking on these little banner ads and they're either buying something from somebody that is offered through an AdSense ad and I'm making money from that click, or people are clicking on an ad like right here. This ad is me.

They click on that, they're going to get some content for me because they're going to go right to my landing page. Then when they opt-in to my list, I'm going to send them to an offer that they're interested in and they're going to hopefully buy and I start to make money. That is the process that I'm using. A combination of things all put together, and when I add it up, I'm already up \$36,000 a month more than what I was making this time last year by doing [00:58:00] exactly what you're learning in Profit Academy. It's just not anymore complicated than that, okay?

Now, I'm going to go through and get another question. Let's see here. Let's see, let's see, let's see. "What type of products ..." Tiffany is asking, "What type of products and affiliated programs gets the highest conversion rates with sales? Which should I be looking for when choosing what to promote?"

Well, you'll find that out through your research, because I'm not going to sit there and decide for the market what they're interested in. I'm going to let the market tell me what they're interested in Tiffany.

If I try to decide what I think is best for them and make an offer to them based on what I think they need to have, I'm not going to get nearly the conversion that I would get that I offered them something that they're telling me already that they're interested in. That's the mistake that marketers make is that we commended this business and we think we have this wonderful message we're going to share with the world and this wonderful product that we know everybody just has to have.

You know what? If there's not enough people that are interested in that product that you think they should have, you're not going to get a lot of sales. You're going to get low open rates on your emails because they just aren't interested in what you have to offer them. They're not interested in what you're talking about. You're not going to get strong click through rates because if they're not interested in what you're talking about, why would they click the link?

Certainly, they're not going to buy from you if they're not interested in what you're talking about or what you're offering. How do I overcome that? By doing exactly what I showed you I do. I start in a niche Tiffany that I think I would like to promote.

You can see here, I was interested in making money, I was interested in healthcare, alternative healthcare, and I'm interested in spirituality. I do meditation. I do yoga. I'm interested in that, so I like to talk about the things that I'm interested in.

Before I ever built this web page, before I ever built a landing page that you'll see when you click on that link there, that little banner ad, [01:00:00] I went out into Facebook and I did just what I showed I did.

I look on landing pages and they are talking about yoga. I looked at spirituality. I looked at meditation pages. I focused in on what those people on those pages are looking for. I listened to the communication that they were having with each other by reading the comments that they're replacing on that page. I read through the timeline. I spent hours doing this.

By the time I'm done, I know exactly what you want. If you're into meditation, I know you're looking for guided meditations. If you're looking for guided meditations, I know specifically you're interested in

affirmations. You don't want to just meditate, you want to use affirmations in your meditations.

I developed product around affirmations and I offer them to a meditational niche. Instead of just sending out a landing page that says, "Learn how to meditate better," that's a terrible landing page, because it's too general. Instead, what I would offer is how to use one affirmation specifically in 24 hours to learn to manifest what you truly want in your life.

Go specific. Be as specific as you can in that offer on that landing page and then when someone looks at their landing page and says, "Hmm, meditation, affirmations, and I can do it in seven days? Okay. Or 24 hours? I'm in." They put their email address and they opt-in. Great, you got a conversation.

Now, offer them something that they're interested in buying. You have to research that. What are people that are interested in meditation and specifically affirmations, what are they looking for? You know what they're looking for. They're looking for guided meditations that are in written form and in audio files and they like video, instructional videos.

They like to be able to sit in a meditational pose, close their eyes and have someone walk them through a 20 minute meditation session, but specifically on how to get more money [01:02:00] in their life or how to use the law of attraction. Build something or buy something and then offer it for sale based on what they opted in for.

If I opt-in for an affirmation guided meditation, don't then send me to a ClickBank link that is talking about natural health. What a disconnect. "I didn't tell you that I was interested in natural health. I told you I was interested in affirmations and meditations. That's why I gave you my email address."

Listen to what people were telling you and then build your niche and your offers, your landing pages and everything that you're selling in your follow up email campaigns around the subject that the people have already told you they're interested in. That's what you look for on Facebook.

Then when you find a product that you think they might be interested in based on what you're reading on Facebook, now go to Amazon.com and plug that in and see what comes up under that genre. What products are they buying in affirmations or in meditations or in the yoga niche. If

there's nothing, then maybe that's not a good thing to offer. Don't try to force a product down someone's throat that they're not buying already or that they're not interested in.

Here's another point I think is a good one on that subject. I find people coming in who may say, "Tom, I researched my niche and I found there were just too many people offering things for sale on that niche and I decided to go somewhere else. I don't want to get involved in something that's too saturated."

Wrong, that is wrong. You've got to completely rethink that whole theory. I want to go to where everybody is going. I want to sell what everybody else is selling. I want to sell it better than what they're selling. I want to sell it maybe cheaper or offer some additional bonuses or present it in a way they haven't seen it before, but my gosh, I want to go where they want to go. I want to go to a place where they want to buy a product and I want to see what they're paying for. [01:04:00] I want to see there's a lot of competition.

Why would I want to get in to an area where there's a lot of competition? Because remember that one person said to me, "Gee Tom, there's too much competition." You know what? There is no ...

Dr. Ted Morter: Hey Tom.

Tom Hitchens: Yup?

Dr. Ted Morter: Hey it's Ted.

Tom Hitchens: Hey Ted, how are you buddy? I didn't know you were here.

Dr. Ted Morter: I've been hanging back just listening. I want to say something about that.

Tom Hitchens: Yeah, please.

Dr. Ted Morter: The point is right on. If you guys think about Tommy Hilfiger, he doesn't view Ralph Lauren as competition, right? It isn't like there's a lack of people in the world that are going to buy clothing from these guys. The more people that are out there talking about it and promoting it and putting it in front of people, then the better off your chances are.

If you think about this in the way of you don't have to be some pioneer or something, you don't have to go out and recreate something brand new. You don't have to say, "Wow, that's so saturated. I'm not going to go

there. I'm going to go over here and do this brand new thing that nobody else is doing," because nobody is probably doing that for a reason.

Almost, you just get the piggyback on all of the hard work other people are doing. It's kind of like ... I heard Seth Godin make this great example. He said that when 7 Up started to market their product, they piggybacked on Coca-Cola, so their marketing theme or their one liner or whatever was, "7 Up is the un-cola."

You don't even have to know what 7 Up is, but you know what a cola is and now all of a sudden you know what 7 Up is. If you're following me, really what I'm saying is you don't have to go into their mind and create some whole new thing. You just go hang your picture next to [01:06:00] ... You hang your picture on the wall next to someone else's picture. It's like by association if that make sense.

The more people that are out there in a niche and the more people that are talking about it, the more stuff that's going on, the better your chances are, because it means it's popular, people like it.

What I've come to learn over the last year is you have to market at people. You have to send your message out again and again and again and again and again, because the one time, the first time you send it, maybe they're not ready to buy. Maybe it's a bad day. Maybe they're not into what you're saying.

Right on board, what Tom is saying is awesome that just because it's saturated, that's not a bad thing. That should be your sign like, "I got to get in to that." Then you can have fun tweaking it like it was about to get into offering a little bonus or a little twist or a little way that makes it unique so that you can capture people's attention, but when it's saturated, it means there's a demand for it.

Tom Hitchens: Ted, I'm glad to have you with me. I had no idea that you were on. How long you've been on here? I thought I was doing this solo.

Dr. Ted Morter: No, dude. [Crosstalk 01:07:17].

Tom Hitchens: Okay, cool. Then I'm going to shut up for a while because I've been wrapping for an hour here.

Dr. Ted Morter: You've been going for an hour?

Tom Hitchens: Yeah. I've been wrapping here for an hour, nonstop. I'm always asking ... Somebody is asking Ted. Why don't you ... Let me help you with some questions. Would that help? Then you can ...

Dr. Ted Morter: Please.

Tom Hitchens: Okay. Someone is asking, "Where does one go to create an account with Clickonomy?" Cathy is asking that.

Dr. Ted Morter: You go to clickonomy.com and ... You need to be able to figure that out. It isn't hard at all. I promise you. Just take the steps and just jump in the trenches there. You go [01:08:00] to clickonomy.com and then it will be a registration page on ... Let me just type it in while I'm on with you. I'm sure you probably can't see what I'm doing, but it's ...

Tom Hitchens: You know what? If I changed presenters to you or if we can do that for us, then they can see your screen.

Dr. Ted Morter: It's cool. I just want to look at ... Okay.

Tom Hitchens: Let me type in here. [Crosstalk 01:08:25].

Dr. Ted Morter: Clickonomy, there's a big button right on the front page that says, "Get started for free." That's what you do. I'll challenge you guys a bit here too. There's going to be a lot of stuff that ... It's impossible for us to tell you every single little step along the way. There's going to be some things that you guys are going to have to jump in and you're going to have figure those things out.

I remember I went to chiropractic school and there was always that person that raise their hand and ask a question that obviously hadn't tried to figure anything out and kind of taking a shortcut like, "Why do I do that?"

I'm not trying to beat up on you or anything for asking that question because it's fair and in the beginning here and especially in the first few weeks as we get started. Everything is fair game. Don't be worried about asking anything at all, because you just don't know what you don't know, right? It's overwhelming. It seems like it's this crazy world of stuff.

After you go through it for a little while, maybe a few weeks and with you guys having this forum and these webinars, it's going to accelerate that learning process so fast. What you're going to discover is that you'll be able to jump in and figure these things out on your own.

If you can't, what you do is you bring to the table and you say, "Here's what I tried. I did these steps. I did one, two, three and I'm not getting the result I want." Well now, [01:10:00] we can have a conversation about it.

Really, coaching and these sort of webinars and these support tasks are for us to be able to ask or I should say answer your questions but ultimately to help you guys get steered in the right direction so that you're feeling confident and that you're able to do this stuff.

Going to Clickonomy is like ... Setting up an account on Clickonomy is like setting one up on Facebook. You can do it. What else? [Inaudible 01:10:35].

Tom Hitchens: Dr. Ted, someone was making a comment here. Maryanne was making a comment says, "Hi guys. Thank you for the content. There is a problem with Sendlane. They're not answering either their direct support or the forum questions." Let me address that one.

I was speaking with Geoff Hand who was the director of training and the coaching here with Anik for the Profit Academy Team. They've got people that are sitting there typing away until their fingers are bleeding trying to answer as many questions as they can about some of the technical issues.

Ted and I are not here to address the technical side right now. That is something for you to create a trouble ticket or something and send it through the normal process. I'm really not a technical person on that end. If there something that's broken or there's something maybe you're not following right or maybe there's something that, because of a lot of people slamming the system maybe for a moment or here and there, it's just not working.

Try to handle those questions. Anything that is related to any of the systems that Anik is offering you to tap into, you might want to just a trouble ticket in. What Ted and I are here trying to do as coaches is to work you through the material that's being presented through the training, okay?

There is a question here Ted that says ...

Dr. Ted Morter: Before you jump ... I want to answer whatever the next question is while I was listening to you, because this is Tom man. Tom is data driven analytics [01:12:00] junky. Tom, I'm happy when I have something that

converts that 60% and 65% and Tom is like, "Mine is only converting at 81% and [inaudible 01:12:12]."

Tom Hitchens: I wish.

Dr. Ted Morter: I say that in gist just to be funny, but that's just Tom's style. In what he's sharing with you guys, he's getting into some things that might be a little bit further down the road or it might not be. I just want a new software. Tom, I bought Infusionsoft just last week.

Tom Hitchens: Yeah, cool.

Dr. Ted Morter: I'm going through my first sort of meeting with them. Kind of like you guys are right now. You're going through your first webinar meeting and support and I'm just chomping at a bit because I did all of the research and the homework and the tutorials on YouTube and I just ... I did it all on my own before. I was advanced and I was ready to go.

That's why Tom is sharing some of these things because some of you guys are there. You're ready to go. I've seen you in the forum and you're like, "Come on, I've already built my own product," or something like that.

I want you guys to know that it can be really simple too. When I first started, it took me about a week to get my opt-in page up, to have my autoresponder set up, to create my account. [Inaudible 01:13:30] PLR Assassin. I've spent 20 bucks to buy the rights to a 10 page report, an eBook. That was my free gift. It cost me 20 bucks. I didn't really care that it was specific about my message or anything. I'm just ready to get going.

Remember, any moves that you guys make right now are positive. Anything that you do is going to be awesome. If it's a huge one or a little one, it doesn't matter. If some [01:14:00] of those other things are confusing because you just don't know what you don't know, well that's cool. You just do something little and do something small. You always can go back and change it.

Tom, don't we always go back and change everything anyway?

Tom Hitchens: Constantly. The reason we do that is ... I'm sure you did the same thing I do Ted is you want to make it better and better and better, but if you don't start with something, how do you know what you're doing wrong, right?

Dr. Ted Morter: Right. Make sure that you just get started with something, and then after you have a little bit of time on your belt, then you go back and optimize it and change it and split test it and test the green button versus the red button and that sort of conversation.

I have been very successful in it and have taken a much lazier route than Tom. I've put up my very first and I went in to the PD niche and my very first opt-in page converted that 70% and I said, "Okay, that's good."

Tom Hitchens: It was a killer dude. It was the best of the whole group. It was awesome.

Dr. Ted Morter: That was like 10 months ago and I just finally ... I'm getting to the point where the conversions are coming down, so about 30 days ago, I made a new free gift. I recorded little meditations which is with the microphone I'm talking in to you right now, so it's free for me to do, but I made a new one finally after about nine months, and then, boom, it went right back up to the old conversion.

What I'm saying is just get something out there. How prolific can you be. What can you create, and if you're not a creator and you need to go and outsource, well that's still a creation. That's still yours. You own it and it's out there with your stamp and your name on it.

I really think that the name of the game isn't sitting around driving yourself crazy trying to figure out which thing is going to be the best. It's about just go, [01:16:00] go, go what can you create and put out there, because if you have four things out there, there's going to be one or two of them that do really well or maybe all of them. I don't know, but usually, the chances are one of them will emerge is the better one. That's what you go with.

You don't have to figure it out on the front end. It's almost like you look behind you at the work that you've done because you're just motivated and driven. You know that this is going to work out, that it isn't hard to do, it's going to take a little bit of time, but you're awesome, so you just make that commitment that you're going to do it.

Then after you've done the work, turn around and look behind you and you just pick the one that is the best one and then you run with that, right?

Tom Hitchens: Ted, I got a question here that came in to me. Let me answer this one real quick. Eric is asking, "Tom, I just watched the first opt-in video and you're a huge fan of LeadPages." Yeah, that is true. I am Eric, because I've used it

from day one and if ain't broke, you don't fix. That's just sort of my mentality. I've always used that, so it's what I'm ... It's sort of like you get up and you grab your toothbrush because you've been using it for the last week. It's the one that you grab. It's just what I'm comfortable with.

He goes on to say, "Sendlane's opt-in page tool is easy and is effective to use." It is Like Ted just said about him learning Infusionsoft for the first time. There's a learning curve to everything. When I first started using LeadPages last year, I had no other alternative frankly because there just wasn't anything else out there that I like or I care to use and I started with LeadPages, and I had a heck of time learning it.

I wasn't used to the user interface. I wasn't used to the terminology. I had to figure out how to do everything for the first time and it was hard. It took me a while to figure it out. A while, maybe a day or two [01:18:00] before I could even get my first page up.

Now, Ted and I would be able to go into any platform whether it be Sendlane, LeadPages, the one in GetResponse, whatever is out there that you can build a landing page with and we can knock one out and ... A simple one, we can knock one out in probably 15 to 20 minutes or faster, because we're used to doing it.

Everything that you're being exposed to right now, Sendlane, LeadPages, GetResponse, all these stuff that we're talking about, it's all new to you if it is new to you and there is a learning curve. Yes, that's going to slow you down a little bit. Don't get frustrated with it. Trust us.

Ted and I struggled. You heard Ted say about his landing page and things that he just threw up that he get started. I'm the same way. When it comes to learning some of this stuff, I'm a stupid as I come. I really am.

When I say stupid, I mean I just read something 10 times and I'm thinking, "What was that? How did ..." I just have to keep going back over it and over and over again, but the more you do something, it just becomes a habit. Because Ted and I are active in our business, we're always doing something new, but we're using the same tools over and over and over again, so it does get easier.

Don't let my affinity for LeadPages just simply because that's what I'm used to using. That's the pony I wrote in on, dissuade you from using Sendlane, because Sendlane wasn't around last year. If that was the case, I would have been using Sendlane.

Dr. Ted Morter: [Crosstalk 01:19:28] the curve ball. When you guys are starting ... Tom even said this in the module one. When you start your funnel, you start small, small, small. You test everything to see that works, and then you have a positive result, you could scale it a little bit more and a little bit more.

You guys should be looking for all of the free stuff you can get and I'm serious about this. All of the expenses that you can cut in the beginning, because everyone has their free trials and all of that crap, it's going to [01:20:00] free up your money so that you can invest it in traffic.

Like me for example, I never use LeadPages, I did something different and I'll tell you what I did, but first, I want to tell you that when you listen to Tom's story, and you listen to my story, you listen to Zane and Jeff. You listen to all of the coaches that are going to be on here helping you guys out, they're all going to say something a little bit different, so don't be discouraged by that, because I really ...

I get this picture in my head of going to an art school for painting and then you line up 10 different painters and you ask them how to paint a picture. If you ask 10 artists, you're going to get 10 different answers. Someone is going to say, "We should use the wide fat brush." The other one will say, "You should use the skinny brush." Then someone will just say, "You should start with this last year and then add on top." Someone will say, "No, you should start on top and you should scrape down."

I'm not really a painter, but you can get the idea that there's an art to this. What Anik has done for us is he's shown us the science that's here so we can believe in it. He's given us the philosophy and the blueprint and the circle so it's there for us to see and now it's up to us to look at the table in front of us and which tools we're going to pick up and use.

It's just some expression as an artist. What are you going to do, what's going to jive with you, what are you going to like, then you can test them out and play with this one and that one. There's a hundred different ways to get to your result. Tom use LeadPages which is pretty slick because it has all these templates in it. You don't even have to have hosting or anything do you?

Tom Hitchens: No, you don't. [01:22:00]

Dr. Ted Morter: You don't even have to buy a URL and have hosting, so you can dodge that expense. I went a different way in the beginning, because I looked at LeadPages as a monthly expense and I want to just buy a couple things

one off and be done with it, so I bought something called WP Lead Rocket and it was cheap, it's like 40 bucks. Jeff Lenney was the one who turned me on to it.

I use it on all my squeeze pages on all my sites over and over and over. I actually have to go and buy a domain and then I have to make sure that I have hosting for that domain or that also called URL. Whatever that website is, I have to host it somewhere, but those things are negligible. They're like 20 bucks a year or something. Super cheap like that.

It's just a different route and it's a different way to go. It isn't that one is better than the other. It's just what your flavor. You're going to the ice cream shop and it doesn't mean that some of them are good or bad, it just means some of them you like but somebody else is going to like the other ones.

Tom Hitchens: Dr. Ted, here's a question here. It will be perfect for you because you're an expert in working with ClickBank. A question from Ed says, "Where do you find high interest niche? Where do you go to get an affiliate product to sell? Only on ClickBank or other affiliate companies?"

Dr. Ted Morter: Great question. There are other affiliate companies like JVZoo I think is one. I'm kind of blank right now because you asked me, but regardless of what the other ones are called, just start with ClickBank because ClickBank is the Cadillac of the affiliate marketer world and that's where everybody is going, so you should just go there. [01:24:00]

As far as trying to find a successful niche, you can use ClickBank as research. If you have an idea and you're like, "I like this niche and this might work." I've seen that it's a popular theme and you've gone through in the modules ... I think it was in module one with finding your niche and you get a ...

What I would recommend that you do is you get a couple of ideas or couple niches and then you let your research tell you which one is the most profitable. Meaning, where are all the people at. Where is everyone hanging out, because you want to have a niche about butterfly collecting. I don't know, I just made that up, but if there's no products out there about that and there's no one talking about that and there are no forums and blogs about it and there's no Google search about it, nobody cares about it.

Don't go into business trying to market something nobody cares about. What I would suggest that you do, go to ClickBank, find a niche that you're looking for and then always look at the gravity score.

Gravity is ... I guess it's a made up logarithm. It's some formula that ClickBank made specific to their website and it basically just means popularity. The higher the gravity something is, the more it's selling. The more it's converting, the better offer that it is. So you look for the higher gravity ones.

You can even organize things by gravity in the marketplace. Right now, someone is on the screen here, marketplace on ClickBank. Will you click on marketplace?

Tom Hitchens: Yeah, I did.

Dr. Ted Morter: Scroll down.

Tom Hitchens: I've got health and fitness up here right now Ted. I can go to whatever you like.

Dr. Ted Morter: I think I just got a lag and that's all.

Tom Hitchens: Okay. Yeah, I'm actually in [01:26:00] ClickBank [crosstalk 01:26:01].

Dr. Ted Morter: Basically, what we do is just on the left, you look at the categories and then what Tom is showing you is that you sort the results by gravity from high to low and it will pull all the awesome high gravity stuff up.

In health and fitness, this highest gravity offer is called The Venus Factor. This thing really is a monster because it's been around a long time and it still converts like crazy. These guys are always testing and optimizing, but it showed you the gravity that's right there. It was like 350 something.

What I was taught about gravity was that you want something that has a gravity about 30 or higher and that's just a ballpark, because for example in the niche of personal development, it's tough to find some products that have that gravity of 30 or higher. That's where you network with some other people in the forums and you learn a little bit more about the specifics of your niche.

What I'm telling you is that if you go to ClickBank marketplace and organize things by gravity, it will show you the top ones that are just kicking butt and taking names. That's where you should start. That's

where you should begin promoting is one of those top 3 things on our list. Maybe top 5 or top 10, whatever you want.

You look through all of them and there's one that you like it more. If you can like it and get behind it, I promise you you're going to get better results because it will come through in your emails and you'll be genuine and sincere and you'll be like, "This thing is awesome. You guys should check it out." That's what I would do. I would go to that process.

Tom Hitchens: Ted, to that point too, we're in phase one right now in the Profit Academy. Phase one is talking about affiliate marketing. I see some questions coming through here asking, "How do I sell my own product? Or [01:28:00] what if I wanted to put my own product together?" Like you did Ted, you did your own meditations and so on and you bought an eBook.

That's something that you didn't find on ClickBank, you actually produced that on your own and then you sold it with that. That is possible. It's not really covered in the training until we get into phase two which will be coming up for you, but still it could be done.

Dr. Ted Morter: I wasn't this or talking about building a product either when I was saying that earlier. That was just about my lead magnet or my free gift and a sort of opt-in give away.

Tom Hitchens: Yeah, I'm agreeing with that. I'm not saying about you, I was just trying to add to it and that you can do what you did, because I think it was great. You were one of the first ones in our initial group that were coming through with Anik that actually started doing some products on your own in the form of your meditations and your things that you were actually producing and you were using them simply as items to give away on the landing page and then you started selling your own products, right?

Dr. Ted Morter: Yeah. Dude, it was so easy. Once you get through phase one and you get this under your belt, you'll get into phase two and you'll go through that and you'll go through all of the pulling your hair out as you're learning. Now that I've made the product, I'm like, "Whoa, that's easy." Like, "Why did I freak out so much about that?"

It's a classic example. I didn't know what I didn't know. Now, I can look back, hindsight is 20/20 and I could crank it out. The reason that I'm kind of pulling back right now is I have several different blueprints that I want to all work together. I'm trying to figure out how to be a little bit more

advanced with all of it, but you could just crank these things out. Again, it's how you prolific can you be.

If I can make one product and do well with it, well why don't I make five of them because one of them might just be the home run that I need to hit?

Tom Hitchens: Yeah. That's [Milano 01:29:52] was saying, "How do you know if a product that you choose to affiliate is not a scam or something bad?" In some niches like BET or others, [01:30:00] I think you can get in and do bad to your list, isn't that true?

Dr. Ted Morter: It is true and this where you do your due diligence. Any time there's a product, if you have any doubt at all, you can contact that seller. For example, that Venus Factor offered at the top, you can see in the paragraph they have a URL at the bottom of the paragraph that says venusfactor.com/affiliates, go to that website and you shoot them an email and say, "Hey, I'm an affiliate. I've got a list building in your niche and I want review access to your product." They'll send you over an email right away.

If they're legit, they'll say, "Sure. Here you go. Here's the access. Check it out. Make sure you can stand behind it and then it's not a scam or anything." That will help you feel better and rest better so that you're not burning your list.

If you do make a mistake, it's not the end of the world either. If your list isn't happy about something, they're not going to all quit or something. You might have to make another free gift to smooth out the situation, but it's cool. You're never going to really do anything too wrong.

I'll also tell you that just because something is up here high on the list, does not mean that your specific list is going to love it. If you decide to promote one of these products and you click the promote button and you grab your affiliate link out of there and put it into an email that you send out to your list, make sure you monitor that stuff. See how many clicks that you sent to it. See how many sales you made and figure out what your earnings per click is and see if it's something that's worth doing.

You won't know at the beginning, because you don't have anything to compare to. That's where the forum [01:32:00] is going to be great. You're going to be able to say, "These are my results. Is that good or bad?" I remember, I did something. I forget what it was, but it was just

awesome. It was like so awesome and I felt like it was not very good and I came back like a little kid that was in trouble or something to Anik and I showed him the results and the data and I said, "Is this good? Am I in trouble? This is really [inaudible 01:32:27]." He was like, "Oh my God. What? You're crazy. Get out of here. Get out of my face with that."

You learn and that's what's so cool about the community that we build here at Profit Academy. I wish I had this stuff when I got started a year ago.

Tom Hitchens: Ted, somebody is saying here they missed the live webinar yesterday because they had no time to watch it and I guess that wherever they are in the world and they were 10 hours a day and they have some commitments to sport, but they're trying to get free from work to watch the videos and they're told they're only going to be it for 48 hours.

Look, what I would do is I would go click on the link from Anik's email and bring up the videos. Bring them up on separate tabs on your web browser. One for each of the three days that you have the live video training. Then once you have them up on your screen, just leave your browser open and then you don't have to worry about it if you can't see it until the weekend. He wants you to get to it because they can't leave it up forever, but don't stress over that. You really should see everyone of those, all three of them.

Ed is making a followup comment here. He says, "Okay, so I can build a site around a great affiliate product." Yes you could, but I wouldn't necessarily build the site around the product. I would build the site around the subject that that product is all about so that you can offer other products. You don't want to have a boring website just talking about one thing. Have a variety of things. Let's see here.

Dr. Ted Morter: In that question, I wouldn't spend any energy in trying to build or brand a site [01:34:00] that's specific to one product. I wouldn't do that yet. That's a cool idea. It's kind of like you're learning numbers right now and then you'll learn how to take those numbers and do addition and subtraction, and then you learn fractions, and then you learn algebra, so don't run right off to try to do algebra.

Take the time to master where you're at, because all you should be doing is building a list and communicating with them, if not daily, then close to that, so you're building relationship with them. A one off web page, it's based on one product, you send traffic to that and you get one shot and

they either like it or they don't, but if you're building a list, you get to connect with them every single day again and again and again.

Really, your focus right now needs to be collecting emails and list building, because there's so much more power in that in the long term and the longevity of that than just trying to optimize something and get it ranked in the search engines and try to get a one off exposure at it.

Tom Hitchens: Ted, Jenny is asking here, "Help me with these clicks. First, what is a click? Is it an email address? Are we looking for people that are interested in specific areas? Are we emailing the same people over and over again at gravity? I need this simplified for me. It sounds a little frustrated.

We covered the click part earlier in the webinar and I want everybody to know that these webinars are being recorded. Rick is going to have them up on the website for you to access in probably 24 hours or less.

Do like Ted and I do. We go back and review over and over and over again. We listen to every word on a certain subject on these webinars, because a lot of this stuff is throwing at you and we do go through it rather quickly, but we do so because we know that you can go back and replay these at your speed.

Jenny, because that some of this stuff is really floating over your head, don't get so concerned about it [01:36:00] right now. Take your time. Take a deep breath and just go back and watch the parts of the videos that you need repeated. I do that. I'll replay segments of these videos over and over again until I finally figure it out.

I explained pretty thoroughly what a click is, what an email address ... How that relates to an email address and the purchase of the solo ad, how they deliver the clicks to you. Hopefully that will resonate. If not, the material will do it as you work through it. It will come to you. I know it's a lot. Just hang in there. Don't get overwhelmed. It's new.

You bought the Ferrari, you got Profit Academy. Don't put the pedal to the metal right now or you're just going to spin in circles. Learn how to drive sucker, right? How about that Ted? You're not going to learn this thing right off the bat.

Dr. Ted Morter: It's not realistic to think though, but it's a great question, because what it means is there's confusion about the lingo and the terminology and stuff like that which is totally normal. Everyone starts off there. It took me two months to figure out what they heck they meant when they said solo ad.

Now, it seems so simple. I'm just like, "It's a solo ad." You just do it, but at the time, it's like, "Would somebody please explain what that is? It's driving me crazy. I don't know. They keep saying clicks and buying clicks and [inaudible 01:37:22] clicks. What the hell is a click?" I would go crazy doing that.

Take a little bit of time and you'll figure it out. You listen back to it a few times. Again?

Tom Hitchens: I'm sorry Ted. Paul is saying ...

Dr. Ted Morter: I think Rick said he would have these recordings up in like five minutes after the webinar was over, something crazy like that.

Rick : No, not five minutes.

Tom Hitchens: He's going to love you for that.

Rick : That's tier three work and you have to mortgage both of your houses for that [01:38:00] to happen.

Tom Hitchens: Let me do this Ted. Let me help everybody out. I'm going to give you Rick's personal phone number and email address. Get your pens at. Ready? I'm just kidding.

Dr. Ted Morter: 911.

Tom Hitchens: No. He has them up very fast.

Dr. Ted Morter: [Crosstalk 01:38:16].

Rick : If you're going to ask where they're going, I don't know. I load them to a mysterious place to manage. It's a mayonnaise jar on Funk & Wagnall's porches they used to say, but someone else creates the place, the page, the whatever the hell else it is.

After I've turned it into something that can be seen, I don't know what happens to it and I'm sticking with that forever.

Tom Hitchens: Ted, here's a question for you that maybe relates to the ClickBank subject you were talking about. It's from Paul. He says, "Hi, I have a problem registering with ClickBank from Nigeria and this is the same with PayPal. Please what is the way out and the alternative approach?"

Dr. Ted Morter: I do not know the answer to that question, but I can tell you that I've had trouble as a product done on ClickBank people that are from Nigeria. ClickBank just blocks them and I think it's ... This is my opinion I'm putting in here [crosstalk 01:39:15].

Rick : Be careful of what you're about to say. I'll tell you why.

Dr. Ted Morter: Like I'm a prince from some country somewhere and I'll send you money, that kind of thing. I think it's just through experience that some of those. Maybe the country or just the address in that area have got unblocked or something, so I don't know the answer to that.

I know where there's a will, there's a way. There's got to be some way for you to figure out. That seems like a little bit more of a specific special circumstance. I have no idea with that kind of on [inaudible 01:39:54].

Tom Hitchens: What I would do Paul is to get a merchant account myself, [01:40:00] so I wouldn't have to rely on PayPal and take the best shot I can to put my own sales page together and then have a place where they can enter the credit card using their Visa, American Express, MasterCard or Discover Card and hope for the best.

People like to use PayPal, yes. There are other alternatives to PayPal out there right now. Square.com and some other subjects or some other types, but still, Square I think requires the physical card. Look online, look through Google and find an alternative to PayPal.

Go to similarsites.com and type in PayPal.com in the URL box on that website. It will tell you what sites are similar to PayPal and you can use that for anything. If you see a webpage that has a product that you like and you want to know what the competitors are, similarsites.com will show you what pages it will get you on your path to finding an alternative.

I would do that. I would get my own merchant account which I have now and I've had it for a while because I had my physical product company, so I market through ClickBank, but I also run my own sales pages using my own merchant account and I have integrated PayPal to that sales page.

Dr. Ted Morter: Will you clarify what that means, you have a merchant account?

Tom Hitchens: Yeah. Merchant account would be a place where you ... Just go into Google and type in merchant account. You'll find articles and advertisements by companies that will provide you the service of actually

having you enroll with them and then they will give you the ability to put your website that people could enter their credit card information in and use their Visa, MasterCard, Discover or American Express card.

Then when the company, the merchant company, collects that money, they drop it right into your bank account for you about three days later after it settles. That's called a merchant account and it's pretty basic in the world of business. [01:42:00] Maybe known by other names in other countries, but go to Google and type in merchant account or, "How do I process credit cards?" Things like that and you'll find companies that will be advertising on that Google page and you can click on those ads, or you can also look with the organic searches with the results are. Click on those articles and research it.

What I'm saying is take control. Don't rely just on ClickBank. If you just can't get into ClickBank and PayPal, then build it yourself man. Get a merchant account and then get a product put together even though it's not on ClickBank. Maybe you can get it from JVZoo like Ted said or ...

Listen, go to Alibaba and get a physical product and do a drop ship. Learn about that. Anik said in his training on these live trainings he's done over these last three days that you don't just have to do digital products. You can do physical products too.

Ted had a great idea when he first started. He mentioned it a little while ago. He said he went out and bought an eBook from somebody for 20 bucks and that was his giveaway. Ted could have sold that thing if he wanted to. He could have setup a merchant account and he could have sold that for \$5 and that could have been his thank you page offer.

You can just duplicate what ClickBank is doing. ClickBank is wonderful because it gives you the products to become an affiliate for and ClickBank will then do the collection process. They have their own check out process and they pay the vendor who is selling the product and then they pay us our commission if we sell it for the vendor.

That's a wonderful one-stop shop, but if you just can't get access to it, then build it yourself. It's not as hard as you may think. Getting a merchant account is nothing more than contacting the company and say, "Hey dude, I'd like to have a merchant account," and they will walk you through the process and help you technically to get it set up on your page.

Buying an eBook, Ted just told you. Where did you get that eBook Ted?
[01:44:00]

Dr. Ted Morter: I got it on PLR Assassin.

Tom Hitchens: Okay. PLR Assassin. You can buy some stuff from people on Fiverr.com or ...

Dr. Ted Morter: Fiverr is a great resource. I think too in the beginning, the name of the game is just get it up and get it going. Just go, go, go. Just get it up. Just start it. Don't spend so much time in these beginning phases totally over analyzing everything because you'll come back and analyze everything after you feel a bit more comfortable with it. Isn't that fair enough to say Tom?

Tom Hitchens: Yeah, absolutely. Henry is telling me here, he says, "Tell Paul from Nigeria to look at 1shoppingcart.com." I don't know what that is or I can attest to it.

Dr. Ted Morter: It's a great tool. It's a site that has the shopping cart and it even has broadcast abilities. You could even use 1ShoppingCart as your customer management software, almost like a Sendlane or a GetResponse. You can use 1ShoppingCart that way also and you even have the capabilities to like have affiliate promotions, so if other people want to promote your stuff. It's a cool software. It's got a lot.

Tom Hitchens: I'm going to put that link. There it is on my page.

Dr. Ted Morter: Yeah, it's the number one shopping cart.

Tom Hitchens: Just check your answer or your chat box, you'll see a question box there. You'll see that link that you can ... That's just 1ShoppingCart. I think at one time I had used ... What's the name of it? There's a bunch of them. Go to Google and type in shopping carts and you'll find this one and many others. I can't think of the name of the one I used, it's been a while now.

Someone is asking me, "Tom, when in the process did you sign up with a merchant account, phase one or phase two?" Actually, [Dr. Anja 01:45:56], I had signed up for a merchant account quite time ago [01:46:00] because in my physical product business, I needed to be able to process credit card payments online, so I already had one.

In your case, if you're Paul from Nigeria and can't get ClickBank, can't get PayPal, then you would want to do that in phase one so that you can run

the affiliate products. Or maybe you run your own product, but it is certainly used in phase two. It could be used in both.

Here I have a question Ted. He says, "In phase one, what exactly do we promote from our page?" You want to address that one Ted?

Dr. Ted Morter: Okay. Your page really is just your opt-in page, right? Your entire website is one page and it's your opt-in page. All you're promoting on your page is your free gift. The reason that you want to give them something is in trade for their email. I know I'm kind of being the dead horse, but you're only promoting your free gift so they get on your list.

Now they're on your list, now you get to email them every day, every other day, whatever your preference is, but it's not so much at the beginning on a website that you're promoting a product. Your only page on your entire website is just an opt-in page. That's your whole website. There's a little box in there for them to put their email.

Now, when they're on your list, now you send out emails daily and maybe they join your list on Wednesday and on Friday you send them an email that has a link in it that when they click the link it takes them to some product that you can make a commission on if they buy it. You're not promoting anything on your website other than your free gift. It's your one page website that's your opt-in page. That's it. It's really simple.

Tom Hitchens: Related to do that Ted, Omar is asking, "I have my own eBook on Amazon. Can my niche be on that and promote my own book?"

Dr. Ted Morter: You [01:48:00] bet you bud. That already positions you as an authority. You have social validation and proof. You have credibility. You're an expert in that area, so you leverage that.

What I would do is just pull out a little snippet of your book and make that your free gift. Let's say your ... For example, your eBook on Amazon is, "The 10 Ways To Do X, Y, Z." "10 Ways To Hang Up Curtains in your Office." I'm looking at curtains in my office.

What I would do is I would pull out, for my free gift, I would be like, "Free gift for you, the three easiest, most common ways to hang up curtains." People were like, "Oh, I'm having trouble with that. That's a problem I have. I want to opt-in to this page and get this free gift for three ways to do it."

They opt-in and then they go through the transition page like Tom taught you guys in module one and then they go to the thank you page which is really a sales page and that's you selling the book on Amazon. Say, "Hey, the three things were sent to you, but if you want to get all of them, it's just a few bucks and it's this book here and it's pretty awesome. I know you're going to come back and you're going to love it." That's what I would do.

Tom Hitchens: Collin is asking a question, "How many emails do I click before I start emailing them?" One.

Dr. Ted Morter: One.

Tom Hitchens: Yeah. We're a party of one. If you have an email address that someone opted in, you're now in the online inbox business. You now have to pump out content to that one person. I'll tell you what, it would get a little boring to me to have one person on my list. It's an awful lonely place of just being one.

That means [01:50:00] I'd want to get busy clean and get out there and get more than one, but yeah, if you get one person on your list, you've got somebody that said, "Hey, I'm interested in what you have to say." Now, you have an obligation, in my opinion, to give them great content. Great value for being on your list. That's part of being responsible [crosstalk 01:50:16].

Dr. Ted Morter: Yeah, and it doesn't matter if there's one or ... There might be a thousand people. There might be 10,000 people. There might be one person. From your perspective, it doesn't really matter. You write the email, you click send and then it just goes out to either one person or a thousand people, but you are ... In your mind, you're doing the same thing. You're the authority, you're sharing something with them, and you're branding yourself.

Remember to have fun while you guys do this. People don't buy stuff from emails. They buy stuff from other people, and so your personality gets to come through and you get to just be yourself.

If you try to be all staunch and professional, you're going to get really burnt out really fast and you're not going to have fun and you're going to quit. I know because that was me. I did that the first two months.

Tom Hitchens: Ted, there's a guy here. Ray says, "I already had 2000 plus emails when I joined. I have 15 squeeze pages. I am published on Kindle. Where do I go

from here with Profit Academy?" You're way ahead of the game. I wasn't even where you're at a year ago when I started doing this material, but I did have a good consulting business. I had a very strong following through that and I also had a strong customer base from my physical product.

You're in the same place basically that I was when I looked at this material. What you do with this is that you ... Here are the answer that I gave to Anik when he interviewed me for the live training and that the money I'm making today that I gave publicly, I announced publicly on that [01:52:00] interview, is money that I'm now making above and beyond what I would have been making had I not been doing this business.

When I told you what I was making, that was the money I'm making now as a result of using the Profit Academy materials to go back and enhance my existing business. You have 2000 emails, great. Now, you've got 2000 people. I don't know how you got them. I don't know what they're all about. Maybe they're a newsletter subscription, but you got 2000 people that raised their hand and said, "Hey Ray, I'm interested in what you have to say."

Now, build a sales funnel around that message. Whatever that message was that got them interested in the first place, now sell them things. Give them good value and good content and do it in the way that Anik is showing you through the sales funnels. He's showing you how to take your interest and turn it into dollars by offering them products that they're interested in buying and you know what that is Ray, I don't know.

You said you have 15 squeeze pages. Good for you man. I don't know that I have 15 squeeze pages. Go back and look at those 15 squeeze pages and see what your metrics are, what are the numbers, what are your conversion rates. Are those pages still viable? Are they bringing new leads in for you? Then what are you doing with those leads that you bring in, are you monetizing them right away? Or do you have any followup campaign going out with them or you're using an AutoResponder at all?

Use the techniques in Profit Academy both in phase one and phase two to go back and look at your existing business. This goes to all of you listening to us. Look at your existing business if you have one and do like I did. Do like I'm telling Ray to do. Do what Ted is doing and just apply the techniques to what you already have and make better.

I told you that I had a customer base that I had no followup campaigns for after they bought a product for me on my website or through the call

center. I don't say that anymore today because now [01:54:00] I do. They're constantly hearing from me.

One big thing I'm doing Ray is that I'm giving good value and content to the customer that [inaudible 01:54:09]. I'm sure there are people that bought once for me and never bought again for me, but they're still on my list. I'm still emailing to them.

Many of them are still opening my emails. As long as they're continuing to opening my emails, they're giving me another shot at them to buy something else. Maybe I can get them to re-buy. Maybe I can educate them of why they need to re-buy from me.

I have a dry mouth product and my dry mouth product is good for your health, and I tell them to various posts that I post on my website or through the content that I put in the emails to them why they need to be keeping their mouth naturally wetter and what it effects their health. I go into all kinds of subjects.

I have guest interviews with doctors and dentists and we talk about things in how to fix their health. That value and that content that you give your business will naturally keep them online with you. Keep them tuned in to you.

Now, build the funnels through the circle of profit and put those funnels in application to your existing business and see how you can make those 15 squeeze pages better, how you can get those 2000 people to buy more and then how you can double that list to 4000 and then to 8000. That's how I would answer the question. Ted, if you wanted to add to that.

Dr. Ted Morter: If I was Ray, I would look at it like Tom said. Look at the data on those 15 squeeze pages, what are the results. Pick out the two that perform the best and buy some solo ads and run traffic at those things and figure out which ones outperforms so that you have the one, the good one.

I will just be list building right now, because ultimately, where you're going to benefit the most out of Profit Academy, you've got a lot of the front end set up already and yours is going to kick butt when we get into the funnels and the upsells and [01:56:00] all of the things that go along with owning a product.

Even promoting other people's products as well. There's a lot of unknowns in Ray's equation like how old are those people, is it a stale list,

did they come from all 15 opt-in pages or did they really just come from one or two and he just built 15 of them. What is his autoresponder sequence, what's the goal, what's he trying to get him to do.

Again, if I was Ray, I would pick out the best one out of those. I would buy solo ads and run traffic at that and then my AR sequence would be about promoting my book on Amazon. That's my own product to keep all the money.

I think that's really your best route from where you're at right now with trying to take into account some of the unknowns.

Tom Hitchens: Let's see some other things here.

Dr. Ted Morter: [Crosstlak 01:57:00] about one more?

Tom Hitchens: Yeah, okay. When I was pitching door to door as a kid, I always thought, "As long as you're not going to slam the door on my face, I'm going to keep pitching." I look here and I see we still got 75% of 80% of the people that started this or still online here Ted, so I'm still pitching.

Here's something that says, "What about setting up different email accounts for my existing business?" I don't quite understand that. Do you Ted? What about setting up different email accounts?

Dr. Ted Morter: I don't get it.

Tom Hitchens: Terry, I'm sorry. Let me think here a second what you might be trying to say. "What about setting up different email accounts?" If I had an existing business and I had one email account setup to communicate with my customers, I would probably stick with that because that's part of my branding.

I don't want to bounce around with a different message and come in with a different name on from a different email account. I don't know what the purpose of that would be. Your brand is important and you work hard to build [01:58:00] this, so once you have a message and it's branded to a certain thing or to a certain person or a certain message, I wouldn't change. I would stay with the [crosstalk 01:58:12].

Dr. Ted Morter: Maybe their question is speaking to ... One of the things I do is I have several different from email addresses. If I'm selling a solo ad and I'm wanting them to get a free gift, then it comes from an email address that

is, "giftsfromdoctorted." I'm [inaudible 01:58:35] this to my product owners. Then it will come from my product name.

I have a couple of different options just to customize the segment of the list I'm talking to I guess. Maybe that's what he means and these things are simple enough to do.

Tom Hitchens:

Dahlia is saying ... I hope I said that right. Dahlia, Delia, I'm sorry if I mispronounced your name. I really do apologize. "Tom mentioned about drop shipping. How can you do that with this program?" This is not a drop ship program. I mentioned that only when we were talking in the context of what you could actually do as far as selling a product on your thank you page, because you can do a digital product, as Anik says, or you can do a physical product.

If you do not want to take physical position of something that you then have to wrap in a box and put postage on it and ship it out, you can get involved with drop shipping which is something where you can actually find a product and go to a wholesaler or a drop shipper and say, "I want to sell that widget that you have. I just want to have you ship it for me." They will do that. That's just like affiliate marketing. That's the same thing as we talked about in phase one, except we're dealing with a physical product as oppose to a digital one.

A digital one, your eBooks, your videos, your audios and so on. People were downloading those. Or you're emailing them to them, [02:00:00] but in the case of a physical product, they have to get it and you don't have to fill your garage full of something. Drop shipping is a very popular way for people to make money.

Look at the eBayers out there. People that are using eBay. Most of those products sold on eBay I can tell you are probably from people using the drop ship service and they never even see the product. They sell it to you and then they buy it for a cheaper price and put an order through and the wholesaler or the vendor will actually ship it to your customer for you.

It's wonderful. It's the same thing as affiliate marketing doing a digital product. That's all I was talking about, but Profit Academy is not showing you how to do that. This is not a drop ship program. This is more of a way to make money using the internet and that's one way you can do it is by drop shipping and I mentioned that only as a reference for you.

Let's see here. "When can we get the recording of this important call? Thanks." We talked about that earlier Florence. You'll be able to get ...

You will get a link I'm sure from the Profit Academy folks, on Anik's team telling you when this is actually finished and uploaded and Rick has it ready to go and then you'll be able to view this along with all the other webinars coming up in this series.

Pam is saying, "Thanks." You're welcome Pam. Thank you for being here. Pat is asking, "I'm published on Kindle also and I'm currently coaching one client. I have a blog and a website. How can I put these together?" What would you say Ted?

Dr. Ted Morter: Can you hear me now?

Tom Hitchens: Yeah, now. Yeah, I can.

Dr. Ted Morter: This is where you get to practice your art. You might ask me and I'll answer you and tell something different and you might come up with something totally different as well, so you got to have fun with it right here. There's no right way or wrong way. There's just a right way and another right way and another right way and another right way.

I think that if I already had a client, [02:02:00] and he has a Kindle book and he has a blog, right?

Tom Hitchens: Yeah. Pat says, "I'm published on Kindle and currently coaching a client and I have a blog and a website. How can I put these together?"

Dr. Ted Morter: Make sure that you're capturing some testimonials from your client. I'll always give a client a deal on something in trade for the testimonials and maybe they're just happy and they want to provide them to you anyway. You don't always have to give anything away to get it, but you've got is a book out there on Kindle or Amazon, whichever one [inaudible 02:02:44].

You have authority. You have a book. It's out there. It's published on it. That makes you credible. You have a blog on it where people can come and interact and talk with you and you'll have some testimonials from your client and then you'll work up to another one and another one. It's almost like if you took every client and got a testimonial from them and you put it in a binder, well the first client, you're going to have one page in the binder and then 10 people are going to have 10 pages and after 100 people, you have this thick book.

When you go to show somebody ... Metaphorically, you're not going to show them a book on the internet obviously, but the idea here is that if it looks like it's a bottomless well of testimonials of people that love you

and have gotten the results that they're looking for, then it might as well be bottomless, because the validation and the proof is there.

Make sure you're capturing those people's experiences in their own words because they're going to speak and use words differently than you probably would. You're probably going to try and sell it or something.

I think that the way you bring all these things together ... [02:04:00] Your blog is awesome and you need to have a web forum on there like this little opt-in page just like Tom showed you on his Tom Hitchens site. Your blog can drive traffic to it and they can find a way to opt-in there.

Another great way that I use a blog is I already have the list and then I just post things on my blog and I send them to the blog to read it. I'm just training them to click my links. Blogs can also have lots of ... Tom's site is a great example. You can have different ads on there if they click them. You can have your own opt-in page on there.

There's a whole business model around monetizing just a blog. You can have banners on there about your Kindle book where people can buy that. You can go a million different ways with it, but I think all of those pieces sort of leverage each other. It's almost like all of those things could stand alone on their own and there is really no wrong way for you to put these together.

I personally never had that ... I've never done that with those three things, but I know plenty of people that love doing the blogging, so they spend most of their energy and focus on that and let the other things sort of support it. Some people hate blogging and they focus on a traffic building and sending emails out. It's kind of what your flavor is and where you want to go with it. What do you think Tom?

Tom Hitchens: I agree with everything you said, what he just said. I would add probably I would build a funnel pack. I would build a sales funnel. Now, you have a book on Kindle. Good for you. That's awesome. I would use that just like Ted said, leverage the heck out of it and I would start by maybe offering a free chapter through a landing page. Give them your best chapter.

I mean it, the best chapter, because you want as many people to opt-in [02:06:00] to that page as you can. They opt-in for their best chapter and then when they're reading the chapter, you immediately send them over to your own thank you page offering that same book for sale and give them a deal.

Anyone can go on Kindle and see what it's selling for or offer them a cheaper deal if they buy it directly from you right now and throw in something on top of it. Give them an eBook or give them a chart. Or give them an audio file talking about one of the subjects in your book, something that no one buying on Amazon would be able to get and make it a real good offer. I mean something they just could not resist. There is your thank you page and you're using assets you already have, your book, and you're building a landing page and selling it.

You have a blog and a website. Good for you. Those are powerful things. Just like Ted said. You can do all kinds of things with your blog. When you write a blog, in that blog, you put what is called an Easter egg. An Easter egg is a little ... In the middle of the text, let's say you write three or four paragraphs on your blog and then there is a little ... It looks like a banner. It could be anything you design.

You could do something yourself in Word, Microsoft Word and give it a blue background and make it stand out and maybe reverse print on the text and get a free copy of the book talking about the subject that you're writing the blog on.

I don't know what your book is about Pat, but let's just ... I wrote a book about oral health, so I'll use that as an example. I have the book on Amazon, so I would say ... In my blog, I'm actually taking a portion of one of the subjects in my book and I'm writing a blog about it. Then because I'm talking ...

Let's say for instance, since I'm talking about oral health and I have a dry mouth product, in that blog about after the third or fourth paragraph, I'd put in one of these little Easter eggs and it would have a banner and it would say, "To find out how you can avoid this from happening to [02:08:00] you, click on this link." Or, "To eliminate dry mouth out of your life forever ..." Because I was talking about dry mouth in my blog. "To eliminate dry mouth from your life forever, click here or find out how."

When they click on that, what do you think that takes them to? Your landing page. Your landing page gets them to opt-in, because I don't know if anyone on your blog is actually on your list. If they got to your blog some other way, you want to get the people on your blog on your list, so give them the incentive to opt-in to something and give them the reason why to opt-in. Give them some value.

You're exchanging value for an email address. Now, when they opt-in, they've already told you that they were interested in the subject of your

book, that's why they're reading your blog, so give them an incentive to buy something now on that same subject.

You're using your blog as an entry to your landing page to your sales funnel. You're using your book as an entry to a sales funnel. Then you have a website. I would put a little block ad on your website just like you're looking on the screen right now where I have mine on the upper right there.

Use your assets and work them together. Connect them altogether. Everything that you do should be connecting one to the other so that it ultimately leads them into your sales funnel and then sell them something and that's how you make money. That's how you monetize your assets.

Okay, let's see what else we got here. "You don't need a website, but just an opt-in page, so how can we join Sendlane which acts for a website URL?" Well, that would be the URL for your landing page. See, if you don't have a website but you have a landing page, you still have a website. That landing page is a website. It's hosted somewhere.

You take that URL for that landing page and put it in there. If you do not have a landing page, I'm going to use LeadPages again as an example, just because that's what I use and [02:10:00] I'm familiar with. I know the guys on Anik's team are going to kill me here, but I have not yet used Sendlane. I will, but I haven't been introduced to it yet.

I'm sure there's going to be some similar function or maybe there will be in the future in Sendlane. In Lead Pages, they give me the ability to build a landing page, and then if I do not have a website that I can host it to or I do not have hosting to host that landing page I just built to, LeadPages will actually host it for me. It gives me an option. I can just click on that button and it will host that page that I just built on the LeadPages hosting.

I would say just get more familiar with the functionality in there and that should answer the question because ... Ted, are you any more versed on that than I am?

Dr. Ted Morter: I think to make it simple form, because the question is someone that's obviously beginning. If I go into Sendlane, it's asking for the URL, so that means that's a website and you need to have one of those if you're going to progress with Sendlane. That's just one of the cool little tricky features

in LeadPages is they sort of do that for you, I think is what Tom is saying, but it's really easy for you to get a URL and to set that stuff up.

Tom, we didn't go into that in module one, did we? In setting up the opt-in page, did you do that? Is it there laid out for them?

Tom Hitchens: I think that was [crosstalk 02:11:35].

Dr. Ted Morter: Like go and buy a URL.

Tom Hitchens: Yeah, I think it was more around in niche creation. Let me double check Ted. Let's keep wrapping here for a moment. I'll [crosstalk 02:11:42].

Dr. Ted Morter: There were two parts of module one that was setting up your opt-in page number one and setting it up number two. I think for [crosstalk 02:11:53].

They're trying to work through Sendlane.

Geoffrey Hand: This is Geoff.

Tom Hitchens: Yeah. [02:12:00]

Dr. Ted Morter: Go ahead Geoff.

Geoffrey Hand: The autoresponder ... You're asking about the autoresponder, setting up the autoresponder, is that correct?

Tom Hitchens: Yeah. The question in here is how ... Now, I'm reading a different question now. The question was basically if I don't have a web page and Sendlane is asking for URL before I can create my landing page, what do I do?

Geoffrey Hand: I think they might be getting it confused just naming the URL. Like in LeadPages, we have to name the URL that LeadPages assigns to your opt-in page. If I understand it that that's the case with Sendlane, I don't know that for sure because I haven't been in there to view it, but there are some videos that we created for Sendlane on the members' site and I would encourage all the members to go and look through those videos. I think they're actually in your module in the location where you're talking about the opt-in page.

Dr. Ted Morter: They are there in module one and they [inaudible 02:13:00] exposed to the entire setup of Sendlane.

Tom Hitchens: Okay perfect.

Geoffrey Hand: Yeah, that's great.

Tom Hitchens: Perfect. Okay. [Safaya 02:13:09] is saying, "How long is this webinar? I thought it was one hour. It's in the middle of the night here. Can I just watch the replay?" Yes you can and no, you don't see the questions that we're reading. They're just on our site. I wish there was a different way of saying an answer to that question, but yeah, you can certainly review this again.

We're trying to cover as much of this as we can and a lot of the questions is not directly answering, specifically written by certain people because I think we've either covered them somewhere else in this in our answer to another question. Again, because this webinar will be available for replay. You can go back and just review it and I'm sure you'll find as much of the answers you can expect to get on that question.

Here is another question. It says, "My blog is on the broad subject of health, [02:14:00] beauty and fitness for women. I'm looking for niches in those areas to promote. I have 10 articles up on my blog and banner links to products that relayed in ClickBank. I think what I'm missing is the traffic and the opt-in page. Is that sound right? I want to start at the beginning and work this right so I'm successful." You want to attack that one Ted?

Dr. Ted Morter: She's right. She already answer it. She just needs us to validate it because you just need the traffic, but don't send the traffic at those offers. Send them at your opt-in page so you can capture their emails and then you send them the offers over and over and over and over and over. You got it. You're doing the right thing.

Tom Hitchens: Yup. Mia is a little frustrated her. She's not getting the answers to any of our questions. Mia, we've got thousands of questions here.

How did Edwin Mylar do?

