

Speaker 1: Okay everybody. It is the coaching support session, originally scheduled for 9:00 pm and at the last moment rescheduled to 3:00 pm. If you want an intelligent explanation for that, you are in the wrong place. I don't have one because it's not my area of responsibility. I can see somebody saying, why has this been changed? Well that was the way they wanted it I don't know. There was a conflict with something I don't know. Just so that everybody knows I've sent them a message we record all of this stuff it's somewhere in the members area and I don't know where that is either Dave as you know from experience.

I can't help you if you want to know where it is. If you don't know where it is, I don't know if you are in the right place that's kind of cruel but no. I'm sure that you can find it and someone can direct you to it. However today is a coaching support hour session and you are invited to ask questions of our gurus of whom we have two. We have [Zain 00:00:57] Baker who you may have heard before. Zain went from I don't know nothing about the internet to teaching people how to make a lot of money in a little less than six months something insane like that. Then we have our friend Dave Lovelies whose been at this for a number of years. Dave is a consummate professional an all around nice guy and he's very good at instructing and answering questions.

I don't have anything to do with any of the content I just record it and I don't explain nothing so you don't have to worry about me. Other than that, I will turn it over to you guys it's all yours guys take it away and have fun with it.

Dave: All right well I'll jump in here guys thanks for showing up today sorry for the switch and the time I think we had some conflict and I did see one positive note from someone. He says hey great I don't have to stay up late tonight. Great we are glad that you showed up today and so ... I don't know if Jeff or Zain want to pop in. I know we want to answer as many questions as we can in the allotted time. Even if we have to go over that's cool too that's why we are here for. I know at this point however, you should be through module one. I would expect I guess a lot of questions coming in from module one. We want to keep you focused as much as possible at this step where you currently are.

If we can keep all the questions to what level you are now or questions that you've encountered along the way or things you need clarified and that sort of thing that would be awesome. Jeff you and Zain have anything before we continue?

Zain: No, we are right here to support the call and we'll answer as many questions as we can as you just said Dave thank you.

Dave: Okay all right. All right so let's just jump in here, Mike jumped in first with a question let me see if I can go through that one. He says, "I have a website

already through GoDaddy company name et cetera, do I transfer it to a different hosting company or use them and then set up my autoresponder through [Sendlane 00:02:47].” Can someone jump in there? Maybe not okay. You’ve got something now at GoDaddy and you want to know if you can transfer it to a different hosting company or use them and set my autoresponder through Sendlane. You’ve got a website right now ...

Jeff: That’s something you and I have had experience with right Dave? Never have your domains with your hosting service. Get your domain somewhere else and then point them to your hosting service. That way you don’t end up in that ... it’s happened to me I think that maybe Dave you’ve had it or know people who had it. You are running along say okay this is great, now you want to make a change or something happens. All of a sudden you have to go through ridiculous amounts of paperwork and baloney to get your domain name re-pointed to a new hosting service. Because GoDaddy or somebody else says we won't accept that unless you have a notarized letter or blood sample with all kinds of other stuff.

Stick with your domains from somebody who doesn’t sell you a hosting service and buy your hosting from someone else. I just say that from experience and the woes that it creates.

Dave: Yeah I guess I need to confirm with Mike when you say a website do you mean a domain or you actually have hosting at GoDaddy you actually have some websites up so that’s probably what I need to know first. You can type that in real quick this confirm are you saying website but you mean domains or? If you’ve got something up and you are not doing anything whether you have any traffic coming to it. You are not happy with GoDaddy, you could certainly go to a different hosting company. I don’t like GoDaddy hosting for anything, any time I’ve seen anything on GoDaddy I just don’t like ... I don’t think GoDaddy is a hosting company.

Their our primary focus is domains and when they try to go into the hosting company in my opinion is just an extra little thing to try to make some additional money to the company I get it. If I were them I’d probably do the same thing but I just don’t like their hosting at all. I even tried to work on someone’s site in GoDaddy and it was such a hassle. Again that’s just my personal opinion. In the meantime, in the established [inaudible 00:05:05] if you’ve confirmed what we are talking about here. Yes I have a website okay thanks. All right, so in my opinion I would go elsewhere if it’s not a big hassle to get things over.

The biggest hassle will be of course if you’ve already got traffic coming to it then you try to move that in the middle that would be quite a challenge so maybe just stay where you are. Let’s go to the next one. The next part of that is to transfer

to a different hosting company or use them and then set up my autoresponder through Sendlane. If you'd choose to keep then you can set up your autoresponder through whoever you want, whether it's GetResponse or Sendlane or whatever. The beauty about Sendlane for the profit academy members is this. Is that Sendlane offers you a 90 day free I guess a trial.

You got 90 days free no one else is doing that. Now you got to GetResponse and get 30 days for free. I think with any Aweber it's like a dollar I think for the first 14 days. I don't know if it's a full 30 it might be. That brings up the question well which do I use. The first way I want to address that is to say what's your budget and what is your skill level I guess. Let's just start with the budget because really that determines a lot of things for a lot of people when they are first starting. Sendlane gets you 90 days free if that's a huge help for you, because you got some additional startup like you are going to need some traffic budget.

It's optional with track speed is money let's put it that way so it's good to have some traffic to get things going quickly that requires a little bit of a budget. If you are budget minded right now, Sendlane again gives you 90 days free plus Sendlane has the landing page creator okay. The drag and drop landing page creator which means when I say landing pages that also includes Opt-In pages. You create a sales letter page there is a thank you page template in there. You can create a webinar registration page all these things are done as you create within Sendlane without charging you additional money. With GetResponse they have some templates too but charges you an extra \$15 a month for that.

Their templates at GetResponse from a corporate looking that's not what I'll be working with. No additional cost you get that plus Sendlane will also host those pages for you. You get a unique URL when I say URL that means web address. I'm just trying to help you with some terms for those that are new. You'll get this complete address that you can post in your advertizing or whatever you need to get people to come to your page so that's a plus as well. Now, additionally you have the option if you already have your own hosting, to download those pages that you create and upload them to your own server. Kind of up to you is to the features that you need if you need to know where you are right now with your skill level.

Most importantly probably your budget, okay. Let's see Mike also says I also have a number of social media sites as well as a few thousand followers, Twitter, Facebook. How do you capture all those followers to an Opt-In Page and get a funnel of Opt-In email [inaudible 00:08:15]. Well, you communicate to them a couple of ways you can do this, you can communicate to them and say hey, I've got ... give them a little one sentence I guess a headline or something to just get some over to your Opt-In page. Hey I've got this new report or I got something

that I want to share with you it's all about how to blank. Here is the link jump over and check it out. Really that's the simple way.

The other thing is that like with Facebook pages you have an opportunity to put an Opt-In box on those sites or in Facebook pages. I think LeadPages does that I don't think that Sendlane has that available right now. That is possible through LeadPages. GetResponse also has I think a way you can do that by setting up a new tab. I would say that's probably intermediate to a little bit of advanced just to get that going. That's a couple of ways to do that so it would be easier just to, excuse me communicate with them and let them know about your new page that you have set up and the content you are offering and just send them a link. Anybody else have anything to add before I go to the next one?

Jeff: No you answered it all you did a great job Dave.

Dave: Okay all right. All right Scott is saying, why has the hours changed I want to be able to stay more than a few minutes. Sorry for that if there is an inconvenience Scott if you had other plans. Again we have these weekly and they are going to be recorded in the member's area. We'll also have a transcript by the way just as a reminder. A lot of people will probably ask some questions that you already have in mind so that's the cool thing about it. You can download these transcripts and be able to ... you print them off. I would even suggest that maybe get a binder and print all these off and keep them.

A really nice little binder for you to look back when you have a chance and make time to do it if possible. Maybe take an hour out of your day to go in and look through that if are part of the webinar.

Zain: Perfect. Dave just to add all the recordings will be in the members area under coaching webinars. It's all the way in the bottom, once you log into the site under coaching webinars all recordings will be posted there.

Dave: Yeah, I think my screen is probably showing now.

Zain: Oh yeah perfect right there.

Dave: Okay good I've got it up just so I'm glad you mentioned that so I can just point right to them where they are going to be. We have two different types of webinars and in case you guys aren't familiar with what that is. When you go to bonuses this is where you sign up for the series. We have got a weekly module training which answers questions directly related to the module training itself. Then we have some weekly coaching office hours where we can answer some of your most pressing questions in general. Again to find those recordings coming

out of the bottom where it says coaching webinars and training webinars okay. All right let's see what Gail is saying here.

You also look confused about the time. Yeah I'm not sure what the original time was for this one I just got a quick notice to jump on to make sure we take care of you guys so sorry about that. Just to jump back in here actually if you had registered you'll find out what the dates are. Is there another place here Zain in the form that gives them a list of dates probably in the events maybe?

Zain: I think it sends them an email that has all the dates. Like for today it was and also there is a calendar for today the event was supposed to be at 9:00 pm but it was conflicting with the actual module training.

Dave: Got you.

Zain: We just quickly transformed the dates to make sure that we have both sessions happening. Once again we are sorry for that and it will be recorded and saved under the member area so you can review it at your own convenience. All questions regarding that we apologize and we just have to go with the flow.

Dave: Zain does that mean now the 9:00 is still going to be there or do we just switch the 9:00 for now?

Zain: The 9:00 will be there today and it's the module related training [crosstalk 00:12:31].

Dave: Okay that's just getting out of business.

Zain: By Tom yes.

Dave: Okay you [crosstalk 00:12:33] so yeah guys you can go the events tab here on the main members.profit academy page the dashboard. If you discover you'll see what's coming up and at what time. Again just sorry for the inconvenience about switching the [inaudible 00:12:48] so. Looks like Karen from Ireland greetings, right back at you nice to you have you here. Let's see I have opinions regarding how broad or how narrow our niche should be. For instance when within personal development is a whole slew of sub niches, should we be using the whole arena or area of personal development or narrowing it down. Yeah, you definitely don't want to go broad because you just can't compete in the broad.

Any time you can narrow it down to a smaller group, you are going to have a little more success. That's just like in the internet marketing field there is ... you just can't go internet marketing you really have to take your business in a direction of a sub niche. For example focus on from the step one, step one is

going to be the Opt-In page. That's the first time people have any interaction with you any knowledge of what you are doing. The step one will be the Opt-In page, the content needs to be related to that specific sub niche. In internet marketing a lot of sub niches will be affiliate marketing. Could be writing sales copies or sales letters.

It could be joint venture marketing or at least building or you've got all these things you have to do all the brainstorm session. That's the first step is, typically if you go into a niche you have an interest anyway even if you are the expert. You see what others are doing you can see what others are doing to find out what sub niche maybe you are interested in or what specific area of that niche you want to go into. Just do a whole brainstorm session, you may off the top off your head you may think of one or two sub niches. As you think about it and look at what others are already doing, you'll start being able to come up with a list of those.

Then you follow even the video that Thomas was talking about and researching niches and going out and finding out, doing your homework. Seeing what's what what's out there, what people are already buying. What they are already ... what steps they are already taking online what kind of information they are searching for or liking. Yeah you have to answer that, that's probably a long answer for that. Yes you do want to bring that down into a sub area whenever possible. Zain you can interrupt me at any time that's fine but in other words I'm just going to keep going all right Danny?

Zain: Yeah you are good to go.

Dave: Okay. All right so I'm excited for the webinar say on a side note Sendlane seems to be totally offline really.

Zain: We are checking on that Dave so we'll post an update once we hear from the team.

Dave: Okay great thanks. Sorry for that inconvenience I didn't realize it was down right now. It could be that they are doing an update too and maybe it's just a temporary thing so.

Zain: Yeah it could be a maintenance thing.

Dave: Louis wants to know where the course into your reading the [inaudible 00:15:43] they are in the check box. If you've got a question just type it in the check box and I'll see it. The questions aren't viewable to everyone on the screen the webinar doesn't ... GoToWebinar doesn't allow that to my knowledge you are not able to see those. I'm just going to go down the list and read them as I see

them. When will the other modules be opening? If you come over here in any one that says coming soon, you click on it, it will tell you. However I will point out something here. They all should just be something ... that's how you say coming soon really quick. They all should be coming soon or see a coming soon text just like this.

Some had Mondays it had a date with Monday was actually that should have been Thursday. The new modules are released on Thursday's okay. Then the following week we do the module training to answer questions so that gives you a week to go through it and go through any steps in the following week. We jump on and answer any questions typically Tuesdays for the module training. Then the new modules are released on our webinars are on Tuesdays the modules are on Thursdays. Do I have that right Zain does that make sense?

Zain: That's correct yes. The modules will be released on Thursdays and the training occurs on the week following so it will take the person a week to go through it. Then the week after we answer all the questions and those from the coaching call and the open office hours.

Dave: Okay great. I see something from Edwin who says should I be opening up accounts before learning the whole system first? That's a good question but I don't think that's necessarily unless the module is actually saying here go ... here are some things you need to do. Of course there was a point where you want to get that done. For example you maybe want to get your autoresponder set up by the time we get to the section on killer emails and things that are related to autoresponders. You don't have to have it done immediately but you are going to need to have that done soon. This kind of be making the decision which direction you want to go and how do you think you want to proceed with which resource.

The whole plan is of course is to get things done, get things set up, have things in place so that when you go into these modules you are prepared so that you can go and take some action. Would it make sense with any of these modules that oh it's like okay now I know I have to have this done if I want to get my homework. Or take some action steps here I know I need my autoresponder setup. Right so Zain anything to add to that?

Zain: No, no I'm good thank you.

Dave: All right looks like Pierre do I need both LeadPages and Sendlane. You don't have to have both. Now again Sendlane is going to have a recording cost okay. I believe it's like \$35 a month unless you pay annually. If you pay for the entire year upfront then it saves you 10 bucks a month I think. That's a recurring cost right you. Now, LeadPages but that said has many, many, many designs and

templates available to you for just about anything you are doing. Okay now it's not an autoresponder. LeadPages are typically landing ... strictly landing pages only. Now like Sendlane they do host your pages for you or you can put them up on your own site. That's the similarity between the two.

Again back to Sendlane they have limited right now on the number that you can use but it's enough to get you started that's the whole point. They've got some really nice looking templates right now for your Opt-In pages. It's perfect for getting started they look nice to a professional, it's drag and drop. The benefit is that Sendlane is both landing page creator and autoresponder. You don't have to have both right now. Though if you could just again think of your budget if it makes sense and you want to go ahead and jump into LeadPages that's fine. Otherwise just go ahead and use what's available to you and Sendlane you get those for 90 days free. I hope I answered the question we are good.

Yeah Megan I think we answered that just a moment ago you were asking we have one series of calls for coaching and another for Q and A. Are those different or the same? They are different so we have calls like we mentioned a minute ago that are strictly just for the modules. You watch a training module and then it gives you a week to get through it taking the action steps jumping in the questions as you go. Then that following week, we have the module training okay. That's the coaching training and the office hours is separate. The office hours is training about general questions so yeah it's a little bit different. We keep you covered in two different ways every week.

All right Karen I need help please I'm building a website from new do I need to buy affiliate software also along with Sendlane? I think that says from new I need help please I'm building a website from new do I need to buy ... you don't need no you don't need affiliate software. I'm not sure if you mean affiliate software when you say that or do you mean autoresponder software. You only need actually you don't need to ever buy affiliate software. Once you get into phase two and you start creating your own product our services out there that you don't have to install or do anything like that we'll handle all your affiliates for you. Yeah as for right now if you meant affiliate software no you don't.

Zain: Yeah I think she I think Karen meant an autoresponder because that's the only thing close to Sendlane an autoresponder.

Dave: Yeah and it looks like Karen has already left.

Zain: Yeah I know so there is no way to verify.

Dave: That's all right others may have that question and when they listen back to it they'll hear the answer. Yeah it makes sense doesn't it Zain yeah so they are

talking about Sendlane they must be talking about autoresponder software yeah. Said affiliate by accident. All right let's see, all right Vince he's popped in here with a question this has been asked a number of times in the forum. Why would we [inaudible 00:22:33] makes sense that niche selection is foundational yet you told that niche selection will not be covered in detail until module seven. All right so we've got Tom who does a niche research who gives you a really good overview of steps to take right now.

Frankly what it gave you in that video is enough to get you started. I want to address that really quickly. Because I saw a couple of comments in the forum that said well or actually not in the forum but under the video itself in the comment section. Was that, it talks about physical products aren't we supposed to be talking about digital products. Guys, girls the system that you follow the steps the same.

Zain: Yeah exactly. Also Dave to add to that module seven in specific it does market research and niche research about building a product. All the niche research that's been done in the first module, module number one, that's what you need to focus on for right now. The other part which is in module seven is when you are creating a product in your niche, it shows you how to do that within your own niche. It's two different subjects we are talking about. Phase one is finding your niche, phase two which is how you research the niche to see which kind of products are selling in there. You create a product either similar or better.

Dave: Yeah and that's a good point to make the difference between the two and to add to that in module seven the researching niches. Actually going to a little more detail as far as what people want to know so that you can address those problems but creating a product that solves that problem. Hopefully that makes sense so when you get them to creating a new product, what do you create a product about? Well you got to know what people are already buying a little bit, what they are already spending their money in maybe what their frustrations and pains are.

It goes a little bit different kind of detail there so. Really what Tom gave me is a good overview of how to get started with niches. I do want to show you one of the things actually let me pull up ClickBank market place. He didn't show that in his video and I wanted to show you that. Because I just mentioned really you want to go to clickbank.com and you click on this market place tab here at the top. Right because I want to show you one of the top selling products among any category that you choose. I'm going to show you how to do that really quick. Of course if these products are the top sellers this is what is hit it. That hot button when you are with your prospective buyers okay.

When I say buyers well they start off as leads but yeah just hitting their hot button so we know these types of products are working. If they are already buying these types of products we know we are going to be in a profitable niche. Let's just a couple of ways to look at this. You can go to the search and type in a keyword related to the niche. Or you just come down here and click on any of these categories we've probably got 20 different categories here. Anything from health and fitness to green products self help. eBusiness, computers and internet, business and investing sports and travel. Let's just click on the health and fitness just to show you how it works.

Let me make this a little bigger there. I don't know why but somehow in Chrome all of my text started looking a little fuzzy I don't know if anybody else ever had happen I wish I knew how to correct that I don't know what happened. Suddenly it started looking that way so I really have to zoom in on that to make it look better. Anyway so here the products come up and it could be pages worth of products you'll just go down you can see 213 pages of products just in that category. Now pay attention here on the left where I opened up health and fitness.

Now we have some sub areas of that niche anything from addiction to nutrition remedies, sleep and dreams, yoga, diets and weight loss of course, supplements. Dental health I wouldn't have thought about dental health as being a sub niche of health and fitness of beauty addiction so. We can click on any of these to narrow down what people are buying let's just say I want to go into the spiritual health area of health and fitness. Let's go up here and do a sort. You want to go to popularities see the sort results right here? Go to popularity and let's go by gravity. Let's leave at high to low and then we can ... here's the gravity number it's always in the same place through each of these the steps section right here.

What does this gravity mean? That means this is approximately the number of affiliates who have made a sale over the past I think it's 30 days unless they've changed things. This gives you an indicator of how many sales or affiliates excuse me are making sales over the past few weeks. Keep in mind that's 57 affiliates but one affiliate could produce a lot of sales in the past month. This is not an indicator of how many sales but at least 57 affiliates are making a number of sales. Anything, when you get really into a micro niche, you can have some small numbers here from 25 and up.

Typically with the average indicator rule of thumbs you try to find something that's 50 and up if possible. Again if it's a real micro niche area could be smaller but this is such a small ... spiritual health is such a small niche at least in the ClickBank market place. This is how you sort you can find out one of the best selling products so that's really the take away. If you want to see what's selling the most, one of the top sellers, sort by gravity and let me go back and I'll show

you a different ... let's go to eBusiness and eMarketing. Actually let's go back to health and fitness in general.

All right sorted by gravity all right so now we are getting some huge numbers so the Venus factor. 382 affiliates have made at least one sale in the past 30 days 263, 217 so you just look at that gravity number all the way down and you've got a lot to choose from in that particular market. The part two of this now we know what the bestsellers you can visit their websites by clicking on the title, okay. If we wanted to see what Venus factor is like and it's probably going to have a video I'll have to pause here, yes. I'm going to pause it so we don't hear it. We can see what the product is like if we like just by clicking on it. Sometimes if you try to exit the page you might get a text version which in this case it's not going to let us do it.

That let's us kind of spy on the competition and see what they are doing. It's important to know what they are doing so we understand the market. Close that up. We want to understand the market right so we get from ... like I said in the beginning you don't have to be an expert but you do need to know a little bit about what the market is doing, what your competitors are doing. Or this isn't necessarily competitor when I talk about competitors that's usually reserved for phase two when you talk about doing your own products. We want to know what people are doing in the market place, what they are selling. What type of information they are selling and why do we want to know that?

Because we want to know what people have an interest in. This is just getting to know your market. Now if you want to promote these products we'd click on the promote button. Of course this is assuming you've already signed up for a free account with ClickBank. You'll choose your nickname your account nickname when you do that. If my nickname was put it right here and then click create. Then I'd have my unique affiliate link right here that I can use to promote that product okay. Maybe this is the product that I want to promote right after someone subscribes or maybe I want to pre-sell it.

This is the first product that I want to recommend and that's how you get your link. We won't spend a lot of time in further detail but I just wanted to cover this market place and ClickBank so you know how to look through some digital products and how to find the ones that are selling the most right now, okay. I'm just going ahead and look at another question or two here. All right I realized I was unable to find Sendlane as an integration option on LeadPages, is it possible? Yes yeah Brandon actually it uses API to integrate so and you can use LeadPages and have them subscribed to Sendlane that's not a problem. When you go into Sendlane, you'll see an API key.

I think it's under your profile you want to copy and paste that. I think the LeadPages gives you some instruction or a page to go to. Actually I've posted a link a couple of times when someone asked about that in the forum. It's like this Google Doc that LeadPages set up and you go on and you just paste in the API and click enter or submit or something like that. Check with LeadPages on that but short answer is it is possible you get your API key from your Sendlane account and jump over to the LeadPages and it will help you get in the right place okay. Actually just keep in mind for all questions for LeadPages in the forum please go to the Sendlane section.

The reason we want to keep everything as organized as possible is that so everyone can benefit from the question and answer. Instead of being scattered throughout. If we go into the forums area right here at the bottom of the profit academy tours you see Sendlane posted in there. This is a section also where Jimmy one of the co-founders is in there monitoring. Your best answer for getting answers for Sendlane related stuff is right there. Yeah Becky says with the GoDaddy domain you can point the domain anywhere even if you let the site go through GoDaddy yes that's true. In fact you can do something called a mask forward in mask.

If you have LeadPages or Sendlane host your pages for you, you got a unique URL or you can go to your domain and use something called a forward and mask which means, and you actually tell your domain register like name [chip 00:33:45]. You pull up your domain name and you fill in a blank you paste the URL to maybe your Sendlane page or LeadPage, page. What happens is when someone types in your domain name, it's automatically going to forward to that unique page hosted on Sendlane or LeadPages. Your domain name will be the only name that's seen in the browser. Instead of your name Sendlane.com it will be joeblow.com that's all they see.

This [inaudible 00:34:17] to that is possible. Victoria says should our domain name contain a keyword or can we use something that will be more brandable? Yeah your domain name can use a keyword that's probably something that's preferred, Zain do you have anything on that?

Zain: Yeah I was actually thinking about that. It's preferred to have a keyword now however if you have a brand already, then that's not the case. If you have an idea for a brand then you can go with that and then build it from there. It's preferred to have a keyword in it because if people are searching for that keyword then your site would show up along with the results.

Dave: Yeah and in addition to having a keyword in their domain tells people, kind of gives them a warm and fuzzy as I like to call it they know that they are at the right place. People associate those things with information that they are looking

for when they see something related to that information pop in the domain. It makes them feel they are in the right place. All right so this says can I get my main URL domain from WordPress? Well so this person has left so I can't get the confirmation on what they are really talking about there. You don't get a domain from WordPress you get that from a registrar like GoDaddy or Namecheap.

It could be asking can I get an address from WordPress yes you can so I'm not sure exactly what that's about. Let's just say so if I go to my blog and I want to get a URL from my blog, I just go to a particular article, click on the title and get that specific page URL or go up to my browser or highlight it by clicking copy. Now I've got a URL from my WordPress blog. Is that what you mean I don't know again you've left for now but maybe that helps answer that question okay. All right let's see if LeadPages is top amongst Opt-In page provider and then why are you Sendlane they have new updates just now where we can use page which is highly converting.

All right let me just see if I can address that. Yeah LeadPages have been around for sure it's been around for quite a long time. As to be expected as such they have a lot more features and a lot more pages and things of that nature just because they have been around and they've really built it up where Sendlane is new. Either one they are going to get you some pages they are going to convert well for you. We really don't want you to get too tied up into which one to use. It just depends on your preference. Have a look at Sendlane and what they are offering you with both features and price. Then look at LeadPages with features and price and seeing which best fits you and your needs.

Really that's the only way because everybody can be different. The answer to that doesn't apply to everyone because we are all individuals, we all have different budgets, we all have different needs. You can't go wrong with either it's just up to you.

Zain: Yeah and also David regarding Sendlane and LeadPages, what Anik was trying to do to help new students to not invest as much money by getting LeadPages and autoresponder and this and that. He gave everybody a Sendlane access for 90 days. It was a way from Anik to help all the students get started without putting too much money upfront with all these service providers. Because you get Sendlane for free for 90 days. If you want to go with LeadPages, then you have to pay upfront. Also if you want to get an autoresponder on top of that you'll have to pay upfront. That's another rationale they have that.

Dave: Yeah. That's excellent to remind about, it points back to the budget. Again you get 90 days free with Sendlane and I'm glad you were reminded about that too that there is an autoresponder. Plus you have a landing page creator all in one so something to consider. That's something I want to read some of the comments

and inform people really get hang up on what resource do I take and we just don't want you to get stuck there. Some comments were initially some were videos were created before Sendlane came into view or was an option. We were talking about GetResponse and things along those lines. Just know that we recorded the videos and then after we recorded them put them up in the members area.

Then Anik got together with Jimmy and they've put together Sendlane as a benefit so that you don't have to go out and have the extra cost. We had those questions too so why we were talking about GetResponse and now there is Sendlane. That's why because Sendlane wasn't on the table initially just a couple of weeks back when we put those videos together for you. Don't get hang up on that if anything jump with Sendlane to get started because you've got two in one and it saves you money. If it all comes down to that but the important thing is just make a decision on something that works.

That's going to get you going quicker and if it means saving some money in the meantime then maybe that's your answer with Sendlane. It looks like I answered that one earlier about what's the difference between the coaching support and coaching office hours. Tracy yeah it's funny before I jumped on I was thinking, you know I bet someone would probably appreciate a brief overview or a overview of terms. That's why when I first started I was talking about or explaining what a URL was and what that meant and autoresponder. Specifically you've asked let's see a website versus domain versus hosting.

Here is the thing a website has to live somewhere okay it lives on a server and in order to access that server, you purchase hosting. These hosting companies own the server and think of a server as a computer. They own the computer and they are giving you access to this computer and you pay a monthly fee. Well just like right now my computer I can pull up documents and files and web pages and all it's on my computer. To make it viewable online, you take the computer and give it to a hosting company and they connect it to the internet. That's the real basic way of describing that.

Now has does a domain fit into this? Well a domain name is the label on the storage file, how am I going to explain this? Like a storage file in your office. You have three or four drawers tall that store you files. The filing cabinet is your server okay. The label you put on the ... or you could say the label you put on that front drawer that you pull out is the domain. Everything in that drawer labeled domain name will be all the files for that website. The domain name is how you access your website I guess probably should have said that in the beginning. The domain name is how you access the website where the website lives on your hosting.

Megan yes your questions are just coming through. We just got a lot of questions I'm having to go through them one by one so thanks for your patients as we get down through the list. Definitely see them now. What is Clickonomy how does it work? Clickonomy is a directory of solo ad providers so you can go in and pay for an ad to someone else's list that sort of well established. That targeted to a specific niche or topic so yeah that's just a quick directory of people who provide or sell these ads to their list. That's Onyx and the beauty about Clickonomy as compared to just going to someone individually is that, all these people are ...

I guess they are pre-approved so to speak. These are people who provide quality list, these are quality sellers. You have people that are tracking them in other words they know whether or not these are ... anybody who was in there is someone you can trust in other words. The trust factor is kind of a big deal when you are going out and placing solo ads. There are other sites where you just don't know if everything they say to you are. When you go to Clickonomy you can trust doing business with people who are in there. A lot of them are really eager to help you get the right ad out there and get things done in proper form or fashion.

Jeff: Dave, everybody who's on Clickonomy they are verified so ...

Dave: [Inaudible 00:43:41] yes they are approved verified was the word yeah.

Jeff: Yeah they are verified because they ask for special documentations to ensure that we are legitimate. Also there is another piece that takes all the worry aside is you don't pay them directly. You don't pay the buyer directly ... I mean Escrow. If for whatever reason you believe that a seller was not honest or didn't do something right. Or the opposite the seller did everything right but the buyer is not paying them then that will eliminate all the worries on both the buyer and the seller side.

Dave: Yeah great thanks for that yeah. It's got to be a great source for your solo ads. All right John says is there any issue with a Aweber for the autoresponders I'm already using them? No that's fine no problem. Also I use HostGator as a hosting company and got my domain my domains from Namecheap three thumbs up John, you are good. No issues whatsoever with those. John says I have a website from a company that I work for but I do not have autoresponders and I have gotten no traffic. Could you advice on this? I'm not certain ... I probably would like to know the details of what it means I have a website from a company that I work for. Does that mean it's a network marketing thing they provide you with a website and you send them traffic you get the commission?

I don't know John but either way, you can build the system around it that we are teaching you here in profit academy where you set up ... you get your

autoresponder and you set up an Opt-In page. That's kind of you are setting up a gateway before they get to their website so think about it like this. Yes you can take what we are teaching you and put it into place to really scale your business up in a big way. Because of course you don't have traffic right now you said but when you do start getting traffic, think about it this way. You don't want to send it to a website and it's a one chance and done opportunity.

They hit that website they bounce they are gone you'll never hear from them again. Or you are giving all your lead to somebody else. For the exact same time and effort and trouble that you are putting into and even money, you can capture that lead build your own asset, your own traffic on demand. Have multiple follow-ups with them to convince them to go to that website. That's the way you really want to build your business. Even if you've got websites set up somewhere else where their offer is already in place, you want to put this in place in front of it okay.

Which is better you have one chance to make a sale or build a relationship with someone or you have multiple chances. Well the second option is obviously the way you want to go. How much does the landing page creator cost on Sendlane? It's free it's included no extra cost. It says you saw in the FAQs that when you get 90 days you get charged \$69 in the landing page creator. Yeah landing page creator you get right upfront there is no ... at the end of 90 days it doesn't cost any more. The \$69 is based on getting 10,000 leads with Sendlane. That's the arrangement for 90 days however you can upgrade or downgrade as you want. Okay so if you haven't hit your 10,000 leads by that point, you can certainly drop down to the lower package.

Or if you are really gung-ho and you've got a lot more you can upgrade so that's the starting point so hopefully that answers your questions Allan. Okay question from Olivia I was wondering how I would be able to clone myself. I noticed there was a ...

Jeff: Yeah that made me smile too.

Dave: Couldn't we all if we could do that. Step into the booth and out comes another one of us. Depends on who you ask whether that's a good thing or bad thing.

Jeff: Yeah.

Dave: Let's see luckily let me just go back to that. I've been extremely happy with this one got moved to 3:00 pm luckily I've been stuck to my laptop researching all this new online marketing all day since I signed up by [inaudible 00:48:02]. Okay so I laugh at the right reason because you were being, joking around when you said, I wish I could clone myself so I could get a lot more done and get through

twice as fast. I appreciate the excitement and glad you are here and glad you are a member so yeah thanks for the ... that gave us a good laugh. All right Charles I think I found Sendlane difficult for a newbie. LeadPages are much easier to operate for uninitiated.

I'm not sure what that means but yeah Charles whatever works for you first make sure that you've watched all of the Sendlane videos under setting up your autoresponders. There are five videos that really take you by the hand and show you how to use that. Hopefully you've seen those because I think if you did that and then follow along once you go into the Sendlane it may not be quite as difficult. I'm not sure if you did or not but just want to run that by and make sure you watch those videos. Let's see, how easy is it to switch off the Sendlane later if we want to? Well it's super easy to switch it off but then if you are taking your subscribers with you elsewhere that's where it gets hairy.

Because usually when you are importing subscribers somewhere else it does require double Opt-In for protection from whoever you are going to. To make sure that these are people who want to be on your list. Otherwise services who provide this services to you or autoresponder services, I could go buy a ton of just crap leads who are all been spammed or are using harvesting software and sucked into a list and upload them somewhere. Now I'm sending out spam and that just kills everybody. Kills the service kills everybody else who was a part of that service. That's the thing you could turn it off any time you want that's no problem. If you are going to take them elsewhere you have to keep that in mind so.

Good to stay put wherever you are as a general rule. Looks like Susan right underneath asked the same question. The last Sendlane so can Sendlane host my entire website or just landing page well that's a part of my shopping cart. Sendlane is a hosting company they are an autoresponder company. However, with the pages that you create using their drag and drop landing page creator, they host those pages for you. Okay so you can't just state external sites and upload it to their sites. I just want to clarify that so they are not a hosting company but it will support your shopping cart. Well it will support a link to your shopping cart so you can attach an order link to an order button.

For example if you used one of their landing pages to create a sales page or a video sales letter et cetera, you can do that. No built-in support for a specific shopping cart that's only external. Again remember for a specific questions too you can jump right into the Sendlane section of the forum okay. Don't forget that that's a good place to always start with your questions. Again no problem you can ask any question whatsoever about Sendlane I'm just saying probably better for you in the forums to ask all your related questions there as you'll most

likely get a faster better answer directly from those guys. [inaudible 00:51:37]
answer anything I can't hear.

Pablo, what are the exact steps listed in order to get Onyx double your money back guarantee for any reason this doesn't work for me in other words I like to be sure that I follow the prescribed steps. I would certainly contact support on that if you have some direct questions I want to make sure they give it to you. I'm not going to run that by you here so that's ... remember if you go into the members area, just share your quick shortcut click on the support tab right here at the top, see it. That's the quickest way to get in touch with them so there is billing questions you get a toll free number you get an email, you fill out a quick ticket okay.

Zain: I'm glad you mentioned that David. If you go up to the top guys just a friendly reminder to everybody who's using the site. If you have a specific question that's related through content and training, please post it on the forum and do not submit a support ticket. Because a support ticket is actually for things that's related to like billing, address change, email change things of that nature. If you are asking a question related to Sendlane or a module on specific, please use the forum section. Because it's moderated on daily basis so we can review these questions and answer them faster than if it was a support ticket. Because when it's you route it to the right person and this and that.

This is just a friendly reminder to everybody to make sure when content is related to put it in the forum. Ones related to billing or something that has to do with refund or this and that to contact support.

Dave: Yeah. Also I'll give you a quick overview too because we are moderating some of the comments that come from underneath each of the module training videos and there are a lot of questions popping up there. As you go through the training modules, remember that section is just for comments. I'll show you here let's see let's go up to this one. If we pull any of these individual modules out the videos, underneath we have a comment section right. You type in your comment here and click the post comment button and immediately underneath that it says that if you have a question, click this button and it will redirect you to the forum.

Maybe the questions are going to get missed if you put it here. When you click here it's going to take you to the forum. That's come ... I was going to say I know it's there. Here is what you want to do. In this section which is profit academy training, these are all the modules the sub forms that are related to each of the modules. If you can just watch the module, you got specific questions. You just watched module two come over here and click on that. Then just click on whichever module you had a question about and pop it in there. It's probably

the quickest easiest if you have everything organized so everybody benefits from it.

If you haven't experience already a lot of your fellow members are in here to help you as well maybe someone else already knows the answer or they've already experienced or already asked the question or they have the answer. You'll find that people are popping to help you out here okay. Rick says, are you saying Sendlane the autoresponder yes. I'm not good at website work should I get someone to help me for a few hours a week? That's Karen again but Karen has left but that's a good question for anyone else. That's totally up to you but that's fine. If that helps you get stuff done if you've really got a busy lifestyle right now, if that helps you speed things up why not.

See I might get a website work. However the websites that we are doing just going back to Sendlane for example is that there are several websites. You get templates that are done for you and then you just go in and customize them with Sendlane. If you watch those videos, you'll find that you don't have to be good at website work in order to create a nice looking website. The same ... any of these drag and drop services like Sendlane are going to be able to give you some really nice looking websites with very little work. Again the design work is already done you are just clicking into space and typing the text that you want, whether it's place holder text.

If there is an image you might replace that image by clicking a button and then browsing your computer and finding an image and then double clicking on it and it pulls it up. Watch the videos for Sendlane you'll see about how easy it is. Frankly that will save you money outsourcing someone else. We make it really simply for you so that you don't have to be good at websites to make this work. Again we are talking about simple websites here. Does Sendlane has I think you mean split test or are they high converting landing pages. They are designed, you'll see that these pages are designed based on some testing in the market place. In fact you'll see some similarities among these designs in various places.

These have been tested to convert well for you but just the design alone, just so you don't [inaudible 00:57:09], is not the deciding factor about how they are going to convert. You are guaranteed to get some very nice professional clean looking high converting landing pages that look current for 2015. They are not going to look like something from five years ago. People are going to appreciate that but really there are other factors specifically with the type pages where we are asking you to create. It really relies heavily on a headline. That's the main text the first thing that people see when they hit this page, that's their first impression. That's what's going to keep them on the page if you get that right.

The design is going to be good if you have to change or do any split testing or testing at all, you want to work on that headline. Because we are not asking you put a lot of text on the page that's the primary attraction magnet right there. You are going to do just some adjusting on that alone which could make a big difference. Of course conversions also rely on the type of quality traffic that you are getting. I had a student one of our students last fall. Who sent out a solo ad and she had ... the first one wasn't quite responsive but the second one was a big difference between the two. The conversion numbers were quite different.

I think the first one was 25% and she had one sale. Then the second solo ad she sent out had like 50 something percent I think maybe it was exactly 50% conversion rate and she had seven sales. That alone was just from traffic there is nothing different on the webpage the Opt-In page whatsoever. There are other factors than just design. I need help I'm trying to find the freebie for the Opt-In page I do not know if I should buy [PLR 00:59:00] offers that are sold online with eBooks or info videos or newsletters, Anna asking that question. I'm trying to get a freebie I guess for the Opt-In pages what you are talking about.

Yeah we talk about that I'm not sure which module do we go over. Zain I think you actually the video where we talked about PLR right and some content resources?

Zain: I did, I did it's in the introductory module and it's I believe the six steps to launching your business. Inside it I actually cover a PLR sites, I cover what other ... wow that's so funny because the video cover is actually it. Did you know that?

Dave: All right there it is yeah okay.

Zain: Yeah eDesk, eLance guru wow.

Dave: That was freaking easy.

Zain: That was very fortunate.

Dave: Excellent. There's a few just right there, that you can go to. Actually I posted this in one of the forum posts, someone else asked about it. There was a whole post there about some sites and what their experience was. There were some additional ones like, best quality, plr.com. Let's see ... I was going to put these in the sent box, I think that may have sent that out to everybody. Let's double check, okay let's see ... best quality PLR is another. Those guys who do personal development, lifestyle, design, business, a lot of the content created in-house.

Another great one ... that's for personal development, personal finance, is plr.me. This is high quality PLR there. A lot of business content PLR for internet

marketing and business related as business content PLR, pretty easy to remember. Business content PLR, PLR assassin which is what you have on your screen there, on the ... that you talk about; PLR assassin. A lot of people like that one as well.

Zain: Yeah.

Dave: They have all the niches, is my understanding.

Zain: That's correct, yes. PLR and IDPLR they have like a lot of niches, and it's not specified to one niche only.

Dave: That's a great resource to be able to go to one place and kind of pull up any number of niches that help wherever you are, whatever niche you are in. Just typed in unselfishmarketer.com, those guys have been around for; I don't know seven or eight years I guess. You might have thousands of opportunities there, but certainly jump in with the one that Zain recommended first, plrassassin.com that you see on the screen. Again, that's in module one called, the six steps to launching your business.

Let's see. Robin says, 'If I [inaudible 01:02:45] niche in health like yeast infection, will I be disappointed if I buy clicks from a general list for health and fitness and if so, how can I find [clicks for my niche 01:02:54]?' You probably would be, because you can't get a generic audience and send them to a tightly niched area. You would have to construct your ad in a way that hits the ping point for people specifically where that issue or problem.

Zain: Exactly, yes. That's a great point Dave.

Dave: You've got to tailor your ad that hits a pin point for that specific group. That's really the answer to get your clicks fine-tuned. I think that's the answer. In fact, don't ... do your research on other ads that are already out there. Put yourself in a place for the prospect, type in some key words, like if you are on facebook for example or Google, type it in and then look at the ads that are there and see what others are doing. That's a really quick way to see how you can modify, or model after what others are doing. That would help towards a good starting place.

Did I just answer that, yeah. Okay, let's see. The one thing that seems to be missing in the training is how do we get the free giveaway. Actually we just talked about that. Is this something we should create ourselves or something we can get through IDPLR? We just talked about that, yes you can get it through PLR. You can outsource it. You can ... if you think about this content or if you put together a report, there are other formats such as video or audio or checklist or

case studies, or of course the standard PDF, or even a e-course where maybe you break up the training you are going to send them into maybe five or seven different days and you put that in your auto responder.

If you think about content in general, for example the PDF or report, it's a collection of articles, right. Maybe you could do a little research and find out ... maybe you want to get three or five articles, you don't want a long lengthy report for something you give away free. Outsource it, you can go to a place like iwriter.com, just a few dollars per article. Of course you've got to kind of give them an idea of kind of what you want.

You could probably have a report for 20 bucks worth of articles, so you could outsource it, or again what we try to do here where Zain was trying to help you with the six steps to begin with, your freebie is get stuff that's already written. Here is the thing, you can go out and get a couple of PLR reports on that specific topic and then pick and choose two or three articles from within a couple of reports and create your own unique report. It's a real shortcut.

There was a part two of that, and the affiliate offer that is then connected on the thank you page, correct. That's ... we go into the thank you page in module one right down here where it says, the thank you [inaudible 01:05:53]. Module one; setting up your business, we go into thank you page. That's where we talk about that. Additionally, as we come down to case studies, we also give you a thank you page demonstration where we are talking more about that. Module three, we give you that detail and then right here in module one where it says the thank you page. Make sure you have watched those and that will help you with the affiliate offer.

A quick and short answer is yes, typically your redirecting after the opt-in to an affiliate offer. You get your affiliate link like I showed you in click bank, and you plug that into your opt-in form that's says, where do you want them to go after they hit the submit button. That's where you might put your affiliate link, or in this thank you page you've seen a couple of times where we use a redirect page, I've got an example of that up here. Let's see ... let's see what I did with that ...

Here is what it looks like ... this is a redirecting. It's set on a timer, and where it goes is to an offer. On that page that you just saw, in the code of that page is an affiliate link. It really tells that page where to go once this timer hits zero. Again, finding out more about that ... sorry, you will find out more about that as you watch the videos, but that's another way it's being done, and that's what you will see in some of the videos that we are teaching.

Can I use [list ware 01:07:48]? I don't know what that is, but I would suggest maybe going with the ... the ones that we know and trust are the resources.

Should we have already narrowed down to our specific niche by now, if not then we are ... are we behind schedule? I would certainly think that at least at this point you would have done some brainstorming even if you are not dead set yet but you at least need to have a real good idea. You've gone through the video, done your brainstorming, a little research and made a list, even if it's a short list of where you should be. Zain you have any comments on that?

Zain: Yes, you are right. Everybody should have had their brainstorming session and by now they should at least know if they are like, let's say they are in health and fitness, they want to talk about family health and fitness, or if they are in personal development they want to talk about meditation in specific. You can talk about everything in general, but keep your niche kind of narrowed down because then you can talk generality but you have a very narrow niche so you can create ... so you can position yourself around it.

Dave: Once you know that then you know what kind of content that you want to offer in your opt-in page, because now you are targeting the content to the specific audience that you want to target. It is about that time you really kind of get there or almost there. Try to do your best to do that. I thought we had a similar question, maybe not.

Rick [Curry 01:09:22] says, 'By when should we have everything in module one completed?' Let's see, module two is coming up on Thursday, I would think before then, just so you are keeping up, at least go through that and try to get as much done as you can. It doesn't mean you have to be exactly done on the date the next module comes out. I am just saying ideally if you can. That means ... you've got things moving. You always want something moving.

Again, we all have lives with things, some are busier than others, but just always schedule time in your day or evening, and if you can at least an hour a day to get stuff done, so you are always moving forward, even if it's not ... you don't have to be at the same pace as everybody else, because it's not a group thing.

The training is not going to disappear at the end of the next few weeks or 90 days. It's going to be there for you, but we know if you start dragging behind it becomes a habit and then you get lost. The important thing is, keep moving forward and somehow, some way as much and as often as you possibly can. The short answer is, yes. Ideally you want to be able to be done with module one this week. Again, module two is coming out in a few days.

Mike, I am not sure what you mean here. It says, 'How do I continue to use my web name?' You have to give me some more details. I am not sure how to answer that one. Mohamed, I am not sure what that is, I have [inaudible]

01:11:00] in an affiliate program and they have included landing pages in the program. Forgive me, I am not ...

Zain: I think he meant ... he means, I am part of an affiliate program and they include a landing page in it, it could be.

Dave: It could be as well, but that's more of a statement than a question isn't it?

Zain: Yeah, true. True.

Dave: Sorry, sorry Mohammed. I am not sure what you need help with there. It's broken up between Mike's comment and his part two. He says, 'Should I use them or create my own?'

Zain: I see.

Dave: Why would you create your own?

Zain: He has to create his own anyway, because most of the affiliate programs they give you something generic and you have to make it relevant to your niche.

Dave: They've included landing pages in the program. I am a little lost on that one.

Zain: Yeah, honestly I am lost too.

Dave: I don't want to speculate and throw something out there and not be related to what you are saying Mohamed, so sorry about that.

Zain: Mohamed, if you could elaborate in the forum by asking the question in details. We will definitely give you an answer.

Dave: Tommy says, and I will leave out the expletive, 'I don't know what I am doing yet. Can Sendlane handle everything from A to Z?' It handles everything from auto responder to landing pages.

Zain: All right.

Dave: Yeah, which is a pretty big chunk from A to Z. As far as ... or really if you think about it, you need the landing page. You need something to offer, or the bribe, that gets them to opt-in. Then you need a way to follow up with them, which is the auto responder, so you need some emails. Again, it's the big chunk that handles quite a lot of it; two in one.

Zain: Especially for phase one, this is the A to Z of phase one. You need an auto responder. You need a lead page capture and a place to communicate. You have the A to Z of phase one with Sendlane at least.

Dave: Yeah. Yeah. Exactly. Let's see, Brandon says 'I realize I was unable to find Sendlane as an integration option on lead pages, is it possible' ... I think that's a freebie question.

Zain: Yeah.

Dave: Is there going to be a step by step as to how to get the done for you bonuses up and running?' Actually yes Isabelle, I am actually working on that. It says, 'I understand the concepts but I am not sure how to get it all together.' These pages are amazing, I don't know if you've seen then Isabelle. We've actually got just ... you probably no one even knows this yet, but we've just added some additional newly designed pages on top of the ones that you are already getting that are going to be updated. We are really going overboard with these bonuses.

Now I am going to show you how to customize those done for you niche pages so that it works with Getresponse and Sendlane. Don't be intimidated by the techie stuff I am going to show you, it's just a matter of copy and pasting two lines. That's really all you have to do. I am going to ... these videos are going to be up in the next couple of days probably so. Instead of making it a long answer, the short one is, yes we are going to show you how to do it.

'Where can I find the recordings?' Just remember to go back into the member's area on the dashboard, just FYI. Any time you want to go to the dashboard or the main pages, just click on this logo. It takes you right to that place. If you scroll down to the left hand side you will see coaching and training webinars, this is where the replays go.

Ron says, 'I saw a module two was open this morning now it's closed.' Yeah, I saw a couple of comments on the ... somewhere and it says, 'Hey, I just watched module two' I am like, 'Really? Module two wasn't supposed to be released yet', and then I went over and checked it out just to see if ... see what was what, and it wasn't available yet. Maybe it was probably the guys in the background, the tech guys, who were updating the page and just accidentally set it live. Sorry for the confusion. That will be coming out on Thursday.

Zain: Sorry, Dave ... if you are logged in as the admin you can see everything.

Dave: That's a good point. Yeah ... I should remember that. Let's see, 'Can we get our opt-in pages reviewed?' I would pop into the forum and ask for help, and I am

sure you will be able to get some feedback, so yeah I think some people have already done that. That's no problem.

'My biggest hang up so far has been what I should include in my free report.' We will be discussing at some point examples of PDF's and such. What you should include ... I mean, if you go and look at some of the PLR, the content is already there, it's just a matter of you compiling it into a word doc, actually already in the word docs. It's just copy and pasting.

If you are using one PLR resource and you are not ... a minute ago I said you can take a couple and compile them into one, maybe you don't have to ... maybe you are just using one PLR report, you are just going to use that. Of course you want to add your name, you want to update it. You can even give it a different title that you want, which is usually a title page.

The second page is typically maybe a chapter. Maybe if you've got four articles, that technically is four chapters. You can have the titles of each of those on that page and you just call it a table of contents and then just list them underneath. Then, the next section is just kind of getting started. Maybe an introduction like, this is what you are about to read or learn, and then you ... it's just like writing an article really. You have a title in the opening of the article, you tell them what they are about to learn and then you give them the information that you told them you were going to give them, and then maybe a close at the end. It's really kind of that same process.

You can use, of course Microsoft Word and you can save it as a PDF. If you don't have Word, you can download something called Open Office, which is a clone of Microsoft Word that's at openoffice.org. Download the writer version. Open ... what Microsoft Office calls Word, Open Office calls Writer. You can also save it to PDF from what ... in that application too, if you need to copy and paste things into a document that allows you to save it PDF. That's a quick way to do it without spending 10 minutes showing you how to do that manually. That's just a quick answer for you; an overview of the things you should include when you put together your PDF.

Rick says, 'Can we use our existing auto responder if we have a list already, survey monkey for example?' Yeah, absolutely, you can use your own auto responder if you have that. Survey monkey is just for surveys though.

Zain: Yeah, that's what I thought.

Dave: I am not sure what the correlation of that is, but ... you are just kind of a jump ahead if you already have some list built. We will just help you scale from where you are and take it to the next level. It's really through the program, so that's no

problem. 'I am not a techie, and so far don't understand much of the terminology, so far I feel rather lost.' 'I am new, not a techie.' Oh, I got you, okay. No problem Norman, just hang in there. You know what, when we all first started we all felt like we were in the TV series, Lost.

Zain: So true!

Dave: We are standing in the middle of this field looking around and we don't know where to go, left, right or south, or west, or southeast, and we don't know what the name ... we don't know where the forest is. Hang in there. We will help you through it. Some of the terminology ... there is no such thing as a dumb question by the way, so if you jump in the forums ask any question that's on your mind. Don't worry about what anybody is going to think, because chances are most people are going to want to know what you just asked.

If you've got specific terms you don't understand ask us. For example, when we say URL, people are thinking what the heck is an URL? That just means a web address, like www.something. An auto responder is the thing that captures all the emails that you manage all the people who subscribe to your list. That's just ... they go into one database and you go into a service to manage them. In other words, you go in and communicate with them or organize or clean out or ... you will get it. I don't want to overwhelm you, but it's always intimidating when you do something unfamiliar and new for the first time.

'Will you please make transcripts for the coaching recordings?' Tommy, we are doing that, absolutely. Lynn says, 'Are they all going to be at 3 pm? They are all set for nine.' Some are at three and some are at nine. Like I said, we have two different types of coaching calls. Some are module specific, which you will see those. If you hover over the time, like I am doing right here on the screen, you can see this one on the 24th at 9 pm is the training webinar on getting traffic, which is ... where is that; over here in ... time to get traffic. That's review. I am too far down ... on module four, yeah, okay. Module four is all about traffic.

Of course I have skipped a couple of weeks down. I have just looked at something real quick, but yeah, look at the events and then I will straighten it ... it should straighten it out for you. 'What is recommended for us to do at this stage? Should we find a niche we are interested in and start to offer online marketing for someone else, or should we just study modules?'

Actually, discovering your niche is part of the module. As you go through each module in sequence whatever steps are necessary that were covered in the module, if you haven't done it yet or you are not at that place, go ahead and do all the work you can for that module before you go over the next. The one thing that I do want to reel in a little bit is, sometimes people in the forums are

jumping ahead and asking questions and talking about things and having discussions that are down the road. I don't want you to get caught up in that. I want you to kind of stay on course and focused on where you are immediately, where you are specifically in the training.

Tracy is saying 'I haven't watched all the videos from the module one, does that mean I am behind?' Not necessarily, no. Like I said, you've got a few more days before the next one comes in, but just always do something to move you forward every day as much as possible. Do something to keep you moving so you are not sitting still. We don't want you to feel like you are feeling left behind for sure, but it is important that you kind of keep going as often as you can, taking notes, asking questions, taking any steps possible. Just remember, you don't have to get it perfect but you do have to get it going.

I never got my stuff just the way it should be when I first started. The fact that I just got it ... in fact, when I first just got a web page, my first web page up it was a huge deal. It was just a matter of going to, learning FPP software and click and dragging from my computer over to the online server, which is simple; just from one screen to the next. Stuff is always a lot easier than you think it is. If you haven't done something you are kind of afraid of it and you think it's going to be a big deal, and sometimes you go into it and think, that wasn't so bad. It's just a matter of getting in there and doing it really.

Zain: To add to that, Dave. When I first started I felt exactly what you just mentioned, I felt so accomplished just when I connected my opt-in form to the access your report here button. I was like jumping up and down, "Oh my god, its working, its working!" Celebrate those little successes that you will get, because they will keep you motivated. Don't feel you are alone, because we are here to support you, via forums, via questions, coaching calls and the module calls. You are not alone.

Dave: I remember that was a big deal for me too, just getting that web page up. It's a motivator. You may be down in the ...

Zain: Oh yeah!

Dave: Yeah, yeah! You are just ... you may be down in the dumps initially and you think, I can't do this, and you have no confidence and the first time you get just one tiny little major thing done, which is actually a minor thing, but it feels like a major once you did it. I remember when I first got my first subscriber I was like, "Wow, this works!" It was like, "This actually works!"

Zain: Oh yeah!

- Dave: Turn on your notifications by the way, when you are setting up your auto responders initially so you actually get those emails that tell you; these little victory emails that say, 'You've got a subscriber', it's like 'You've got mail' back in the day [inaudible 01:25:04].
- Zain: You can actually add a noise to your email service, so it could say whatever it is.
- Dave: Really, that's a cool thing.
- Zain: Oh yeah. I have Outlook and whenever anyone subscribes it's a congratulation, whenever it's a sale it does [chi ching 01:25:23]!
- Dave: That's cool, absolutely. It looks like we are a third of the way through some of these questions.
- Zain: We have to end it in two hours, so we will go until five and any questions that haven't been answered we will have a transcript of them and ... either answer them on the forums or address them in an FAQ session, so no worries. If your answer ... if your question has not been answered, we will answer it one way or another for you guys.
- Dave: Suzanne says, 'I need more help selecting a niche more than presented in module one. Do I need to wait until module seven or is there somewhere I can go now?' Pop into the forums if you won't, because it really helps to know what your specific question is. Maybe we just need some clarifying. Definitely pop in there and ... let's see, where we ... was the main one discussion? There's always questions for coaches right here, which we keep an eye on pretty often too.
- The area where the most questions would be is, question for coaches and in this individual module section here. Pop it in there, let us know what your specific question is and you will get a lot of us popping in there, whether it's fellow members or coaches, et cetera. Mohamed says, 'Is it better to start more than one campaign at the same time or should I focus on only one?' I would say, if you are just getting started try to keep it to one.
- Zain: Yes, definitely. Focus on one, don't get your energy scattered between different things.
- Dave: 'What is the minimum budget I need to invest on online marketing?' We are trying to keep that to a minimum for you here with Profit Academy, we can take a look at that. We've got ... the tool you are going to need is obviously somewhere ... some place to handle your email database, that's going to be Sendlane, right.

Then, you are going to need some web pages and a way to have those web pages up online. Sendlane can do that for you as well. The only web page we are talking about really is simple pages, that have minimal information on it with an opt-in form, that's your opt-in page, your landing page; same thing, and they may have a little thank you page. By the way, coming soon in the bonus section there is a thank you page generator.

When you watch these videos that are talking about that thank you page, we've got something that's going to help you with that later. Anyway, back to cost, you get 90 days free. At the end of 90 days you can very well be into profit and be able to upgrade it within the service you want, I mean, as far as additional tools. Good to stick ... wherever you start with auto responder like I mentioned earlier, stay there as far as the auto responder goes and the list.

Again, the pages that you create with Sendlane are hosted on Sendlane at no additional cost, so that saves you on the hosting immediately. You have the one price for both the landing page creator and the auto responder management with Sendlane. You don't have to have a domain. You don't have to have separate hosting. However, I would suggest getting a domain, especially when you are doing some advertising because it would look kind of strange to send them to whatever your name is.sendlane.com.

You can probably do the [inaudible 01:28:46] thing I was talking about earlier so you have a professional looking domain and then it call fall it over to the custom domain you are using with Sendlane. Really there is not a lot of cost involved except for the main budget you probably want to focus on is traffic, is advertising. We understand that, and that's why we are trying to keep all the upfront cost down to very minimal. We want you to be able to focus, if all possible, on getting traffic and quality traffic fast, and money is speed when it comes to doing that. We talk about, in the traffic module, all about the fully paid versions. Did I miss anything there Zain, or is does it sound right?

Zain: No, you actually covered it all.

Dave: 'Do you suggest having the landing page and the auto responder in WordPress in case we already have the WordPress blog or do you suggest the services you suggest in the modules?'

Zain: I am lost on that one.

Dave: There is really ...

Zain: That sounds like a blog question.

- Dave: If I am taking it literally there is really no such thing as an auto responder in [inaudible 01:29:54] there is, but ...
- Zain: Yeah, if you have a form in there.
- Dave: WordPress can ... yeah, if you use a plugin or form or something ... [inaudible 01:30:02] what we are talking about, we don't really know what [inaudible 01:30:03]
- Zain: Yeah, we don't want to confuse people.
- Dave: We won't go there. That's the techie in me I think. I've got to think about it, you suggest having the landing page in WordPress, in case you have WordPress blog. I am not sure ...
- Zain: I see what she means, like can you upload the opt-in page into your blog if you have a blog already, so it does the hosting piece within it.
- Dave: It's kind of like WordPress uses WordPress, excuse me ... Optimize Press uses WordPress, and some other things like that use WordPress, plugins use it for opt-in forms and pages. I don't know that you can do that with Sendlane right now. You can upload html pages to your own site, but when it comes to WordPress I don't think Sendlane has that feature.
- Lead Pages does have that feature. They can help you ... I believe it's through your own site or your blog in one, but really that's kind of an opening question I think. I am not sure what the specifics is.
- Zain: We answered it to the best our ability. If it's still unanswered please send us a forum message and we will definitely jump in and help you with that.
- Dave: Gillian says, 'Are there any other locations to search for free product giveaways other than PLR sites, and do you get more opt-ins when you sign up for the gold membership or options? I am having issues finding a giveaway report.' I am not sure with the upgrade options unless there ... does PLR [inaudible 01:31:47] they have an upgrade option. I am not sure what that means.
- Zain: Some of them have like packages, like gold you get a year, platinum you get like lifetime membership, but I am not sure if it's like less content.
- Dave: I don't think I would recommend spending any money on the signing up, like for a membership or anything because you may only use it once or twice. Doing all that ...

Zain: For me I use PLR IDPLR and I paid \$97 for a lifetime membership and that was it. I wouldn't recommend spending a lot of money on a PLR site.

Dave: You might spend 10 to 20 bucks on some PLR, it just depends on the quality and ... that's available to you, and it could be paying more for something like videos that have higher perceived value you may pay more for those than you would for an e-book or a PDF. As a rule, I probably wouldn't spend a lot of money on that sort of thing, because when you can buy a la carte and save money on something which you may only use once or twice. That's the second part of the question.

The first one was, 'Are there any other locations?' I gave you some that I typed into the check box there, some other locations. As far as other than PLR sites, the really ... the only other option is to outsource the content. You can hire some ghost writers or like I referenced iwriter.com that you can go to outsource that. I have never used [fiber 01:33:23] for content, so I would probably be a little weary about the content you get there.

Any time you ask for content or outsource to someone else who writes content, get samples of their work upfront, and make sure they are English speaking or they can at least type or write very well in English as well. Always get some samples of their work. By the way well, when it comes to other sites other than PLR sites directly ... a lot of us use the [inaudible 01:34:01] forum.com which is an internet marketing forum.

Although its primary focus is in the internet marketing niche, there are other niches ... people who are marketing who are in other niches who hang out there, maybe offer services and provide PLR. I have been in there and seen PLR too, the weight loss, I mean several different niches other than internet marketing, so that might be a resource for you to go look around too. Olga, who I think we know. How many people are on this webinar, if it's the same Olga we ... I am thinking. Looks like we've had over 254 at one point, it could have been more.

Zain: Yeah, it could have been more. Also, usually we have in the thousands but because of the time change not everybody was able to make it to this session.

Dave: [Inaudible 01:34:56] just to understand this process, first we set up our niche then how do we get email addresses to send our link, how do we establish ourselves as an expert that people would want to follow us? All questions they will be answered as you progress through the training. I see this quite a lot, in the questions that are kind of jumping ahead, they are good questions there's nothing wrong with them, but it's just to show you that all the answers are coming.

You find a niche, the markets you want to go into, the email addresses are handled through an auto responder. In order to get people on that auto responder, aka on your list, you need an opt-in page that convinces them to exchange their email address for whatever it is you are offering. As far as people establishing you as expert or seeing you as a brand or an expert, that's all in the process.

Typically if they come to a web page and they see you offering information and its good information, they are going to be looking to you as someone they trust for that information. It's really how you present the information as you present yourself to them, is a big part of this [inaudible 01:36:08]. I am kind of jumping over questions that we've already answered. Tommy, yes you will get the link, actually the replay in the member's area.

Zain: Member's area, yes.

Dave: 'By training I am a nurse and know a lot about the human anatomy et cetera. I am really interested in learning everything about the online world but I am having trouble understanding simple words you guys use and go over my head, like opt-in, auto responder. Understand that buying and selling clicks. I think I need a stupid proof explanation of what all this means. Where can I find this info rather than just googling every single word?'

It's ... again, it's ironic I have talked about this a couple of times already. Before I jumped on I was actually jotting down some of those things because it hit me that some people probably don't know that, and maybe it's worth making a post in the forum, here are some common [crosstalk 01:37:01]

Zain: Like its sorcery, it's all the words.

Dave: Sorcery yeah, that's what I am looking for, yeah, because we take it for granted you and I Zain, and maybe some others, where we are just tossing out stuff that's just second nature. We've got to remember that maybe not everybody understands. They are not [inaudible 01:37:17] look.

Zain: We will try to get a ... maybe a PDF of all the words, or as he said, a forum post with all the words and maybe we can add to it as we discover new ones that somebody might not know.

Dave: Absolutely, opt-in, auto respond, we will probably start a post and put the ones that we can think of off the top of the head and just come in for missing some ...

Zain: update them regularly. Dave, I want to ask a question because I went ... I see that you are going through the questions in sequence, I went to the ones in the

bottom, so people won't feel left out. I see a lot of questions about people asking how they post to the forums. If you could do like a demo of that, like where to go and how to do a post. Somebody is asking 'How can I start a new post or something?'

Dave: Let's just say, I am going to ... I am in the Profit Academy community section, I am go questions for coaches. Everyone should be able to see this on the screen. You click on new topic button. This right here in the top left. We click on this new topic button. First before you do that though, I want to suggest that ... I am just going to go back.

Zain: They have to register, right?

Dave: Yeah, but that's ... that's ... we are assuming they are already registered.

Zain: Yeah.

Dave: At this point. There is a ... I think my opening video talks a little bit about ... anyway, I guess ... assuming you are already registered, you are in here, you just don't know how to navigate. What I was going to say is, look through questions that have already been posted. See these topics. Maybe glance through to see if anybody has already asked the question you've already asked, that way we don't have duplicates. That could be a possibility.

If you see something that doesn't look related to what you've already asked, then go and click on new topic up here. Now, what you don't want to do is put your entire question here in this title. I don't think anybody is doing that, but I have seen that in forums before. You just kind of touch on what; the quick summary of what it is here, and then you can type the question in detail here.

Maybe this might be help with terminology. Then you come in here, I just don't get it, I don't understand the terms. Here is what I don't know, can you tell me what this means, what this means, et cetera. Then, once you are done you just come down here and click on the post button. That's really the quick and easy of how to set up a topic, questions you have. You can preview it first to see what it looks like if you want. Of course I didn't type in anything. That's one that was in the preview, or you can cancel all together.

If you see people putting smiley faces in here or something ... or coming over here to this icon just picking something. This shows up here, some of the fun stuff if you want. That's the quick and easy there. Let's just say we are in a topic that's kind of a popular one and you would like to know what others are saying, whenever someone replies you want to make sure you get the answer to, come up here and click on subscribe. You are subscribing to that thread. Everyone who

comes in and comments and replies, maybe someone asked a question you want to know the answer too as well or you just want to be part of their conversation, you can come up here and click subscribe.

Also, in your profile you can go to user settings and there are notifications. You can adjust to what you when to get notifications, daily or ... you have some options as far as getting emails and that sort of thing. Of course don't forget right here, there is a help bottom right of page. If you go to the help page it will give you instructions also about navigating, and you can even type in a ... use the search form to put in a key word that's related to what you want to know how to do and it will give you instructions. Did I miss anything Zain, or is that ...?

Zain: No, you did ...

Dave: Sounds all right?

Zain: Fantastic, because that's what the question was, like where do I go to post a new question. They just have to go to the section and then if there is no topic about it then they just create a new one. Thank you, thank you Dave for that.

Dave: I will just kind of scroll through and see some questions that maybe haven't been asked or kind of priority questions or ... let's just take a quick look here. We've got 15 more minutes. 'Dave and Zain, I am a little fuzzy on the hosting company since I have my website name already, so I don't quite understand how or what you meant concerning hosting and website.' You've got a website name, and I assume that means you have a domain.

Zain: I think that's what he means.

Dave: You are not sure how to get your website up on that domain. Is that what it sounds like to you?

Zain: The way it sounds to me is like he is confused if ... he doesn't know like what is the difference between the website and the hosting. I think that's what I think it is. If that's what he is asking for, then the website is just URL. The hosting, that's when your URL or the website that starts with www goes live so people can visit it. That's when you host a website.

Dave: You've got your name .com, or whatever it is, and if you have ... so you've set up your domain name. The domain name goes nowhere, it just sits in a black hole in space until you tell that domain ... tell it to communicate with your hosting company.

Zain: Yeah.

Dave: Really, what we are doing, even though we are explaining this, most of you don't even have to worry about any of this, because if you are using some of the resource that we are talking about, these things are hosted for you. you don't have to worry about html or DNS or IP address or anything like that. We will make it simple for you, but for those who want to take the extra tip you can go a little bit intermediate, you can do this easily. I am just going to over what I wrote down here just quickly and we can move on. Actually, we are getting ready to wrap up.

You purchase a domain name. When you go into your registrar, like name [inaudible 01:44:39] you copy and paste a couple of pieces of information that you get from your hosting account. That just points the domain to the hosting account, so that when you upload things to your hosting account it's seen on that domain. Everything you use is called public_.html.

You don't have to know that, I am just throwing it out there. Just an FIY, any page ... the page that's seen when you pull up your domain name it's always called index. Typically its .html, it could be .php, but usually the index page or main is the page that's seen. If you created an opt-in page, you want to make sure you name it when you save it, index.html and then when you upload it to your server, or in other words to your hosting account under public html, that page named index is going to be what's seen when you pull up your domain.com.

I don't think we need to beat the horse here too much. If we need to do a video and if we get enough requests in the forums or somehow, any of us can put something together real quick [inaudible 01:45:40]. In fact, when I do the videos for the done for you niches, those pages, I am going to show you the public html, pulling up on FTP software which allows you to drag and drop files from your computer up to your public html on your hosting account. That much will be covered anyway. Anybody else have anything on that Zain? I think we beat that one pretty good.

Zain: Yeah, I think we did.

Dave: Gosh, I don't know! It's about four minutes to, and I am just ... do you see anything that really pops up as you were looking through the lower half of those questions Zain?

Zain: Most of the lower half questions is people who joined afterwards, so they are asking similar questions like, is this recorded? Yes, this will be recorded. Are there transcription? Yes, all this will be transcribed. They are asking about how to find a niche. That should be covered in module number one. The most famous question of today is, why this was changed from 9 pm, because there is another

webinar tonight at 9 pm. We couldn't do both webinars at the same time. For those who missed today's webinar at 3 pm, it is recorded and it will be in the member's area. At 9 pm there is actually the live, the second live webinar of the day, so make sure that you attend that one. That will be covering module number one in specific.

Jeff: There may be a change as to where you go to see the 9 o'clock show tonight too.

Zain: Yeah, so watch out [crosstalk 01:47:22]

Jeff: You didn't want to hear that, but ... the nine o'clock webinar will be on but it may just say, go here instead. We are waiting to see what's going to happen. Sorry for the confusion folks. Once in a while, Murphy decides that's he's got to make up for lost time and just throw a big wrench over the fence and to everything everybody does, and today is our turn for that crap. If you roll around the webinar at nine o'clock and it pops up and say, go somewhere else, it will work if you go there. That's about ... I don't know yet unfortunately, I would tell you if I do, but I am waiting to get that, because I will have to put that up at nine o'clock.

Dave: Guys, I think we should probably wrap it up here. Just, maybe some final comments or anything, and sorry if we didn't get to your question, but guys we could probably go for hours. We do have these weekly, if we missed you here jump into the forum. I showed you how to get the topic going, how to get in there and get your questions in the right places, and how to post, and how to ...

Jeff: I think it's ... if we get another one of these, is the webinar being recorded. I think I can safely say this, any webinar you see that involves anything, and it does, dreams about doing, plans to do, things about doing, is hypnotized into doing, it's recorded. When it will played back and where it will be played back I can't answer that question. I just do the recordings and send them off into the ether and some guy down there opens them up and puts them somewhere, but they are always recorded.

Dave: We showed that just a couple of times, just a reminder right here, in the coaching webinars and training webinars on your dashboard. They will all show up there. You just click on that, where it says coaching webinars and training webinars, and if there is a replay you will see it just like we see this one for March 1st. You can see they talked about click on, and we had a question about that earlier. If you missed the first one, jump on in, watch it here. Then just a reminder to sign up if you haven't signed up, for those notifications for all these webinars, and when you do sign up register if you haven't, that just means they are going to send you emails that keep you on top of it, let's you know when it's coming up, a little reminder its coming up tonight, coming up today, here is when to join. Yeah guys, the important thing is stay on track, go through the

video and series. Do as much ... a little homework I guess, as you can. As you watch each video, jot down in your questions any clarifications. Jump on the forums, that's option one for getting your questions answered, and then join us for the weekly webinars as well. Zain, you have anything?

Zain: That's exactly what I wanted to mention. Jump on the forum if you have an urgent question, and jump on our weekly calls if you just want to stay connected and also hear other people's questions, because this is a learning experience, and you will learn from everybody's question as well. Beside that, stay connected, learn a lot, and we will see you later tonight at nine.

Dave: All right guys, have a great evening.

Zain: Thank you. Bye.

Jeff: Have a good one folks. Stay on the black stuff between the trees, and we are out of here