

Rick: Good afternoon everyone. It is Profit Academy's Coaching Support. I'm sure you've been here before, and you know why you're here. This is where you come to get your problems solved, your questions answered. Keep in mind that we can't solve certain things like global warming, and some of the questions may not be relevant or on topic or we may not understand them. You have to have a little patience sometimes. We've got a lot of people on here and 9,000 questions scrolling down the screen is a little complicated to deal with.

I'm going to ask if you ask a question, don't keep typing it into the box or copying and pasting it into the box over and over again in the belief that's going to get our attention. It doesn't. These things scroll up and down. The more times you keep entering things, the faster they move. Have a little patience. We're sorry if we don't get to you. It's not likely we'll get to everybody. Just not the way it works. We'd have to send out for water and food and probably air if we wanted to stay onto answer everybody's questions. We have 2 experts: Sean May and Nick Matthews who not only know exactly what they're talking about. They are making money doing this. Of course, the most important thing you can consider when you're taking instruction from somebody in internet marketing is, "Does this person do this themselves? Is this how they make money or is this some guy who read about it in Internet Marketing For Dummies?" These are people who earn their daily bread internet marketing.

They're here to tell you what to do, to hopefully answer your questions and help you deal with the intricacies of Profit Academy, to sort things out and keep you on the road to success. Then I'll say, of course, that success only comes to those who take action. Don't quit. What is the famous line? "99% of the people who start internet marketing, they don't fail. They just quit before they succeed." It doesn't happen in 5 minutes. There's no push a button and make a million dollars. That doesn't happen.

That's enough boring crap from me. I'll turn it over to our guests and our experts, Sean May and Nick Mathews and they will take your questions. Gentlemen I'm going to ask you ... Why don't we start, Sean, tell us who you are and why we should listen to you. Give us 10 seconds of why you're so important. When you've run out of good things to say about yourself, we'll let Nick tell the world why he's rich and famous. You go first Sean.

Sean: Thanks Rick for the introduction there. I don't know why I'm really so important, but why I think I can help out a little bit at least is I started with Anik and my training really last year and got started with this last August. I quit my day job and did this full time. Now I've been doing this full time since August, so 100% of my income is coming from internet marketing in some form or another. Pretty much my day to day is learning the ins and outs, testing a lot of things and seeing what works and what hasn't worked and learning as I go.

Nick: Thanks Sean. Nick Matthews here. I'm over in the UK at the moment. I think my work with Anik started in essence really in November in Washington last year. Therefore, I'm a bit of a newbie. However, I started really at the back end of December with my opt-in page, squeeze pages and made quite a lot of money. I made over \$13,000 in January. Still a lot to learn. What I have learned so far is that it doesn't have to be perfect. Just go ahead, do it, believe in yourself, trust yourself. As from tomorrow, I'm going full time as well. One, if I can do it people, you can as well.

Sean: Awesome. Congrats, Nick, on that we well. I didn't realize that that was happening tomorrow actually. One quick thing before we start getting into questions is Rick, my questions ... Oh, finally. It just started working now. I cannot actually read the questions though. The box moves around, but now my questions box is completely frozen. If it doesn't work, maybe Nick you'll have to read out the questions. Then we can answer all those.

Nick: Okay, Sean. With you on that.

Rick: Murphy writes again. The questions are not working at all for you.

Sean: It's pretty much just a frozen screen. I just see the top couple of questions, and I can't scroll down or actually see any of them, so maybe I'll try ...

Rick: When you're scrolling, are you trying to scroll by having your mouse in the middle of the window and using a mouse scroll action?

Sean: Just whenever I try to click on anything, it gives me that little click sound that you might be hearing from my speakers. I apologize.

Rick: Oh well.

Sean: You can probably see it on my screen now, but it has frozen like this now.

Rick: We're getting some buzz fuzz now from you in the background noise so maybe there is a different problem altogether there. I don't know. Anyway, my first comment would be that it's very interesting, folks, to notice that we have 2 people who started less than a year ago into this who have just made the grade, so to speak, as now this is their business, their profession.

They started with Anik, and Anik thought they were good enough at what they do to come on and teach you how to do it. That's pretty significant to go from, "How do I do this?", to, "Oh, I'm a mentor and a coach in 6 or 8 months." That speaks volumes to the dedication and the efforts you guys have put into it. Incidentally, you owe me each \$57.95 ... That includes tax for that kind

testimonial to your expertise. I'll shut up. One of you read the questions. The other one answer them.

Nick: Okay. I think there's a bug on our system as well because I can't read the questions now, Rick.

Rick: Oh dear. Okay. This is going to be interesting, folks. Let's see what we can do. Here's one. This is a good question because we've people from all over the world. "I have to prepare the material of the lead pages and opt-in pages of the languages of my country or should I use English for the world market?" That's always a conundrum for people. What do you guys think?

Sean: From my experience, I have subscribers worldwide, and I always start with English just because a majority and the, what's considered top tier countries when you're looking at subscribers are of course the US, Canada, Australia and the UK. Unless you're really just focusing in on a specific country, I would start with English if you can.

If you need to then create the other ones individually if you're only targeting traffic from a specific country, but I've always found it easiest to start with English. Nick, if you have anything else to add on that ... If you've seen anything different?

Nick: No, I agree totally. I've got quite a lot of followers from around the world on my Facebook. I've got over 200,000 Facebook followers, and I still use English as the prime one. I'm not very good at other languages anyway, a little bit of Spanish, but that's about it, so, one, I prefer English. It just looks right when you're looking at your opening page as well. I would suggest, as you say Sean, 99% of the time, I would use English as the language as choice.

Sean: Rick, do you have another question?

Rick: Yeah, certainly. Looking for one that doesn't require me to give it a lot of thought. I don't have much to offer in this. Here's one. "How do I send my free ebook to my subscribers immediately upon opting in? Is this simply done with an email attachment or is there another way?"

Sean: Of course, with your autoresponder and that initial message that gets sent out, if you have your domain and you have your hosting set up, I highly recommend that you put your free gift or your lead magnet on your domain.

If it's a PDF, an audio, a video or anything like that, to load it up on your sight ... When you load it onto your site, you'll have the URL for it. Then you'll copy and paste that URL into that initial autoresponder message.

If you don't have your own domain and hosting ... If you're using another service, you can always use something free like Dropbox where you can host all the files on Dropbox. They'll give you a URL for every file that you put onto Dropbox. Then you can just link through your autoresponder that initial message to the Dropbox URL.

Nick: What I've found Sean is, as you say, I use Cloud App for my autoresponse sequence. However, for the initial solo ad, I use LeadPages, and there's an integration function on that where it automatically goes through from [inaudible 00:09:31] for those people who are using LeadPages.

Sean: Yeah, the LeadPages, I do use it as well. I've never used that service though where it actually includes the lead magnet as well. That's good to know.

Rick: "What will my URL and specific business name be used for? Am I promoting as one company or as many products directed back to my website?"

Sean: Nick, do you want to take this one?

Nick: Yeah, Rick, can you go through that again please? Sorry.

Rick: "What will my URL and specific business name be used for? Am I promoting as one company ... I guess he's saying it's just one company name ... Or as many products directed back to my website?"

Nick: From my perspective, from the start, depending what niche that you're in, you want to promote your brand within that particular niche. For instance, I use a brand name for each of the particular niches that I'm operating in. I want to start off with my business name being part of the URL so that I could build that brand from go.

It's important, especially when you move onto phase 2, when you're starting to look at building your own products, branding starts to get a little bit more important, I think. Really, from my perspective, I brand my URL from day 1 for that particular niche.

Sean: Yeah, I agree with Nick 100% on that. People don't have really a brand name that they want to go with with the company over long term. You can always start using just a personal name and use that as [inaudible 00:11:22] of your brand name as well. I've seen that especially with a lot of people when they're getting started. They just use their name, and then it becomes a little bit more personal.

When you get into phase 2, that business name comes into play quite a bit more. It becomes more where people see that name, they know the products that

you've created and overall what type of product they would be receiving and the whole experience that they will get.

Rick: I think this tags along with that. Another question from someone else. "Does my affiliate niche have to be compatible with my passion niche? I was going to start with a weight loss niche, but my website is about mindset and belief systems. I have a separate domain though that I was going to use for affiliate marketing. Do I buy a new domain for each product that I want to promote?" How does that I work? I guess we see this often, people wondering, "Can I have one URL domain that does everything? I can sell washing machines and book tickets to Mars." That's not going to work.

Sean: Yeah, Nick, this is what you were speaking about earlier. If you want to go into a little more detail since you have a couple of different niches.

Rick: Yeah, what I use is I use LeadPages and GetResponse. Effectively, I've split each of the niches up GetResponse. Basically, I use them as different channels. I've got a business development niche. I've got a personal development niche. I've got a weight loss. My wife is also coming on board, and she's set up a parenting niche. Basically, I'm just using LeadPages as my host, but I've got different lists that I manage with the different messages and the different autoresponse sequences that goes through.

I think we can make it ... When I first started off this, about 6 months ago, I bought about 6 domain names. Effectively, I haven't used them because I've done everything through a squeeze page, opt-in page and an autoresponse sequence. I've managed to grow my niches through that. I've kept it simple. I think as you move on, we want to start looking at putting a blog onto each of the domain names that we've got to start catching people, traffic from other areas.

Sean: Yeah, that's what I did. I initially, when I got started, was just a single opt-in page. My website was just a 1-page opt-in page. That is the only site that I had, where I did specify and just stay in one niche to get started with. I wanted to make sure if I was promoting any affiliate products, that's what I stayed with, which was personal development. That was one of my passion niches as well.

The affiliate niche was very compatible with it, and that's where my product that I'm creating is also in that same personal development niche, the larger, which includes a lot of meditations, a lot of attraction mindset, things like that. Then once I got further down the road, then if I wanted to expand into other niches, then I did actually create out the blogs. I created YouTube channels so I could have my own original content. Now I have one in personal development, one in online business development, and they are completely separate.

There are always a couple of times where some niches do overlap. With personal development, sometime relationships get involved with that. Health and wellness can overlap and even business development. Sometimes they do overlap, but I always try to ... The more you can be more specific, I've seen better results with it, especially when you're getting started.

Nick: I'd go with that, Sean. What I've found is that the more specific you can get on the list ... I invested heavily on traffic from December of last year. I put out a lot of solo ads. The difficulty is because you're taking out a solo ad to buy traffic, it takes you a little while to actually understand the wants and needs of those particular people. If you can be specific and produce different particular opt-in lists, even if they are a bit grey in some areas, I think the benefits that I'm seeing are where I can be more specific and target what people want.

Sean: Absolutely.

Rick: We've got a question about Sendlane, which I know nothing about whatsoever. I believe you guys might be able to answer this one. It's pretty straightforward. Sendlane is asking for a slug URL. "If I already have a website and hosting, would I be using that feature?"

Sean: I do use Sendlane, but I have never heard ... Maybe that was after I had gotten set up. I don't know exactly what they're asking for, this slug URL. If you can send an email to support@bssmind. I think it's just a terminology thing here. If you can ask them, they should be able to respond back to you and answer your question there.

Rick: Sometimes those things are just a question of the idiosyncrasy of the explanation itself. One person's URL is another person's domain name or something. What else can we get ... What other trouble can we get in here? Here's one where they're asking for somebody to explain something. "I understand high traffic/competition needs a good niche, but from a SEO standpoint, should I build my site around a keyword with low competition for high ranking in search engines or forget about SEO?"

Sean: There's a couple of different things going on there. Especially with SEO, of course you could go in and look at a couple of competition key words, but you also have much lower traffic. Even though you are ranked on page 1, if the traffic is so low, then your list is very limited by that.

If you can just gain a small percentage of a larger niche, a very high traffic or a little bit higher competition, then that's usually, with no better words, where the money's at. That is where people, because internet marketers who have been

around a while have done a lot of research and they're in the niches where the money is, so you would want to start with those.

If you're really good at SEO, that's kind of a whole different point on that, where it really depends on what your goals are with that. If you want to rank for specific affiliate products and things like that, then you would just have to know what you can rank for and what your longer tail keywords are on that.

SEO is a huge topic in general. Overall to answer your question, I would recommend just going into, starting with high traffic and higher competition niches because that's where the money's at, and really following along with Profit Academy with making sure you build the list up in that niche and learn what your subscribers are really looking for.

Nick: I'd go with that 100% there Sean. When I first started, I decided I was going to make this as simple as possible. I did look at it AdWords. I did look at SEO. For me, I'm not a techie. It's going to take a little bit of time to actually start moving into that SEO type environment. What I can say is that I'm quite pleased.

In fact, I'm very pleased, outstandingly pleased with what I'd done just by going through Solo Ad traffic to opt-in pages. The reason I'm ... As from cease of work tomorrow, cease of play tomorrow, I'm going on this full time because I've proven the concept and I'm going to be getting more into the SEO type world. To support what Sean was saying, high involvement niches is the way to go.

Rick: I've got somebody asking I guess where they should be at what phase of the program. Basically it's "What exactly should we have done after we have completed all the assignments in Module 1? Are they 1, choose a niche, 2, create an opt-in page, 3, create a thank you page, 4, create your first email that should be sent to your subscriber, 5, choose a free gift and 6, choose an affiliate program?" Basically he's outlined what he believes to be 6 things that ... Is this what he should have done or finished doing by the time he's completed Module 1?

Sean: With Module 1, yeah, it's finding a good niche. It's setting up your opt-in page, setting up the how to respond, having the thank you page in place and getting started with your autoresponder series. Of course, the next module, which will be coming out soon, is about writing killer emails and looking at different ways to find your voice in that.

If you are following along ... Of course, if you're going on exactly so with the modules as they're being released, that is right where you would be at, is up to creating your thank you page, creating your autoresponder, having your opt-in page set up and getting your initial messages loaded into the autoresponder.

You would also have your niche picked out at that time. Of course, no matter where you're at, as long as ... I loved what Rick said at the beginning, just taking a step. 99% of this is just taking steps. Whatever your time frame is and the time allotment that you have, just doing a little bit at a time and always taking action.

Nick: Again, Sean, 100% right. The way I took off from when I started this at the end of November, there was so many niches, there was so much research, I froze. There was too much information. I decided, "Right, I'm going to go into personal development." As I said, I used LeadPages. It took me about half a day to go through that. I spent the next day about 2 hours with Jeff Hand, who was my coach at the time. We had the opt-in page, the thank you page, and the gift integrated with that within 3 days.

I then froze again and spent about 3 or 4 weeks trying to tweak it, when really Jeff was saying, "Just launch it. Just launch it. Get it out there." When I did, eventually, after about 2 and a half weeks, push that out, I got 47% opt-in rate, which for me is tremendous. I was getting 18% clicks on my first email. I was getting 80% conversion through LeadPages.

I was doing a lot of worrying about "Gosh I don't want to be looking a fool", but at the same time, by moving forward and getting out there, I probably learned more from my failures and my mistakes. I just went back and polished them. I kept on going. By the end of January my click bank account was showing nearly \$14,000.

Going back, 1, get the niche sorted out. Don't worry about it. You're going to be in more than one niche within a couple of months. Module 1 shows you how to prepare the opt-in page and thank you page. I got my gifts from IDPLR. I just signed up an account with them.

I just used the examples, the bonus material from the Profit Academy from last year, from the back end of last year, to get my emails ready. Then it was just a matter of setting up that 10 series auto response sequence. Just follow the process. It works well. For those people who are probably a little bit braver, just go out there and do it. You've got nothing to lose.

Rick: This is one of these questions that pops up on just about any program discussing internet marketing and URL content. "What are the pros and cons of using one domain, and then subdomains for hosting your own opt-in pages?" I know what the answer is for most people. What do you guys think?

Sean: Can you repeat that? I didn't quite get the difference with the sub domain [crosstalk 00:25:21]?

Rick: I guess what they're talking about here is you can have a subdomain on a domain. We know that. You can have a subdomain of a subdomain of a subdomain, a tree structure. It's all under one parent domain. You are URL domain name acme.com and if you have a subdomain of fudgehosts, it would be acme/fudgehosts or whatever the hell else it was. A lot of people ... I don't know. Maybe economics, they think they're going to save money by only having one domain name and then have everything as a sub of that.

Sean: Okay, now I understand. If you are going to go into multiple niches, you would want to separate them out. What Nick was saying about having LeadPages and hosting them all out, I think that does work because each website is pretty much one page and it's just the opt-in page. If you are going to put it on your own domain and hosting, then you would want the opt-in pages to always relate up to that name domain.

Where it could be that whatever site XYZ.com/ whatever that opt-in page is that is promoting that certain free gift that's in personal development or whatever would be. You don't want to have just one main one about personal development and then its subdomain is about internet marketing and weight loss and all these other domains, and dog training and that because it just doesn't look as professional at that point and you lose credibility right from the get go.

Nick: I'm with you on that Sean. Once I'm using LeadPages, as I mentioned before, I've got 6 domains but they're all totally different. I haven't gone into subdomains on each of those. I've kept them separate for each of the niches that I'll be going into for products.

Rick: I've seen a lot of people try to have one parent domain and then figure they can spread themselves across everything underneath that. It only works if, for example, let's say your thing was about fishing and your website was fishingforfun. If you were selling boats and then motors and lures and maybe even fishing vacation packages.

They're all related back to the top, so you could have subdomains on there, and it really wouldn't ruin things, but if you had a fishing domain and suddenly you were selling Victoria Secret underwear ... I use that as an example because they really don't go together, hipwiggers and whatever the hell ... I don't know what you're into at night, but that sort of thing.

It actually becomes a detraction. I think it undermines your credibility. People think, "What the hell are you on about here? You're just throwing crap at us." It's the same thing with trying to sell too many different things on one page. You

have links to 17 different offers on one page. People aren't going to like that either.

Sean: Absolutely.

Nick: Yep.

Rick: You'll excuse me. I have a riot in the background if you hear the dogs barking. They're not mine. They're my wife's dogs. It's her fault. Take it up with her. Anyway, I'll find another question. Here's a quick one. "I've created a logo for my business. Should I copyright it and how would I do that?"

Sean: When you're getting started, I don't see any need for it. Once you build up a big brand and you're an authority, then, yeah, I think it's ... On a legal sense, I'm not a lawyer. I don't have any background in that sense. It would be good if you are really becoming an authority brand and you want to make sure you have control over anything that comes from that name and the branding end of it.

At the beginning, it's really just a barrier and an unneeded barrier that's going to take time, going to take money, going to take effort, where you don't need to spend that time right now at this point. Having that logo is great because you can use it on your emails, your autoresponders on your webpage and on that thing, but to get it copyrighted and all that, I don't recommend when you're getting started.

Nick: I'd probably go with what you're saying there, Sean. Now that I'm moving into my own domain, it's interesting. I've just started to look into how I trademark my logo that I've developed. However, whilst I've been using LeadPages, you know when you're setting up your opt-in page, you've got an option of putting a logo on the top.

I found that actually is a distraction, so I haven't actually used it on my opt-in pages, although when my blog is up and running, I'm going to put my logo up onto that. I don't know what it's like in the States, but over here it's going to cost me about 3 or 4 hundred dollars just to register the trademark, which seems a little bit over the top, so I can probably give that a miss for a little while.

Sean: The first thing you have to deal with is that part of the cost is they have to research to see if someone else has trademarked it, and you can go through a lot of aggravation with that, but there's a difference between trademarking and copyrighting. Technically, once it hits the screen, or flows out of the pen if you're old-fashioned, use a pen, that's copywritten material.

You don't have to declare copyright. It exists as soon as you create it, the content, but an image, like you said a logo, a diagram, a description or something else like that, that's a whole different thing in and of itself. It's not an explanation. It's not a thought. It's not an idea. It's not a process. It's just a representation. You would trademark that. You don't copyright your logo. It's a trademark. That is sometimes a complicated and expensive process to go through and quite pointless a lot of times on the internet.

This is one we ... If you can answer this one guys, you deserve a bonus. How do you avoid people giving you their junk mail?

Sean: Nick, do you want to take this one?

Nick: That's interesting. Since I started this a few months ago, I actually find myself going through junk mail to look for ideas. Actually I don't want it to stop because I don't know if it's junk until I've actually had a peak at it. It only take me about 5 seconds, but I'm getting some good one-liners and some good ideas from some of the junk that comes through. Apart from putting spam filters on your Gmail, otherwise, I'm not sure how you can actually stop it unless you want to cut yourself off completely.

Sean: Yeah, I've run into ... Most of the time, even if it's junk mail, you can still unsubscribe from it if you want to. There is some subscribers and things that happen where they will just always respond to your emails. At first, I would always actually just start looking at it, like Nick was doing, and see what you can gain from it because there are times that you can gain quite a bit of information and see what they're trying to do.

If at that point, there are services where it will just remove certain email addresses, and you can block certain email addresses depending on what email service provider you're using. It just depends on the situation as well.

Nick: What I've done is I've set up multiple folders within my inbox. When I get junk from different niches, different IDs, I just put them in there. Every now and again, I'll have a look, have a lucky dip just to see what it looks like. You get some good ideas actually. It's a preference whether you want to cut that off completely or use it as a tool.

Rick: Along the lines of email and how to deal with certain things, here's a question. "How do I deal with autoresponders and emails? Will they receive 2 emails the same day? If I'm already sending personal emails and somebody opt in, will they receive my emails and autoresponder emails at the same time?" I guess you've got somebody sending out messages from one program while an autoresponder is sending out messages as well. Is that what that means?

Sean: It might just be the wording on personal email compared to a newsletter or a manual message being sent out. I'll answer it from a manual message or a newsletter being sent out and then the automatic autoresponders being sent out. It definitely happens. If you have your autoresponder series and you're also sending out newsletters on a daily/weekly basis or some sort of time frame, there will be times where people that are going through your autoresponder series will get that manual message unless when you're sending out your newsletters, you actually filter out the people that are on any autoresponder series.

It just depends what you're trying to accomplish with those daily newsletters as well or those personal messages as it was said in the question. Hopefully that answers and I'm understanding the question correctly.

Nick: Yeah, I came across that the hard way. I didn't realize that when I was pushing ... I had about 5,000 on a list, and I was sending them through a 10-email autoresponse sequence. I got quite excited by one of Anik's emails and I pushed out 2 or 3 broadcasting mails. I got some traffic back telling me that it wasn't such a good idea to blast people. When I first started, I didn't realize that's what I was doing. What I do now is every time I do a Solo Ad or bring new traffic in, I'm very careful that I manage their progression through the autoresponse sequence and through the newsletter or broadcast emails.

Rick: This sounds like somebody who is ... Says, "I'm going through some tough times. I want to know do I have to create a website first or just go with a squeeze page. GetResponse wants to have my privacy policy. You got any suggestions?" I'm assuming that the issue here is that GetResponse won't give you an account unless you have a privacy policy.

Nick: No, I went through this one, Rick, when I first started. GetResponse are asking for a privacy policy because the individual has tried to go through on a single opt in. If you go through with double opt in, they will ... I'm not too sure if you need the privacy policy. What I did was on my first niche, I wanted to test out the difference between a single opt in and a double opt in.

When I wanted a single opt in, I had to go through quite a process with GetResponse. Part of that was to produce a privacy policy, which I hosted on a coaching website that I had. I just directed GetResponse. GetResponse went to that site, had a look and said, "Yeah, that's okay." The second niche that I went into, I went for a double opt in and GetResponse didn't require the privacy policy for that.

Sean: If you have your own domain and hosting already, even though the main website can just be your opt-in page when you're getting started, just that one page,

then you would just create the privacy policy as another page. It would take a little extra effort. If you're using something like LeadPages, you can also host a privacy policy on LeadPages and just point to that URL as well. Those are the 2 easiest ways if ... It is about switching from a double opt in to a single opt in.

Of course a double opt in is where, when someone enters their email in your opt in page to get the free gift, then they will receive another email that says "please confirm to join this list". A single opt in is they're just automatically put on your list right when they put in their email address on their opt in page.

Rick: I don't know if this is correct, but it's something I heard about GetResponse, that when you first sign up, you have a first account or something like that, or first using it, that's what they will insist on. Once you've been with them for a bit they may not cause that to be required.

Sean: They were going to change that, yeah. When I got started ... Because they set everything automatically to a double opt in, and really switching to when they require the privacy policy, it's normally when requesting API access, which all that means is you are using a service like LeadPages, and because it's not specifically hosted with GetResponse, they need to see that privacy policy to keep that as there as a spam filter, a spam checker to make sure you're doing everything correctly.

Rick: I know in this country it's a law that you have a privacy policy if you collect any information about anybody about anything. That's a federal law. I don't know what the internet marketing jail looks like in Canada. It probably doesn't even have black and white TV. I don't want to get caught on that one. Somebody says, "I'm looking at doing the super foods niche. Could I incorporate eating for diabetes and/or the paleo diet etc all into 1 niche?"

Sean: What I've experienced is yes and no, and why yes, and why no? When you have your original opt in, that free gift or the lead magnet is on a specific topic. The people that opt in for that specific topic, you know that they're interested in just that specific topic. That's the information that it's giving you when they're opting in. That doesn't mean they're automatically interested in other topics like the diabetes or whatever. In this example the diabetes or paleo diet of anything like that.

If you were to start promoting those other type things, only a percentage ... It could be a small or large, depending on your list ... Would be interested in those other topics. You can go more general and then also create some categories on your list for people that are interested in those other sub niches, but don't just automatically assume that you can start promoting a bunch of semi related topics in the same niche.

You would want to segment your list out and you can do that by creating opt insurance with the paleo diet or the diabetes and having them re-opt in into your sub category niches, so that is one way to do it. Nick, have you seen that when you're with all your different topics and niches?

Nick: Yeah, very much so. I mentioned earlier I just went ahead and moved with my opt-in page, thank you page, and Get before it was all ready. What I found, about 4 or 5 emails into my autoresponder sequence. I started to move away from the mindfulness and meditation type aspects that I did at the beginning.

I tell you what, you look at your statistics, and what you'll see is that your unsubscribe rate will move high, and you'd better move back onto track to what those people want when they started on that particular niche, otherwise you'll start to lose people. Yeah, I'm definitely with you Sean. You've got to segment your list if you want to start moving into other areas. People joined up for a particular gift or offer that you've got. I've found that it's best to start keep giving people what they joined for and be careful about moving too far away from that.

Rick: Here's some kind words for you 2 guys. "You 2 are truly inspirational. Great role models. We can do this, we can." They've obviously sensed that you haven't been doing this for a long long time. You started off not too long ago, as these folks are, the ones out in the dark there, not knowing anything. In less than a year you're not teaching how to make money and influence your uncle. It is inspirational for people to hear that. Congratulations. Again, that's 28.50 you owe me.

In clarifying niches, 1, how specific should it be. For example, how far do you break down professional development? This part of the question is not mine. "As a multi-talented creative person and synergistic thinker who sees so many things are interconnected, how would you approach choosing a niche?" There's a double edged sword for you guys.

I think the first thing is when you say how specific should it be when you break down professional development. What's a professional? A professional landscaper? A professional weed whacker? A professional astronaut? A professional deep sea diver? It's ridiculous to have it that wide. You can't teach everybody everything about every profession.

Sean: My experience and what I've done with my companies is I do try to be more specific, especially with my free gifts and opt-in pages, because when you go general, it also makes it more difficult to really show the benefit that people get joining your list if it's way too general because are usually interested in what benefits they'll receive. The more specific and almost sub niche ... You have a much more active list when it's more specific. With more general lists, you

almost do have to go ... Like the last question, you almost have to segment your list into the more general terms. That will help you see what your list is more interested in.

I use my LeadPages and free gifts. I start on a more specific topic. Then I try to segment out from there and see if there's any other topics that they're interested in. Depending on what you're most interested in originally and the research that you've done ... I think research is huge to see what the most popular sub-categories are and what people respond to the most. Going out to your competitor sites and see what type of lead magnets and free gifts that they're offering. You'll notice most of the bigger players in the industry are more specific with the type of things that they're promoting on their opt-in pages.

Nick: There's good words there Sean. If you're looking at what people want and look across the different niches out of there, people want good health. They want good relationships. They want wealth. They want love. They want [work 00:45:56]. They want to know what life is about. Effectively, you could say, "Well, actually that's personal development across the piece," but within each of those, that's a sub-niche, and within those you can go in further.

Basically, what I've done and what continue to do is I'll go out with an opt-in page on a specific offer. Then I'll try and touch at the edges and push where people are. A good example of that is about 2 weeks ago. I pushed out to my list. I thought it would be a good idea to let people know about Profit Academy and how they can develop one as an individual, how they can develop their wealth base, how they can look at a different aspect of their particular life, but I got a massive ...

I was very surprised. I got a massive kickback. The kickback was through unsubscribes, so I quickly pulled back and sent out a couple of free gifts based on what I'd sent on the mindfulness stuff and meditation I'd pushed out initially. Now what I'm doing is I'm pushing out of the edges again, but I've segmented each of those ... The responses that I'm getting. It's testing ... I want to be doing this for a few months. It's about testing and learning. I think you can get very specific.

You can get too specific. You can get to be the genius on a pinhead. However, are people going to pay for the products that you want to push to them? There's always a balance. I would always start off with a broader idea. Then I used ClickBank and Amazon.com to look at what people were wanting just before Christmas. I focused on a couple of areas people were ... Mindfulness seemed to be coming out as a major want.

That's why I focused on that particular area. That is like a balloon, an air in and an air out. I'm pushing the boundaries and then I'm coming back in when I'm getting a bit of bounce back. You can be very specific. I wouldn't recommend it to start off with. Get your list, segment it and then start testing that. While you're doing it, the money is going to come in. I'm telling people this will do it for you. Just don't give up, and you take action.

Rick: That leads into this question very nicely. "All this online marketing is absolutely new to me: opt-in pages, autoresponder, etc. these are terms that I'm hearing for the first time. Since there are several students that started building steps from module 1, should I also start or should I wait for the next modules in order to get more knowledge?"

Sean: Nick, I'll let you take this one.

Nick: I tell you what, the biggest mistake I made was waiting 4 weeks for knowledge. I built my opt-in page, I built my thank you page. It was a bit rough to start off with, but it worked. I was getting 82% conversion through LeadPages for my first opt-in page and I just couldn't believe that people were paying for the offers that, 1, I felt that this was integrity battle. It's not just trying to make money.

Firstly, I've got to feel good about that I'm helping people. 1, I did believe that what I was doing was helping people. My background is in psychology. I'm a neuropsychologist. I felt I've got something to give. I don't know what an opt-in page or a domain. I waited and followed. I think it was Dave Lovelace. He's an expert in HTML, and I was following this for weeks. I just kept getting lost. It started to get me down because I couldn't keep up with the difference between HTML and domain names and everything.

I had a chat with my coach, and Jeff just said, "Nick, just do what it says on the tin. Build your opt-in page and push it out there. About getting the traffic in. I tell you, I probably know more about what I don't know than what I don't know what I do know. However, I'm in the happy position of being able to tell you people that it can work and it does work. If you're comfortable with going out now with an opt-in page, I would say, "Do it. Don't worry." You're going to get some kickback.

You will get some rejection, but I've had the rejection. You get over it, and you just keep moving forward because if this is what you want, this is the life that you want, just go ahead and start doing it. I mentioned during an interview with Anik last week or a week ago, when a bird stands on a branch, it's not bothered about the branch breaking because it trusts in its own wings. Trust in yourself. This is the foundation. This is the concrete. This Profit Academy module, this is

the concrete that you will need without any previous experience whatsoever to build your own business. I've done it. It works.

Rick: Yeah, the old Chinese proverb, "Every journey of 1,000 miles starts with one footstep." If you get stuck in the shiny object syndrome, everything new coming along, I have to study, I have to learn. I'm going to go through this. I'm going to wait to lay a very end until I've solved the mysteries of the universe and who knows what else I can come up with. This time in 7 years, you'll still be learning stuff and going nowhere with it.

This is not internet university where the idea is to get a PhD and then stand up in front of the class and teach the new students coming in. This is get yourself in front of the world online as soon as possible with something and see how it goes. Learn as you go, but take action. Do something because it won't happen if you don't. I think it's amazing that you were nowhere 7 months ago, and here you are telling us how to do it. You followed along. As you said, "Follow the instructions on the tin." That's what it's designed to do, get you going.

Here's one that's kind of ... It's short, but it's obviously a big subject. "I was having a hard time moving forward because I can't figure out how to narrow down my niche." I don't have information about what niche it is, but there's a pretty simple set of steps you can go through to narrow down a niche so that you know where you want to be with it.

Sean: Yeah absolutely. Nick, go ahead.

Nick: I think finding your niche, module 1, which has already been released. You don't have to know everything about that particular niche. You can outsource anything you want. You're going to get white label books that you can put your name on. You can add your little bit of you. You want to try and move out there. I would just pick a niche and go for it and test out the system, test out the concept. It doesn't really matter.

Unless you're passionate about personal development or weight loss or some sort of health or exercise, it doesn't really matter what the niche is. Just look on ClickBank. Have a look at gravity around the products that are available within that particular niche, and just go with that to test it. If you don't like it, just rip it up, but what you will have is the learning of actually going through that particular process. It just only takes 2 or 3 weeks to go through that.

Sean: Yeah, absolutely. That's what I did when I got started is I just went after one specific thing in the personal development niche. I didn't look too close. I'm like, "Hey, I'll just try this and go after it." I saw someone else on their page doing it, and I just went after it. I was interested in the general niche, but I focused in on

one thing because you can get that overwhelm if you try to go too broad or try to do too many things at once.

Just by going after one, I learned more just by creating that first lead magnet and first opt-in page than I would have going through an entire course because that was module 1, so that's what I did.

Then I understood why I even did it, why it worked, why things didn't work, what I needed to change at that point, where you'll never learn it in the course. No matter how many times you might rewatch a video, once you do it, then you actually get to understand how all the pieces all work together.

Nick: 100% there Sean. What I found useful and I would suggest to other people as well, I did a job. I did a number of Skype webinars with my coach Jeff in Washington. What I did was he would just take me through click by click what he was doing and how he was doing it. I used a piece of software. I call it Screencast-O-Matic. I recorded everything so I can just go back and go back and go back until I understood what an API was.

How do you integrate GetResponse with LeadPages? How do I move the image and make the image more suitable to the actual template that I was using? How I adjusted everything and how I adjusted the steps. It now takes me about 50 minutes to an hour to put together a new opt-in page, a new squeeze page. All I'm doing is just following the instructions from Profit Academy.

Rick: It works. Proof is in the pudding.

Nick: Yeah, it does. It works. Become a chef, and then you can start adding little bits on to make it spicier if you like it.

Rick: It's always a learning process. If you don't fail, that means you're not doing something right. You've got to make mistakes to learn how to do it right. Here's a short sweet simple question, which hopefully you guys can answer, "Can you explain how to link the transition page with the opt-in page?"

Sean: Nick, do you want to do this one?

Nick: Sean, I'm being open with people now. I use LeadPages and I use GetResponse. If you just follow the process within LeadPages, you do it, but I don't use anything else. I don't have domains. I don't know WordPress. I don't know HTML. When I use LeadPages, it just says, "Do you want to produce a thank you page?", and the transition becomes automatic within that. Unless this is specifically about LeadPages, I'm sorry, but that's a gap in my education at this moment in time.

Sean: I can explain. I use GetResponse, and within GetResponse under the web forms ... You would go to web forms, and within that, you create the web form for your campaign. In the second tab, when you're creating that new web form, under the advanced properties, then it asks you what is the URL for your thank you page?

You would have to create that thank you page if you're just doing it on your own website, on your own domain and hosting. You would create a thank you page on your website, and then you would just have that URL. You put it into the web form on GetResponse. If you're using GetResponse ... It will be different if you're using anything else or Sendlane or anything like that. There's always a place in the web form where it asks, "After someone opts in, where do you want to take them? What's the URL?" You just put in your URL to your thank you page there.

Rick: Okay, here's one, "Is it okay to put affiliate links in the freebie offer with the opt-in page?"

Sean: Yeah, I have done that. I have put an affiliate link at the bottom of a free report if it really tied in nicely. At the end of the free report, I have said, "If you want to learn more about this, make sure you take a look at this offer." I have done that. My results from it are pretty inconclusive when I've done that compared to not doing that and what has worked better for me. I don't really have any good data to show, but I have done that. I really haven't gotten any kickback from it either. Nick, have you tested that or seen any results from that?

Nick: I need to clarify. Is this about monetizing the thank you page for the affiliate offer? Is that what you mean?

Rick: It's not specified, but I'm getting the idea that's what they want. Let's put an affiliate link on the bottom in case someone clicks to buy.

Nick: I tell you what, I do that 100% of the time.

Sean: Okay, I misunderstood. It's only in the actual free reports, so once they download the report or whatever the free lead magnet is. Yeah, on the thank you page, I absolutely always include a link or a transition page or a time to redirect to an affiliate offer. I was just speaking if you put a link in the actual free report when they download the PDF.

Rick: No, he's talking about, I think, having it on the opt-in page ... No, no. If we put affiliate links in the freebie? You can put a link inside a PDF.

Nick: A lot of the people ... I learned from a lot of the coaches and a lot of their people. I joined their list. I look at what they do and how they do it. I can see that

probably the most successful people do put some sort of link or sales piece. A little bit subtle. It's not in your face, but if people wanted more, they can get information from other links, yeah.

Rick: This is a one. "What time zone should you send your auto emails out?" She's confused. There are several issues around that, is there not? Can you not have your autoresponder send messages at different times depending on where you're going?

Nick: Gosh, you can do. There's a little button on GetResponse. I'm sending mine out either at 9:00 in the morning, no matter where people are within the world, or 3:00 in the afternoon. No matter where you are in the world, I think it's called Time Travel.

Rick: You send an email at 3:00. It's 3:00 UK time, It doesn't go to me in Canada because it's a few hours behind. It will come to me at 3:00 here, right?

Nick: Yes, that's right.

Sean: GetResponse has that functionality. I believe they're still the only one that does have that functionality. To make sure that it always goes on that person's local time zone, if you do turn on Time Travel. Another thing that I've seen ... I've tested a couple of different things by using Time Travel. Sending out just at a base time, just 8:00am Eastern Standard Time and 3:00pm Eastern Standard Time, and also sending out on the message at the same time when someone has signed up.

This is different for autoresponders compared to newsletters or broadcasting emails, but I've always actually seen that I get the best opens and click rates for my autoresponder messages when I set it to the same time that someone has signed up because if they sign up at a certain time, it's most likely that they'll be on their computer or phone at the same time each and every day, but then if I send out manual newsletters, then I always of course try ... If I'm using GetResponse, then I use that Time Travel feature.

I don't ever like using the word best practices because best practices are only best practices usually for sending a specific niche. Everyone always says if you just have to send out at a certain time, if you don't have data already from your list and when they respond the best to it, that 8:00am Eastern Standard Time and 3:00pm Eastern Standard Time are the best. Once again, take that with a grain of salt.

Rick: "How do you send your freebie from your opt-in page? I understand it's not best to attach a file to your autoresponder email. What's the best option?"

Sean: This is very similar to a question we answered, I think, right at the beginning. Nick said that there's a way if you're using LeadPages that LeadPages will actually do and deliver it for you through their system. I always do it ... Since I use my own website, I always just have it loaded onto my website just because if you do include it in an email, it can spam filters or there can be corruption with the file through email.

There's a lot of things that makes it ... I don't recommend ever sending it through an email. It sounds like LeadPages has a different system where it is okay to send it through the email, but I would always try to host it on your own website and just attach the URL within your autoresponder message or a service like Dropbox, something like that.

Rick: Here's a generic one. "What are we all supposed to have done, taken action and have achieved by the end of module 1?" We already covered that, didn't we? 6 steps. You should have done those 6 steps up to the end of module 1. When does module 2 start? Do you guys know?

Nick: I thought it started just tomorrow, Thursday. I thought it started on the 12th. Module 1 has been out a week now, I think, hasn't it?

Sean: Yeah, in the calendar it's showing tomorrow, March 12.

Rick: There you go. Unless you're on the other side of the international date line ... No, I don't know where that would be. That would be last Tuesday perhaps. It will start tomorrow, wherever you are. Maybe that's tomorrow. Maybe it isn't. "Is marriage and personal development too broad a niche or how you define a real focus niche?"

I don't know if the guy is saying it's one, like marriage and personal development as a single niche. You could fill 3 museums and the library at Alexandria and not have an answer for that one. I'm assuming maybe ... Yeah, marriage and personal development too broad a niche. You can't do that. I mean you shouldn't, right? That's mixing things that don't mix.

Nick: I've got a relationship niche, which covers marriage type issues, which is separate from the personal development. Although that might be a good line actually for personal development, marrying for money.

Rick: Oh, I forgot about that. Yeah, yeah, I never had that option. You'll forgive me. There's a couple of these things that are enormous blocks of text to scroll through to find something we can deal with. Ah jeez.

I asked you guys at the outset don't repeat your question 27 times, especially if you've typed in the Gettysburg Address. It just takes up space. It's like leaving the same voice mail on a telephone. A person is only going to answer once. It doesn't matter how many times you leave the message. There is no point in leaving 2 messages.

"Do I use my regular email address or do I get a different one for the internet marketing?" There's a very basic question that I think it always ... That's the first thing you start with, right? Get a new email address.

Nick: Yeah, related to the business.

Sean: Definitely.

Rick: Of course, if you don't have a domain, then you are going to have a problem. Can you still buy email accounts with fake domain names? I don't know if that's allowed any more, is it? They've closed those things down. You're going to get a Gmail account or something otherwise.

Nick: I've just used Google to set up a business address based on a domain name that I've got, but I haven't set the site up. What I've done is I've got a separate email address for each of the niches, so I can keep things separate.

Rick: You have a domain name technically that you can use an email account too, correct?

Nick: Yes. [inaudible 01:08:46]

Rick: You don't have the domain doing anything, but you do have the domain so you can point to.

Sean: If you need something in a pinch, you could always just create a Gmail account, but, of course, it comes down to just a more professional feel and everything being in line. If you can, you would purchase the domain if you have a company name that you would want to use, you'd purchase that domain. Then even if you don't set up an entire website, if you get hosting, then you can use that hosting to normally set up unlimited email accounts for very cheap, just a dollar or 2 a month.

Rick: "I'm in Spain. Would you recommend targeting Spain and Spanish speaking countries or use English and try to reach as many people as possible?" I've heard different views on the idea, but the size of the Spanish market is pretty large, is it not?

Nick: Yeah, it's huge if you consider the majority of South America as well. I've got quite a lot of Spanish and Portuguese followers particularly in Brazil and Argentina and Spain, but actually the majority prefer English anyway. There's 1 or 2 who are asking if they could translate some of my material into Spanish for use themselves, and I'm happy if they want to do that. You mentioned at the beginning, I think English is the best media.

Sean: Yeah, this is a complete side note and only for people that have their own domain and they're more blogging and have their own blog, but you can use a free WordPress plugin, as long as you're using WordPress and that's how your site is set up, called Transposh that will automatically translate all of your material on your website to other languages. If your exact scenario is for that and you want to translate, I would recommend using Transposh WordPress plugin.

Rick: We'll keep our thoughts just to why this person is ... "What are you thoughts about using pseudonyms when marketing online? I am a medical professional and have some concerns about liability in terms of being seen as recommending products and about possibly interacting with patients on social media." I think we know there are millions of pseudonyms being used in internet marketing, correct?

Nick: Yeah.

Sean: Yep. If you wanted to set up a pseudonym, different business name where you're not using your own name, that's not an issue at all. It's done very often in this world.

Rick: Just if you're a medical professional, don't use a pseudonym to recommend, suspect medical products or procedures. That, you shouldn't do.

Sean: Very true.

Rick: Dr. Oz is getting ... Finally ... Sorry, I don't have a lot of faith in Dr. Oz and Dr. Phil. I'll just leave it at that. "Should I create a Facebook page for my niche or my company?"

Sean: Nick, you have a lot more experience with your subscriber base. I'll let you take this one.

Nick: 1, no matter what you do, you're creating a business and you want to create a brand. YouTube, Facebook, Pinterest, and all the other different avenues, I try and use them all. I'm actually starting to see some monetization through my Facebook following because I'm getting them involved now.

When I push out a post to my list, I'm starting now to do free testing effectively by sending out to the 210,000 Facebook following. 1, I would say yes, get your Facebook out there. You've got to get multi-stream media activity. If you're going to move, why not do it from the start?

Sean: I have a slightly different thought process on that. Do it if you feel comfortable doing it, but if it becomes a barrier when you're getting started, don't worry about it from day 1 because it will take extra time. It will take extra effort, where it's not 100% necessary from day 1.

Of course, I do. I have a Facebook page. I have a YouTube page, but I didn't create those until a couple of months after I started building up my list. Then the good part about having all these other channels is in the internet marketing space ... I've learned this from a couple of different places. It's called bouncing. You get to bounce people around, and they get to see you in many different areas. If they see you on Facebook, they see you on YouTube, on Twitter, on Pinterest, Instagram, all those, it builds a relationship just by them seeing you in different avenues.

It helps build a more intimate relationship with your subscribers. If you feel comfortable with any or all of those, absolutely get started with it, but if it ever becomes overwhelming, just make sure that you just follow along in the modules step by step. Then once you feel comfortable and want to take on that next step, then I would say go for it. Just don't ever let it become a barrier.

Nick: I agree Sean. Sorry. My Facebook page was set up a few years ago, so it wasn't as much of a problem for me when I started with Profit Academy.

Rick: Sorry folks. Bear with me. I'm trying to decipher some of these things. As most of you know, I don't understand any of this stuff. Normally, I just sit here in the dungeon and watch the dials go up and down for the recorded material. This guy says, "I'm sorry for a very basic question ... There's no such thing as a basic, bad question. "When I buy traffic, is it specific to my niche or is it general traffic?" That's 2 possibilities, right?

Nick: Yeah, very much so. When you buy traffic ... I've actually only used Clickonomy at this moment. As I say, I'm just learning this as I go along. It's around a discussion with the person whose list it is around what they do, what their list is interested in. Basically, I went to people who had lists that they were saying was in personal development, so that's where I bought my solo ads from.

Sean: I would definitely recommend when you're investing in traffic, you definitely want to invest in traffic that is more targeted. That's why solo ads are such a good investment when you're getting started as well because you know that

whoever you're purchasing the traffic through, their list is interested in a very specific topic.

Even if you did expand out to Facebook or YouTube, you would still target a very specific audience either way because you're just not going to get as good a return on general traffic, no matter what, because only a very small percentage are interested in certain topics if you look at the entire world.

That's why when you go to Clickonomy, they're always based on a specific niche in personal development, health and wellness, diet and weight loss, internet marketing. You would be able to search just through that criteria. Then when you're talking a specific solo ad seller, then you have a back and forth conversation to make sure that your opt-in page, your free gift, their list will respond really well to it.

Rick: "Should I create a legal business, for example an LLC that covers everything I'm doing?"

Sean: I don't have a good answer for you because I have no ... I'm not an accountant or have any background. I'll just tell you what I did. When I got started, I did everything personally, which is okay. I'm in the US and I just had to pay everything personal, the taxes and all that issues. Once I got to a certain point, I found it very beneficial to start an LLC and then funnel everything through that LLC for business purposes. That was just because of my personal circumstances. That worked out the best for me. Nick, do you have any thoughts on that?

Nick: Before I went into Profit Academy, I got my own little ... We call it a limited company over in the UK, which I push everything through. A concern, gosh, you take 13,000 profit in one month is to make sure that I'm paying the right tax, I'm offsetting things because the last thing I need is someone knocking on the door wanting to investigate what I've been up to, particularly when there's money transferring across from the States to the UK and from the UK to the States.

I made sure that I've set myself up with my own accountant. In fact, I'm talking to someone in Miami at the moment, who is going to set me up a company in the States as well. I think when you're first starting, it's not essential. Actually I think, in my perspective, the benefits have outweighed any negatives.

Rick: "I'm offering a free video. I was thinking about my landing page picture. Can I use that company's pictures or do I have to buy them somewhere else? I don't want any trouble with the law. We get a lot of questions about images and using them and whose can you use and where should you get them from." What do you guys think?

Sean: I'll just say, from my experience ... Of course, if they have trademarks or anything like copyrights and they don't want their images to be used, they have to get ... Pretty much you have to have some written consent or some sort of consent to use those images, you would want to stay clear of those. When you're getting started, to be honest, I wouldn't worry about it too much by using certain images.

Once you gain enough traction, then it would become an issue and you would want to get consent or you would want to get the rights to be able to use certain images. There's a lot of sites out there, where you can purchase the rights to use any type of image or video, things like that, with the private label rights on that. I've used images in the past, where if you only have a couple of people viewing it or if you are just getting started and it's a great image, legally, I can't say one way or another which one is better, but I have done both.

Nick: I got stung back in November. I went and did a professional photo shoot here in the UK. I thought those images then belonged to me. About 6 weeks later, I got a letter through the post from the photographer saying that, "The images belong to me," and that I needed to pay them before I could use the images. Basically, I did a press announcement and I was on TV over here, and my image was shown. This photographer stung me. I had to get their written permission.

Having been stung right at the beginning, I would share with Sean was saying is if you think there's an issue, either go to a site that gives you the freedom to use those particular images or make sure you've got written support for the use of that particular image. You never know. If you become famous and start making millions and millions, you could get stung even more.

Rick: "Regarding the thank you page, do you offer content only or content and a product? If a product, what price range do you offer, especially if you're just starting." That's a loaded question.

Sean: On the thank you page, what I really see as the value and benefit of the thank you page is it is that initial. Right when someone opts in to your list to get that free report, you want to tell them how they're going to receive the free report. That is the content right there. "Thank you for requesting your free gift ... Your lead magnet ... This is how you're going to get it. Go to your email inbox. It should be there in 5 to 10 minutes."

The thank you page method, of course, is pretty much once they understand where they're going to get the free gift. That's where you get to try to make back some of that money right away and start bringing in some revenue. You can use that to promote an affiliate product. There's different products: \$7, \$17, \$47. I have always seen the best return from using a product right at the \$47 mark

because it's just by the power of numbers, that's where I've seen the best return from when I've tested \$7 products and \$17 products as well. It's about the same number of sales from the 3 different price ranges.

Anything over \$47 is a little tricky because someone just opted in for free content. Then you're asking them to pay \$900 or \$100 or anywhere between that range, and people are like, "I haven't even been able to digest that free content that you've given me. I'm going to hold off on anything that you're promoting." It just starts that relationship off ... I always love some of the dating terms, where if it was a first date, you asked them what your kids' names are going to be on the very first date. A little weird.

Nick: I'd go with that, exactly the same, Sean. Between about 30 and, as you say, \$47 seems to be a figure that's used quite a lot. That's where my best responses come from.

Rick: "When is the right time to start promoting affiliate products? Is it better to wait for subscribers to accumulate and then propose or start right away?"

Sean: Nick, I'll let you take this one because it really does come down to just taking action. I'll let you have this one.

Nick: It does. My first solo ad investment was for 300 clicks, and I went straight out with a product to those people. It worked well. Everything in this is an investment. It's best to wait ... You could say, "Let's wait until you get a list of 10,000, and you're going to get a better return," but you've got to start somewhere. You've got to start testing your approach and your opt-in pages with a smaller group of people. You must always try and monetize that thank you page with a product.

Sean: I agree with that 100% because that first one, if you wait until you have a list of 1,000/2,000/5,000/10,000, you won't have that experience. You won't have your results of, "Well, I've tried this. That didn't work. I've tried this. This worked a lot better. This one worked a little less."

Once you start spending more money on traffic, solo ads, different type of traffic sources, you'll get a much better return by having that data, by starting and promoting things right away and seeing what works and what doesn't work with your list.

Rick: "If one of the done for you niches is just right for my passion, do you suggest that I use all the contents in the done for you as a starting point?"

Sean: Oh, in the bonuses? Okay, I was a little confused at first with the done for you. Yeah, in the bonuses, there are those done for you niches for meditation or health and wellness, whatever it is. It's a good way to get started, to really see all the components within it.

The one thing that I have to say about that is if someone else had all the exact same stuff, what extra value are you adding?

Make sure you find a way to bring in some of your own personality or the business brand. How are you going to bring value? Yeah, you can definitely start with those. It's a great way to get started, but just make sure you're always finding a way to add extra value with everything you're doing there.

Nick: Yeah, totally agree, Sean. Just try and rewrite the emails in your own way of talking, your own way of speaking. That in itself will differentiate you from other people. What I found out last year was when we had a similar bonus, people were going and ... Quite a few students, myself included, until we learned were going out with the same message, effectively hitting a lot of the same people. We were just bumping into each other. Put your own personality onto that.

Rick: "How many landing pages is enough? I purchased 400 landing pages for one domain? Is that a good move?" I'm reading that and struck by what would you do with 400 landing pages, but I don't know. I guess you can buy a package of them.

Sean: I guess, though I've never actually heard of that. You're just going to be testing with a couple, so I wouldn't recommend doing anything like that. Just fine because ... It's hard to ask questions about this. Are they all the same topic or for the same lead magnet or free gift? What are the landing pages for you? Why did they create 400 of them? Do they have 400 different free gifts that go along with each opt-in page as well?

I would really just start with 1 or 2 and take action. Buy 100 clicks and see how well they convert. Then you'll learn what you need to maybe change about those landing pages to make them better, to make them more personal and more close to what you're trying to accomplish.

Nick: Very much so. My first few attempts, I used effectively the same landing page, but with different images. All I did was test 4 or 5 different images with the same offer. I then tested. When I split tested and got the right image that people were clicking on, I then put about 4 or 5 different offers in and tested that. You're pressing people's buttons then. You're giving them what they want. To me, a lot of it is around the try and make it as simple as possible and use some interesting

images. I've uploaded loads of images from offsites, legally that is. I just test different images and work with them, with a very similar opt-in box.

Rick: This one is going to get you thinking. "How do you achieve credibility with your audience with the information you offer when your traffic and audience don't know who you are? How do they know to trust you?"

Nick: That is a very, very good question. From my perspective ... Not so sure about Sean, but what I've done ... I mentioned before, I pushed the boundary by trying to stretch out what was personal development. I started off in mindfulness and meditation. I then went into evidence-based psychology, which people were liking, but the sales went down. I just tested, and unfortunately ... To me, the only way to do it was to test about how many unsubscribed was I getting and the amount of emails I was getting to say either, "I didn't like this or they did like that."

For me, it's unfortunate, but it's an investment. You've got to test and test and test until you can effectively get onto first name terms with the people on your list. They'll soon let you know when they don't like what you're doing. It's just making sure that you move things quickly and adjust to take a new tack when the evidence from your statistics is telling you that people are either liking something or not liking something.

Sean: My thought process on that is you have to ... It comes back to what I was just saying a little bit ago is bringing value. For someone to trust you, if you're all over the place, if you just go one direction one day and then a completely different direction the other day with no rhyme or reason, immediately you lose that trust and you aren't seen as an authority. The way that I found to do it is I stick with specific topics. I always stick with what I am more interested in. The things that I'm interested in, I can speak more about.

I have personal experience with them. I am able to take some of my knowledge that I have. You don't always have to be an expert in a topic before you get into a niche by any means, but I would. This is a business. I would do research. I would go onto forums. I would do my research on specific topics, see what the pain points are, see how you can bring more value, how you can really create a name for yourself in that topic and how you can stand out because if you don't stand out, it would just be like any other brick and mortar business that if there's 2 businesses that do the exact same thing, what makes you go to one business over the other one?

It could be advertising. It can be you have a connection with one person. The owner has come out and greeted you and talked with you and it's become a personal relationship. You have to do those things. You have to at least take that

extra step that will show that you are someone to be listened to in that market, in that niche. Finding your way to be different, just anything that you can find to really stand out and bring extra value or be a little bit different and go that extra step, that makes all the difference in the world. That's how people will start trusting you and listening to you and you'll build that relationship very quickly.

Rick: I don't know if this is something you guys can answer because it deals with LeadPages. Do either of you use LeadPages?

Sean: I do, yeah.

Rick: Okay, you know I don't pay attention to anything that's said on here. I just read the questions and go back to sleep. "Do you point your main domain at LeadPages? I have my domain going through cPanel and redirecting the main domain to a LeadPage account and another for the ClickBank affiliate link like domain.com/learnhtml. Could you go into detail how you are redirecting your domains?

Nick: That's an interesting question because effectively my domain is the opt-in page itself so I don't need to redirect it anywhere as long as it's connected to my autoresponder, which is GetResponse, and I use the correct URL for the ClickBank product. I can't answer that specific question because I don't point anything to my domain.

Sean: Yeah, I'm not sure if I understand the question correctly. I don't know if they're talking about in their autoresponders, the different messages, where they're pointing, the links within their autoresponder messages to either their domain or their opt-in page or an affiliate product. I'm not quite sure I can really answer it based off of how I understand the question.

Rick: Yeah, I'm not sure thinking about it if they're talking about 504 redirect somewhere on an autoredirect or if they're actually ... cPanel is not where you point your domain. cPanel is how you manage the domain once you've got it established. If you're redirecting your domain to a LeadPage account, that would suggest if your domain was myacme.com, anybody who goes to myacme.com ends up at a LeadPage account. Why would they go to myacme.com? How would they know what it was?

Sean: I have seen those redirects, where if someone types in a certain URL, it just takes them to the opt-in page. When you're sending traffic ... If you're purchasing a solo ad or a purchasing traffic, you wouldn't want them to be redirected unless of course you're branding your own website. Then if that was the case, you wouldn't redirect from your domain to LeadPages. You'd probably do it the opposite. You would just host your LeadPages page on your own domain. You

can do that a couple of different ways. You can go through HTML or through a WordPress plugin.

Rick: Here's a technical which one is best. "What have you found to be the best free offer for conversions? An ebook, MP ... I think MP3s or MP4s videos ... Or a report? You've got a book, a movie and a report.

Sean: From my experience, it just completely depends on what niche you're working with. In personal development, I've found that MP3s and meditations convert the highest, a little bit over PDFs or reports or guides or sometimes videos. It depends on what your niche and sub-category and what your actual free gift is. Like internet marketing and business development, I found cheat sheets and reports and short PDFs have always converted the highest for me. It just really depends. Nick, what have you seen on that end?

Nick: On personal development, MP3 top every time. On my business development, I've used a couple of whiteboard videos, which went down pretty well, but people like checklists on that particular area. For personal development, which is my main top area, MP3s definitely.

Sean: Yeah, that's definitely what I've seen as well.

Rick: Here's a short, sweet simple one. "Why does my free giveaway arrive in people's junk mail?"

Nick: When people connect onto my squeeze page, I send them white list instructions, which if they follow it, it can reduce the possibility of your email landing in their junk box. I white list. I also use a spam checker as well. If anything has got a spam checkable file, there's a good chance it's going to end up in junk. You're looking for something round about maximum 1 or 2 from a spam checker to make sure that it's got a good chance of hitting the prime email address.

Sean: One thing I recommend about that is, of course, there are the best practices, but a lot of times, when you're testing that initial message that goes out ... GetResponse, for example, you can send ... Almost all autoresponders, you can send a test message to yourself. When you send a test message, that's actually not the best way to test if it's going to go to junk mail or not. The best way is to actually opt in and have it sent out like you are just any other subscriber and see if it goes in your spam filter or not.

If I test it that way and then any of my messages do go to the spam filter, what I do is I start with the subject line. If I am using the word free, if I'm using any ellipses, which is the 3 periods in a row, if I'm using anything with the dollar sign

or money or big claims, I first work on my subject line to change it and make it so I'm taking out any of those things that spam filters would initially set off.

Then I go into the message itself once I have my subject line. I go into the message itself. If there is images or if there is anything, I just go through and test until ... Every time. I try with multiple email addresses. I have different test Gmail, Yahoo accounts that I test all my messages through. Once I get them to a point where they no longer go to the spam, then I know I'm good to go.

It is testing, but also not using "free" or big large money numbers or "You're going to get guaranteed results or you're going to lose 100 pounds in 2 days" or something like that. The spam filters can read through that. You'd want to make sure that you remove any of those type of things or reword it so you're not setting off those spam filters.

Rick: Here's something you guys can get whatever teeth you have remaining into. Sorry about that. "I have found my niche, built my opt-in page, created my free gift and my email response. I am currently creating a thank you page, sales video letter for a book I wrote. I hear people talking about split testing things like the opt-in page and the sales pages, but I'm unclear as to what that means or how to do it. Can you elaborate on split testing? When would it be a good time to do it and how to do it? Ha ha ha." That's the key to seeing if things work, right?

Sean: Yeah, first off, congratulations on having all those pieces in place so quickly. When it comes to split testing, that's what I enjoy the most. I love split testing. It's a very broad concept. I start split testing right on the opt-in page. You can even start with the lead magnet or free gift, but what split testing means is you're just changing usually one or just a couple of things.

You're changing things around, like Nick was saying he changed the background image, so he had the same kind of opt-in box and language on the opt-in page when he changed the background image. That is a split test. You're split testing between the background images. With video sales letters, you can split test many different things. You can split test a video sales letter versus a long written sales letter versus ... There's a couple of different types, a webinar style sales letter or sales video like that.

Split testing is just trying to increase conversions for your opt-in page, increase sales conversions, seeing what your subscribers are going to react more to. You can split test with subject lines on all of your emails, which a lot of autoresponders allow you to split test the actual subject line. Once it figures out which one is getting opened more, it will actually go and use the one that is getting opened more.

It's a general theory on what split testing is, but I would start with the opt-in page and especially just knowing what's converting the best. Then once people are going through your autoresponder series, if you're not seeing it open right, you can split test the subject lines, the way the emails are written. Then on your sales copy, you can try different angles. You can try different forms, using different type of videos, things like that.

What you're doing with the split test is you're sending ... If you're sending 100 people at your opt-in page, split testing means you could send 50 people to one page and 50 people to the other. Then you know out of those 50 people on each page, how many more conversions or opt ins did you have on each one and which one is actually converting better. Hopefully that made sense.

Rick: Made sense to me. Of course, that doesn't mean anything in the real world. Here's one, and I want this answered too. "Besides buying solo ads ... Which I think we've got a little bit of a syntax issue here ... Besides buying solo ads, what are some free ways to get a lot of traffic?" Solo ads aren't free, obviously, if you're buying them, but free ways to get a lot of traffic. Yeah, there's one of those questions everybody wants answered, but you guys got any thoughts?

Sean: Nick, do you want to take this?

Nick: Yeah, free traffic. I've got 2 coaching websites which I direct ... I've just covered them with my opt-in page URL. I write on other people's blogs and in return they let me leave my URL trail within the script. I send out Facebook posts. I don't boost them. I get traffic that way. Probably one of the biggest free traffic I've got is I pestered a producer of a local TV station for about 3 months. I think I've become so much of a pain in the arse, he decided to do an interview.

Again, through that, I managed to slip in the URL. I use TinyURLs, so I can close it down nice and tight. I manage to slip that in about 6,000. I got loads of free traffic that way as well. There are ways. Free traffic does take probably a little bit more perseverance. It takes longer time to do that. You can do it. 2 things that you need is, 1, if you want to do it quickly, you're going to have to invest, but there are ways that you can get significant free traffic if you just become a little bit more creative.

Sean: Yeah, I completely agree with that. It really is that balancing act between time and money. If you have a ton of time and you want to invest in free traffic with your time and effort that way. I love YouTube. I do have to create a lot of original content, though, for YouTube, so that time and effort is really put into content creation, but that's been a great way for me to get traffic.

When you're doing things like that, you are looking at almost SEO as well. At least you're looking at keywords, how to get organic rankings within YouTube and how you get YouTube pretty much on your side to promote your videos for free to get organic traffic. Then I'm always driving that traffic to my opt-in page or to my main site and then always trying to get them on my subscriber list. Forum posting, of course, is another free traffic.

The one reason I really like forum posting is because you're really learning about the pain points in your niche, since forums that is the best place for interaction when people have issues, when they have questions. You can do a lot of posting and of course using within your signature a link to your opt-in page, to your website, but you also have to ... Whenever it comes to free traffic, you have to put in the effort to create valuable content, whether it be in the forum posting, on YouTube, in Facebook, when you're driving free traffic through Facebook, you're creating posts that interest everyone that is following you on your page.

You're building up the relationship before they even get on the email address, which is a great bonus as well because with some paid traffic, they're seeing you for the very first time. Then you have to build a relationship with your autoresponder series and the way you go about that and your newsletter responses. With some of the free traffic sources, by the time they're on their list, they already know you because you've been answering their questions on forums.

You've been creating videos and they've seen your face and your voice on YouTube. They've been following you on Facebook for a certain period of time. They like the posts that you've created or the same with Twitter. That's really the different ways with free traffic. Of course, there's many other ways and many resources for free traffic, but I would recommend getting started with those first.

Rick: The power of YouTube is unbelievable. The problem with YouTube is how do you hit the ground with something that's going to go viral, which is what everybody is looking to achieve. I can say that I used to be making videos for clients that that was the objective. 2 to 4 minute pieces and they were pulling in 300/400/500,000 views in 90 days, and that was considered doing pretty good.

I had numbers that were hitting 2 million inside of a year. How do you make them do that? I'm sorry. That's expensive to know, but if you go into YouTube and look for the most popular videos, what's got the most views, you won't get anything that comes to the point of a logical answer because hamster playing piano, some guy rolling something ... Anything can go viral. It just depends on what audience is paying attention at what point in time to start telling people what to look at. That's where the ball starts rolling.

Best example of the power of YouTube is Justin Bieber. I don't like Justin Bieber personally. I disavow any knowledge of him, but he was nobody until YouTube turned him into a somebody. Without YouTube, he never would have been discovered because talent agencies would have slammed the door in his face. YouTube can do a huge amount, but as you pointed out, the content is the issue. YouTube is movies. Movies are about making people glad they tuned in for whatever reason. Selling people like crazy in a video isn't the answer.

Sean: Absolutely not. It's finding a way to connect almost emotionally with the people that are watching. If you can do that, even if it's for a business, there's still ways to connect emotionally. I found that to be the best way.

Rick: Sorry guys. Bear with me. I'm scrolling through what are ... Trying to find the different questions. We get some things that tend to be repetitive, which is a good indication, "Hey, if we've answered the question that several people have asked, then we're actually being helpful."

I don't know how this works. You guys might understand. "I'm actually lost with the transition page. Regarding using the web forum in GetResponse, you mean the thank you page will serve as the transition page, which is hosted by my domain? Then how do I control the timing for it to show?" Does that make any sense to you guys because I don't understand what it means.

Sean: Yeah, I believe so.

Rick: You take it.

Sean: My understanding there is if it's just a webpage on your website, how do you make it do that countdown where it automatically counts down and then it redirects to an affiliate site. That is just run by a script, but it really depends if you're using LeadPages, if you're using your own domain, if you're using WordPress versus HTML. It's just a piece of code that's put onto the page where you actually set the timer in that piece of code. Then it would go through and you get to set it depending on what type of information you have on your thank you page. Then it redirects.

I know there are multiple points. I think it's in some of the later modules where that code is, but all you would have to do is a quick search on Google saying, "I need a time to redirect code." Pretty much if it's a HTML page for HTMP. If it's for LeadPages, it's called a header code. If it's for WordPress, it can either be a header code or it can be a redirect script code. That's what you would search on Google to find that code. If I'm understanding the question correctly.

- Nick: Yeah, that's how I understand that, Sean. I've used the header code. Basically, I think it's preset to something like 6 seconds. You can reduce that to 2, 3 or you can increase it. To me, 2 or 3 seconds is better rather than waiting longer [inaudible 01:54:05].
- Sean: Yeah, it depends. Actually my highest converting transition page is a 45 second time to redirect because my thank you page has a lot of writing on it. That, by far, has been the best converting. It just depends. You would want to test how much time you do and what's on your thank you page as well.
- Rick: Here's a good one. "Do I need to use anything else other than LeadPages? Can I send emails with it or do I need Sendlane too?"
- Nick: I think Sendlane covers the autoresponder and the LeadPages equivalent. I use LeadPages, but I needed ... I use GetResponse as the autoresponder, ie the device to send emails and collect the email addresses.
- Sean: Yeah, LeadPages is just a pretty much webpage creator with a bunch of templates for opt-in page. You will need an autoresponder, which Sendlane is an autoresponder, to collect all the email addresses, but the good thing with Sendlane is it also has, like Nick was saying, the capability of creating your landing or your opt-in pages within that system as well. You will need some sort of autoresponder system and page creator, which can be done through your own website or a service like Sendlane or LeadPages.
- Rick: "Would talking about Texas and the rich history be a good niche?" I got a thought on this one, but I want you guys to jump in and explain it because you know a lot more about it.
- Sean: Nick, I'll let you take this one first.
- Nick: What a nice place to talk about. I'm not so sure where the ... I'm looking at the niche and then I'm looking at the connection to the ...
- Rick: What are you selling?, I guess is what I would first ... What are you selling about Texas because I guess you could sell all kinds of stuff, but talking about Texas ...
- Nick: [inaudible 01:56:20]. Where are the products about Texas as well?
- Rick: There's lots of weird things for sale in Texas, but I don't know on the internet how much people are buying about Texas. That's what the idea is, right? "My niche is the rich history of Texas." If I'm the other end, I'm the guy out here in the dark looking around, "Oh, I wonder what's interesting in the rich history of

Texas?" Do I want to buy something? Am I oversimplifying or is that the same conclusion you come to?

Sean: I agree with you there. Of course, it can be a topic of interest and passion, but if you're looking to monetize it, it becomes very, very difficult because how many products are already created? Even if you were to create your own product, how many people are interested in reading a book about the history of Texas? That's where I'm lost there. You could always probably come up with more products, but your market is pretty small in just talking about the history of Texas. Then it would be difficult to really monetize it in multiple ways.

If you were looking at it as a long term business, how could you keep going and talking about different things because you would be talking about pretty much the same stuff over and over again. Of course, there's many different events that would take place, but you have to look at it on the terms. How can I keep monetizing this? If I was creating a product myself, could I create 15 products that were all so unique? Could I find a large enough audience to continue monetizing that? That particular example would be a little difficult from my understanding.

Rick: An interesting place, Texas. I liked it. First time I was there was the first time I ever saw a sign in a bar that said, "Please check firearms." Very interesting place. "If I already have an audience with people who know me and they have purchased products from me, but not with Profit Academy, do I start giving them freebies first and then warm up to offering new products?"

I'm not sure if this is somebody who has got an audience with people paying attention. "Oh, they've already got sales, so they've got marketing credibility. They've got a market position."

Sean: When you're contacting their current fans, but the previous customers and people that are already following you, then you don't have to start from scratch with them because that would be a little odd. With those people, pretty much what you're doing is you're almost just putting them through almost the upsell funnel process at that point.

When we get to funnels and backend products, you're finding ways to keep giving them value, but then bringing them up the line of new products and new categories and things that you're coming out with. It would be when you want to expand that list. You want to expand your list to subscribers where you're starting to build a new relationship with new people. Then you just take them to the point and you're trying to build them to the people that are already following you at that point.

- Rick: We've just had somebody point out that actually modules 2 and 3 are starting tomorrow. I didn't know that, did you?
- Sean: Oh yeah. The calendar is right here, so the case studies actually start as well.
- Rick: We've hit 5:00. We're 2 hours into it. We obviously have not gone anywhere near all the questions. How do you guys feel? Are we in a position to call it a day or do you want to keep going for a bit?
- Nick: I'm okay for a little while longer. How about you Sean?
- Sean: Yeah, I can do a couple more questions if you see any questions, Rick, that really stand out. I'd be happy to stay on for a couple of more minutes and try to answer a couple more.
- Rick: Okay, it's a little difficult because I've got to scroll through these and read them. I am old and mentally as well as follically challenged. Further couple of things, "Can I listen to this at another time? Is it being recorded?" Everything we do is recorded. I don't know where they end up. I just record them and send them up the pipe to somebody else who does something with them. They are recorded. Eventually they'll be somewhere for you to play again. The members area have most of the webinars. I don't know exactly where they are because I'm not a member. I'm sorry.
- Sean: I believe if you can still see my screen down here, the coaching webinars and training webinars, they should be under one of those once they are put up.
- Rick: They'll be around somewhere.
- Nick: Exactly.
- Rick: "What is first? I have to use LeadPages for landing, opt in and thank you page. Correct? GetResponse to set my autoresponder and Google in order to get a domain email address." I'm sorry. I don't think I understand. Is this what you do first or are these the things you're supposed to do?
- Sean: I think from my understanding of it, to get the autoresponder and LeadPages set up, you can of course use just a personal email address, but if you just want to have everything under one business, then I would start with looking at domains or email addresses that are available. I'd get that in place.
- Then you can coincide with creating the opt-in page and the autoresponder just because there's some places where you have to tie them together. You're creating your opt-in page, which is always based on that free gift or the lead

magnet, so that comes into place as well. Then the autoresponder, you're tying up and you need to connect your initial autoresponder message with a link to your free gift or the lead magnet. Nick, did you have anything to add or did I state anything or understand it differently?

Nick: No, effectively, what that person is saying is exactly what I did. I set up LeadPages. This was when Sendlane was available. I set up a LeadPages account, integrated that with GetResponse. I think on GetResponse, I don't think they let you use Gmail or a Yahoo address. You've got to have a different type of email, business focused address because that's what you're going to put on the end of your contact email, on the end of your email that you're pushing out.

That's effectively what I did. LeadPages, GetResponse and an email address. Those were the 3 things that I did. That took me about 2 weeks to set up. The reason it took me 2 weeks is because I wanted to get it perfect.

Sean: One thing Nick that you did mention, that's how I did it first before Sendlane because Sendlane has the opt-in page creator and the autoresponder built into one, so you would be able to do that at the same time and not have to try to connect 2 different systems as well if you go with Sendlane.

Nick: Yeah, very much so. The reason I'm still with LeadPages and GetResponse at the moment, 1, I'm quite happy with it, but I set up 12-month contracts with each of them, so I'll be still using that until next November.

Rick: "When I choose a product ... We're talking a physical product ... Do I have to use one from Amazon as mentioned in the training webinar? I presume this is where someone is going to be selling a physical product, connection linked through an opt-in or landing page. You don't have to use them from Amazon, right, but there are advantages to Amazon.

Sean: Yeah, yeah, absolutely. With Amazon, of course, it's very easy to get signed up with an affiliate account. You just grab your affiliate link and post it there. Of course, you can ... It takes a couple more steps if you have a product that's not being sold on Amazon and you have a connection with that company, then you would have to find a way for them to get the affiliate link set up.

They would have to have all the infrastructure created with the affiliate links for you. You are compensated for any sales that you do get. That's where Amazon just makes that whole process easier, but if you're able to do it with a different company, then you would negotiate the terms of what is the affiliate commission? What is that percentage where Amazon ... You're limited to exactly what Amazon's terms of service are from day 1.

Nick: That's how I understand it to be as well. I do sell physical products on Amazon. Basically, I buy in China, ship them across and sell on Amazon.com. I also have affiliate links to other products through other websites. Slightly different from the digital product approach on Profit Academy.

Rick: Here. This is a good one. See if you can come up with something good for this. "What are some good questions to ask the person you are buying a solo ad placement from to make the most informed decision?" I like this person's initial thought. Rather than just sending in an order, they're actually going to want to talk to the person or ask questions of the person they're considering. What do you guys think?

Sean: I'll take this one first just because in module 4 on traffic, I actually go through all the questions that you should ask before you buy a solo ad as well. I ask 3 main questions and, of course, go into more depth into this. When you're researching solo ad sellers, you want to first ask them to take a look at your opt-in page and free gift and make sure that it's a very good fit with their list and their list will respond well to it.

Then I ask them if they have any previous solo ad copy that they have sent to their list that really performs well, that their list has responded well to, just so you get an idea of some of the messages that they sent out in the past. I also ask for a link to their opt-in page or to be subscribed to their list so I can see what type of content they send out just to get a general sense of if they're mainly in that exact type of items that you are promoting with your free gift and opt-in page.

Then once I go through all those questions and it seems like it's going to be a good fit, they're very professional, they respond that quickly to any questions that I ask. Then I just see what their schedule looks like, just because a lot of the solo ad sellers, the professional ones, the very good ones. They're usually scheduled out for a period of time, so you just want to make sure you have an understanding of when you will see those clicks coming through as well. That's the basis that I go through whenever I'm looking at solo ads.

Nick: Those are the sort of questions that I get. I had a strange question a few days ago from a potential investor into a particular solo ad. They just wanted copies of the creatives that I put together. What I find is that the community is very helpful. I think I mentioned earlier on as well is try and get onto as many sellers' lists as possible as well so you can actually see what they're doing and how it fits with what you want to do.

Rick: "Would you recommend testing 2 different opt-in pages with 2 different freebies to the same offer? I found an affiliate offer that has freebies tied to it, each

freebie with a different take, but both relating to the same offer. What do you think?"

Sean: I love testing, so I do do that. I test different free gifts to the same offer and see if one lead magnet leads and ties in better with a certain affiliate offer that I'm promoting. I do that all the time. I create multiple opt-in pages with multiple free gifts to test because you never know what's going to perform better. A lot of times, especially when I was getting started.

I'm getting a little bit more of a hang of it now. Everything that I thought would do better always did worse. It was the thing when I'm like, "I don't think this is really going to do well," was always the one that I saw the best results from. If you have the time and capacity to do that type of testing, I highly recommend it because you're going to learn a ton about your subscribers, your list and your business in general.

Nick: I agree. It was so strange when I was doing the split testing for the first time because someone convinced me to try a different image, which I thought, "No, that is crazy. It's never going to work." What happened? It outperformed everything by about 40/50%. That's unbelievable. In some ways, you've got to try and take your prejudice out of the process. The best way to do that is using split testing. Go with the evidence.

Rick: Question about relationship building emails. "While it's easy to send out emails via autoresponder, you would have to respond to them individually, wouldn't you? Wouldn't that take up a lot of time?"

Sean: Are they meaning if people respond back to the autoresponders?

Rick: I guess that's what they're talking about. Do you get a lot of response to autoresponder emails?

Sean: You really hope you do so you hope that you can create an interaction with your list because the more interaction, you're building up a better relationship. They trust you more. I respond to every single email I get from anyone on my list. I always try to go above and beyond and do a personal response.

If they're asking questions, try to respond to every question they ask and give them something a little extra in value since they took the time to reach out as well. That's my thought process if that's what they're ... Just saying people are responding back to their autoresponder messages.

Rick: Isn't that kind of, "You should have such a problem?" If you get a lot of people responding to your autoresponder messages, sending you emails, unless they're

all complaining about or asking you the impossible, that's an indication that they're following the trend and they're beginning to respect you and perhaps appreciate your thoughts and maybe even take in your recommendations. With the exception of the odd crackpot, they're not likely to be people who are upset or responding for negative reasons. They're looking to expand that interaction and that potential sale.

Sean: Even if it is more on the negative end, whatever that would mean, if they're not happy, that person was still ... There was an emotional trigger from your email that caused them to take action. It's something that you can really learn from. If you always, always respond in a very professional and a positive way, if they send you a negative email to you, some people have responded negatively to a negative email. It's not the way to go when you're building a business.

It does hurt a little bit, especially when you're getting started. If you get some negative emails, you take it very personally ... At least I did. I'm only talking from my personal experience, but I took it personal, but after you learn that it's every single person on your subscriber list is a human being, they are a real person. They might be going through a bad day. That could have been the reason, but they reached out to you. That is a perfect opportunity to connect with a person on your list.

Nick: I'll go with that, Sean. In this business, what I've found makes a difference. The money is good. I've been working from home. It's fantastic, but when you get an email from someone and you can feel that emotion in there that you have been able to help them, give them a little bit direction and help them out with a problem or issue that they have, to me, that's the top. You can't beat that. I put aside an hour every day, as you do. I respond to every email. I've got a lot of friends that way. Even just in a few months, I've got some very good friends all over the world, who we email on a weekly basis.

Rick: This one you have to follow. I had to read it a couple of times. "If I got to Clickonomy and find a list in my chosen niche, and after they become my subscribers as well and I start offering them products from ClickBank or some PLR products, won't it be possible that they have already been offered the same products? What will that do to my relationship with them? How do I find that the products that I would promote would be exclusive?" I can see this guy's point about ... The first thought is you've got a list in a niche that I'm dealing with. What's happening? Am I selling to the competition?

Sean: There's a couple of different thoughts that I have on that. The first is, yes, that definitely will happen. If you're buying traffic from someone that they have a list, they have probably promoted the products you're promoting because you're in

the same category and there's not an unlimited amount of different affiliate products out in the market.

That's one of the best reasons why the market will not be saturated because the more people that come into this market and are creating very passionate projects. They're creating their own products. It's better for the market in general because then everyone is bringing more value to their subscribers. Yes, it does happen that that subscriber has probably been promoted that product that you're promoting to them on maybe the same day or a couple of days later or a week later, whatever the time frame is.

There's 2 ways to look at that. On average, it takes 7 times for them to see a product, if they're interested at all, before they actually purchase that product. On average. It can work in your favor on that end if the timing works out that it's the seventh time that that person, that subscriber, is seeing that product and they haven't purchased, but it was still in the back of their mind. It was something that they were looking into. They might purchase it because that was the seventh time they saw it when you were actually promoting it.

It can also go against you at times if the other list has been promoting it for 2 weeks straight. Then right when they get onto your list, you then send that same promotion. It might hurt you a little bit at that point. That's another reason why both Nick and I said make sure you're on the people that you're looking to purchase [inaudible 02:17:35]. You're on their list so you can see the type of things that they are sending out the previous week and just in general what they usually promote. It can be a pro and a con, I guess.

Nick: To me, it is the timing. If you look at the evidence and the stats. Even the top people, they're only 50%. If they're outstanding at having their emails opened and product could go around in a cycle. I've noticed that. I've put out products or on a thank you page products, and it's been fantastic and I've nearly 90% conversion sales and yet I put something that I thought was better out the week after and obviously the market had been flooded by that particular one at that particular time.

You'll change the creative, change the title and, as Sean says, hope that you get the timing right. It's like a sign wave. Sometimes you're going to be at the bottom. Other times you're going to be at the top, but the fact is not everyone opens up their emails and there's still strong potential out there. To me, the best way is get on as many lists as possible and see what's being pushed at a time, pushed out at any particular time.

Rick: We've had several versions of this question throughout, and it comes up pretty regularly I guess on these training sessions. "Where do you get freebie

offerings?" There's so many options for that, but what do you guys have as your choice preferences?

Sean: Is the question talking about where do we create or where do we find [crosstalk 02:19:35]

Rick: Where do you find them, I guess. If you're not going to create your own from scratch, where do you go to look for freebie offerings?

Sean: Nick, do you want to take this one? I really haven't used many PLRs, but it sounds like you definitely got started with that and might be continuing to use PLR.

Nick: Yeah, I used IDPLR. I'll put up a site that I got ... I got about 1,000 different ebooks. I can't remember the name, but I will make sure I put it back to the team at VSS and let people have a look. Basically if you just type in on the browser, if you just look for opt-in gifts or some sort of similar type of wording, you'll come up with quite a few different possibilities for what it is that you want to give away as a free gift. There's some good ones out there and not so good. I haven't had a bad site that I've been into. I made my own meditation products up to start off with, but since then I've just used that IDPLR.

Rick: Okay. This is on a physical product. "If I sell a vitamin product, do I need some kind of legal protection clause posted?"

Nick: I actually sell products on Amazon, and there are some legal hoops that you need to go through before Amazon will let you sell those particular things. They've got to be licensed products. Basically, it works out anything that you put on your skin or anything that you put in your mouth, you've got to have some sort of [crosstalk 02:21:47]

Rick: Don't they want an FDA certification on anything that's considered a medication?

Nick: Yeah, if you're going to sell things that you're going to put on your skin or put in your mouth, try and get a manufacturer that is based in the States because otherwise you'll ... I know people who've spent thousands and thousands of dollars on products in China. When they've got it to Amazon, Amazon have refused to push it out.

Rick: In your opinion, is that not an area for someone new to the game to play in? Not a good place to cut your teeth.

Nick: It does add complexity to things. The whole idea of Profit Academy is digital based products. That's an easier way of doing business. By going onto the physical side, you're just adding a little bit of complexity. If people want to do that, that's up to them. Just make sure that you've studied the rules of using Amazon and the different legalities around different types of products. Even some electrical products, you've got to make sure that they're checked out and make sure that it's the manufacturer who will have vicarious liability if anything happens, rather than a kickback to yourself.

Rick: Yeah. You don't want to know how many houses Proctor Silex pays for every week with their problems.

Sean: I have to go at 3:30, so if there's just 1 or 2 more questions ... I don't know, Nick, if you can stay on after that for that period of time.

Rick: I think we've reached a good point to perhaps put the last question up and call it a day. We're 2 and a half hours worth of this. I'm old. You know I need a nap in the afternoon. This is kind of 2 questions, but the same issue, so maybe you guys could listen to both and see if you get what I'm considering to be an issue.

1, "Does anybody have any experience or ideas on how to apply the principles here to marketing a children's charity? 2, "I already have a website in the retirement niche with a focus on the best places to retire. The problem I have is that I couldn't find good affiliate products at ClickBank offer vault or any other affiliate networks. Should I go with this or pick a different niche?"

I look at both of those as niches they're identifying and think to myself, "Yeah, I don't know what the affiliate market is in real estate if there is anybody who is giving you 25% of their commission on a \$400,000 condo on the Bahamas, but both of these to me have issues that could be applied to a lot of things that you would say, "Oh, that's a really great idea, but where is it internet marketing?"

Sean: Yeah, I'll take it first if that's okay Nick. I have a couple of quick thoughts on that. Both of those can definitely still use the fundamentals behind Profit Academy. With any charities, the whole basis is building a relationship with the subscriber base. Instead of promoting a product, you're usually promoting a donation. You're promoting events and donations instead of affiliate products and creating your own products. That event just might be a local thing.

You would just look at it slightly different, but you can definitely use all the exact same pretty much methods. It would be difficult to buy a solo ad for charity just because there's really no categories in Clickonomy or solo ads that would really allow that so you would have to look at other type of traffic sources, but you're doing the same thing.

You're still funneling people through into an email subscriber base. You're creating autoresponder messages that are following up and building a relationship because you're still wanting to build a relationship that will lead to, instead of an affiliate sale or you're selling your own product, it is either for a donation or trying to get people to take action, just in a slightly different way.

With real estate, I don't have 100% knowledge of exactly what they're trying to do with that real estate, but I know there are some people that create all their own content. They're helping real estate agents. They're helping different people find something and they're doing a lot of original content and making a lot of money with helping, either through training or membership or different type of products like that. Maybe not looking at ClickBank products, but there are different ways to monetize that very well.

Nick: Sean, I take on board what you've said there. It's interesting because I mentioned that I'm finishing full time work, cease of play tomorrow. For the past 8 months, I've been working with the church. I've been looking at how they might increase people coming to church on a Sunday morning.

One of the ways that we're looking at that or one of the proposals I've put forward is I've designed them a funnel. They've already got tens of thousands of people that listen to the blogs and go to their particular sites, so they've got the source of traffic there. The funnel is being used effectively. I've used the same principles in Profit Academy to set them a funnel up.

Regarding the retiree type idea, whilst there's probably no specific lists so you can buy solo ads, however, the potential, particular on utilizing Facebook and the demographics you can have where you can send traffic through to 55 to 75 year olds who live in a particular part of the country or a particular part of the world is, I think, a great idea for getting that traffic to those particular people.

As for an audience, we know that the retirees, from an economic perspective, there's more retirees now than there ever has been. That's a great audience. What are these people going to do with their lives? They're living longer. They want things. They want to be excited just as much, so there's the business development, there's the relationship opportunity. Across the piece, I think that would be a fantastic niche.

Rick: I just want my hair back. How's that? That's a good point to end on guys. Thanks so much. Excellent work. We didn't get through anywhere near all of the questions folks. It's just not possible with the time and the number of people and some of the questions were ... I'm sorry. I just can't read that fast any more. I apologize for the confusion.

We had some technical issues with Sean and Nick being able to view the questions, so you were stuck with me, but it was better than trying to restart systems and see what had happened. We wormed our way through it. As always, it is recorded. I'll get it up to the people on high who are in charge of that as soon as possible, and they'll have it for your viewing and listening pleasure within a certain time frame.

That's the best I can offer. I don't really know when. Let me see if I check. When is our next one on these ones? I don't know. Next Monday, 16 March. Monday at 9:00pm is the next session according to the schedule which, as you know, could change at any moment. Hopefully it won't. Between now and then stay on the black stuff between the trees. Eat your vegetables and take action.

You'll notice these 2 gentlemen have not been at this for 50 years and slugging their way up from some horrible existence where nothing functioned. They started relatively short time ago and the not only succeeded, they are now beyond being useful at it. They're now professionals to the point of where they're telling you how to do it. There's hope for us yet.

Pay attention. Follow the steps in the module. Read the instructions. Follow them carefully, and you too may have a success. Trust me. The first time you sell anything and make a buck on the internet, the feeling is ... I don't say it's as good as, but it's close to it. It's really worth it. What do you guys think?

Nick: Yeah, too right. [inaudible 02:30:43]

Sean: Yeah. You proved that concept. It won't take long. From there, you just know everything is possible.

Rick: That's it for us guys. See you on the next go around. Stay out of trouble.

Nick: Thanks Rick. Bye. Cheers Sean.

Sean: Thanks Rick. Thanks everybody.

How did Christopher do?



If you rate this transcript 3 or below, Christopher M will not see your future orders