

Profit Academy – Coaching Support #4

Rick: Again, those of you in the right place for the Profit Academy live coaching support I'm glad you showed up. If you are here for the latest in TV dinner recipes, I don't know how you showed up here, but that's not what we do here tonight. As you can see from the picture on your screen, I'm sure most of you know who Jeff Lenney is if you've been around any of our webinars the last ... How long have we been doing webinars now? Are we up to almost three years?

Jeff Lenney: Two and a half. I think I started in August of 2012.

Rick: He hasn't learned any better either. He still comes... Anyway, you know Jeff. You know what he's all about. You've experienced him in the past, and you know that Jeff is a very down to Earth reliable informed educated person when it comes to internet marketing because this is how he makes his living. By day he charges big companies armloads of money so that they can be important on the internet. Then he goes home at night and does it all for himself. He makes more money to keep his wife happy. She likes to have a day job for the benefits, and so she is not underfoot all damn day, which of course can be a problem. Those who have been married for more than a decade know exactly how that works.

Then we have Zane. Zane comes to us if you don't know, and I'm surprised if you don't. Zane comes to us as a recent immigrant to North America and a very recent promotion from I don't know nothing about internet marketing to coach and mentor on how to make money on the internet, which is pretty astounding to say [inaudible 00:01:30] Zane. It's probably what seven months ago you were sitting in the dark wondering how to do this stuff.

Zane: Definitely, yeah. It was August of last year.

Rick: Now he's making 11 million dollars a year, and next year he's buying an island in the Bahamas so [crosstalk 00:01:45].

Zane: He's taking us all there. His treat.

Rick: That's right. Everybody on this call gets a free trip courtesy of Zane to the Bahamas all expenses paid, all the booze you can drink. What do you think? Anybody going to sign up for that one?

Zane: I'm okay with that. Unless it comes from my mouth it's not true.

Jeff Lenney: So, Rick, you got to work on that accent and sound more like Zane.

Rick: Okay. I can do that. Hey listen. It's digital. There are no rules, remember. I can make you sound like Donald Duck if I want. If anybody is having any audio problems, and of course it's kind of stupid for me to sit here and say if you can't hear me it's like the guy telling the guy on the radio turn off your microphone. Anyway, if there's audio or visual problems, all we can say is tune out and tune back because the circuits are run by GoToWebinar. We don't own them. We know that they're working because I'm telling you they're working, but also I can monitor from several machines and Jeff and Zane are here and it's working for them. It should be working for you guys hopefully. It is recorded. We record everything like this. We put them in a safe place. I don't know where that is, so I can't... They'll be there sometime, some place, somewhere.

This is coaching support Q&A. You have a little box to type your questions in, and then Zane and Jeff will answer your questions [crosstalk 00:03:06] intelligent useful answers. I don't know because I don't answer anything useful around here. Let's see. Are we getting any questions here? Come on guys. Ask us something. Ask us.

Jeff Lenney: We got a ton. Guys, let me explain to you a couple things just how this works in case you've never been a host before of a webinar, which most of you probably have not. The questions come when you guys type. We've got 100s of people on here tonight right now, quite a few. We're fairly close to full, so when people type it scrolls down on my right screen really, really quickly. So do me a favor. Do not ask the same questions, you know, 20 times in a row in all caps to get my attention or our attention. Do not, you know, just be patient with this. We will do our best to get to everyone whether it takes one hour or, hopefully they won't kill me, two or three. So we'll do our best to get every related question to this. I mean I'm not going to teach you YouTube marketing. I'm not going to teach you how to make thousands on Amazon. That's not what Profit Academy is about.

So moving on. Something I wanted to point out. I first met Zane, Rick wasn't kidding, last August. He was actually sitting where you guys are now, and I'm not even kidding. He was on my webinars. He was a Profit Academy student from last year. I remember talking to him and being impressed that he had built up a list of like 10,000 people. I was like oh my gosh that's freaking amazing. So, you know, I met Zane for the first time last year in Vegas and again in D.C. Of course, he's doing quite well now in a few niches, and he has, of course, been promoted, you know, because of his knowledge and success to kind of a Profit Academy coach as well. So, you know, Zane was not born some internet marketing guru. He was not, you know, even in this position a year ago. He was doing this

maybe less than a year ago. Again, I remember talking to him. I'm sure there are some of you on here right now hey you guys might be in Zane's spot or my spot next year. You never know.

Zane: Yeah. Jeff, there is a question or a comment. Zane, I feel like you. I am seven months old too. It's in the questions.

Jeff Lenney: Seven months. Yeah, Zane is a newborn. He's very, very advanced. He's speaking English at seven months old. He's no longer in diapers. It's amazing. Anyways, no we do try to have fun so pardon the banter and the back and forth. We like to have fun, and I don't want to be Ben Stein, you know, talking you like I just ate a bunch of chalk or something. So anyways having said that, folks, what I'm going to do is I'm going to scroll up to the very, very top and start scrolling down here. Zane, if you happen to see any questions that you're able to answer via chat, you know, by all means go ahead and do so.

Zane: Yeah, I'm doing that. So that'll cut down on some of the questions.

Jeff Lenney: Beautiful. If I start talking too much and my voice goes out, I'll probably pass it off to Zane to take over. So let's see here. Give me a second, please. Peg is asking will this webinar have a video as well as audio. Well, yeah, Peg, I'm hoping you can see my screen. If you cannot, then you might need to log out and back in. That would be an issue with go to meeting or go to webinar, but you guys should see my little background here, me in the Caribbean last year. By the way, fun fact, true story, I did a webinar for Profit Academy last year from the cruise ship. Just a little fun story. The internet connection actually allowed me to do that successfully. So anyways, that was actually the day before I went to St. Martin and lost that hat [crosstalk 00:06:30].

Rick: Jeff, your Skype is ... The only reason I say it is we get a couple of people on with live mics. Bandwidth gets sucked up so.

Jeff Lenney: In fact, let me also close Traffic Travis. That takes up a lot of resources. There we are. Yes, I want to quit Skype. Beautiful. Excuse me. I lost that hat in the Caribbean I think the day after this picture was taken, which made me sad, or maybe the same day actually. So anyways here, we're going to go ahead and move down and get to some questions here. Integration steps with FileZilla. Okay, Dillon is having issues. He is working on the done for you bonuses following along with us and going good. I like to hear that, but he hit a roadblock at the integration steps with FileZilla. He cannot get the domain or user and password rights to connect. Obviously, that's not something I can really fix for you without

logging onto your PC myself, which of course [inaudible 00:07:29] I am not going to do. Nothing personal. Let me open up my own FileZilla, though.

I mean generally speaking what you will want to do, oops my bad. You're going to have your host name, so my case and let me make sure my password is not going to be seen here. Host name in my example would be jefflenney.com. I've got an account with HostMonster myself, okay? With HostMonster you've got one main domain name. In my case it's jefflenney.com. So that's what I'm going to put for my host domain name there. My username is the exact same user name I would log into hostmonster.com with if I was logging on to HostMonster itself. Make sure my password is not going to show up. Okay, it's not. Abort previous connection.

That's all you do. If you log into your host, the information should be the exact same to log into here. In fact, it looks like I got it wrong. Hold on a second. So host is jefflenney.com. You know, I'm going to go ahead and pause my screen just for a moment here if I can do a few things without you guys getting my password information. Hold on a second, guys. Okay, username jefflenney. Okay, I was right on that. Password. Okay, actually I was right. I just had the wrong password. So basically if I log in to hostmonster.com let me pull up my browser. Hold on a second, please. I'm trying to keep everything for Rick and for the recordings within a certain screen size here. Rick taught me this years ago.

So basically to log in to FileZilla or any FTP client you're basically just going to use the exact same thing you would use to log in right here. So, again, you guys might be using HostMonster. You might be using HostGator. You might be using Namecheap, for example, but generally speaking I can either go right here and log in with jefflenney.com or jefflen, which is my username. So you're going to use that same information to log into FileZilla. Obviously, it kind of takes forever to make sure that's working for you, so forgive me. Let me log in to my own Profit Academy account. That's the old one. But anyways, yeah, that's how that works. If you're still stuck on that, what you can do is you can also even check YouTube. I hate to be cliché, but, you know, guys YouTube and Google are two of my favorite websites in the world. When I don't know something that's really the first place I turn before I start asking other people. So I hope that works for you, Dillon. Great question, and I'm sure a lot of other people will benefit from that.

Dillon has responded to what I said here. I'm up at the very top right now, so guys keep in mind I'm at the very top right now when I'm reading and

your comments are at the very bottom. So if you're asking me questions right now I'm not going to get to them for a little while so bear with me. I'm going to try to get one person's at a time. I hope that's okay. By doing that that will allow me to get to hopefully every question.

Oystein is asking is sending one e-mail per day to your list too much and too often and will your list get mad and fed up with you for sending too many e-mails. No, absolutely not. Before I started working with Anik a couple years ago, two and a half years ago or so, I thought the same thing, Oystein. I thought maybe I'd be sending e-mails too much. So I can show you my old account. I had an e-mail set to go every two or three days. But I found that, you know, Anik challenged me a couple years ago. He said, you know, whatever you're doing he said try e-mailing once per day. I did that, and the thing is what you guys are going to learn, in fact, what you're learning in Profit Academy and what you're going to be learning is how to build a relationship with your list. You're not going to be spamming people every single day, for example. You're not going to be sending promotion after promotion. The whole idea is to build a relationship where people look forward to your e-mails.

Let me pull up because that's the old members area. Let me log in here, jlenney. I thought I was logged in before. That's weird. So anyways here we are. Module two, writing killer e-mails. You are learning or you have learned or you're going to be learning depending on where you are on how to write those types of e-mails that really help you to build the relationship with your list. In fact, one e-mail broadcast I sent out the other day, in fact, let me show you. Hold on a second. I simply saw something on Facebook that I thought was awesome, and I was like wow that's really cool. It was something. Let's see if I can show you. Hold on.

Okay. Display images. I'm going to bring over my other browser. Making sure you can't see my personal information. No you can't. Beautiful. This is my e-mail I sent out. The subject was this restores my faith in humanity. I simply saw that Robert Downey Jr. Visited a kid that had a missing arm and had to use prosthetic arms, I'm sorry. But he made him a bionic Iron Man looking arm. This was on his Facebook page. So all I did was I created this content in like two minutes. This is content, guys, that I sent to my list. I had a bunch of people responding to me and say wow Jeff that's awesome. Thank you so much for sharing. I didn't sell them a damn thing. I just sent them to Robert Downey Jr.'s Facebook page to his video where he gave this kid a 3-D printed bionic arm. Robert Downey Jr. Just hung out with the kid and gave him the arm. He brought his own Iron Man arm himself as well. They hung out together. I was like wow that is awesome. It made me so happy, so I shared it with my list.

To get this screenshot, guys, all I did was I simply took a screen grab. You can use print screen. You can use a tool, what's this called, this is called Jing. It's free, 100% free for Windows. I don't know if it works on Mac or not, but you can simply take a screenshot with Jing like this. Then you can save it. You can embed that into your e-mails. You can do that with GetResponse, with AWeber, with SendLane, with pretty much any auto-responder. That's what I did, and people loved it.

Zane: Jeff, for Mac they can use SnagIt.

Jeff Lenney: Oh, yeah, yeah. SnagIt too. Yeah, SnagIt I don't believe is free, though. That's why I like Jing because it is free.

Zane: Oh, yeah, yeah. True.

Jeff Lenney: But I do have SnagIt myself, though. See SnagIt right here. I love SnagIt, but I'm going to show people the free options as well. So it's called Jing if you guys are interested in that. So you can do five minute videos with it as well. If you just Google Jing and click on free download it's by techsmith.com. Yeah, you can get it for Windows or Mac.

Zane: Oh yeah, you can.

Jeff Lenney: That's bad-ass isn't it? Okay, yeah it is free. So I mean guys what do you think? Is that an easy way to give people content? So now do you think let me kind of give a two part question. If I'm giving people cool content every day with an occasional promotion every two or three e-mails do you think I'm going to get a pretty good open rate? I can tell you it's a loaded question. I very much do. I'm going to pause my screen just for a minute again here. I'm going to log into my AWeber account. I've actually got two AWeber accounts. I'm going to show you one of them. I'm going to show you my open rates for my e-mail list for personal development. In fact, that e-mail yesterday that I sent out on this restores my faith in humanity, that was a broadcast. Let me check the open rate for that real quick. Again, I'm paused. I'll be back in a second here.

How many opens did I get? It's not giving me a percentage, but that is okay. So let me go ahead and show you my follow-up series here. This is not even a big list, so here you should be able to see my screen again. Oops, that's actually my current list. Let's go to quit procrastinating. This is a list I built alive last year on Anik's Inbox Blueprint webinars. I knew nothing about personal development, so I went to my buddy, Joe. I said hey man I need to do something for this. Anik is challenging me. What do I do? He said quit procrastinating. I said okay but what do I do. He said

no, Jeff, people in personal development want to know how they can quit procrastinating. So I actually built mindexcuse.com, which is a free report on quitting procrastination. That's my squeeze page for that. Anyways, that's off topic, though.

Look at my open rate. Your first e-mail is always going to get the most. Your open rates are always going to go down as they progress, but I mean again look. Here is my first e-mail, simply your free download. My second e-mail says hey smiley face. It gets a 40% open rate, and that one is just a reminder for them to download their free report and meditation.

The next one is a promotion. I'm promoting The Millionaire Brain. The fourth one is a motivational video. That's a motivational video. That's a motivational video. I think I get in the sales again right here and right here and down here. My point is I send it every single day. I've got this set up now for about 17 days. In my defense, I only had 13 before, so these other--from 14 down to 18 those are new. I just added those, so you're going to see much lower open rates on those. Even e-mail 13 is getting a 23% open rate, and that's because I take the time to build that relationship with my list. Thank you, Mark, for your kind words. So I hope that ... kind of a long answer, but I know a lot of people have been doing this for long enough, you know, with Anik's students and everything. I kind of know what's going to come next. I like to not just give an answer, but I like to demonstrate whenever possible.

So let me move Firefox back out of the way and go to Chrome. So anyways I hope that was a good and long answer to your question. So let's see here. That wasn't Dillon. Okay, that was Oystein. I love that name also. All right, Gene, [inaudible 00:18:11] SendLane after the [inaudible 00:18:12]. You know, Gene, I've got no idea, but if I were you, in fact, what I would do is go to sendlane.com and check their pricing. Here you are. It depends on how many contacts you have, but they are very competitive with both AWeber and GetResponse. So, again, you can find that on Google or you can go to sendlane.com.

Hi there, Jerry. How you doing, man? All right, Noredis is saying I have selected meditation as my niche to get started. The ClickBank offers folder does not have a list of offers from ClickBank. Will that be updated? Do you mean on the done for you, or do you just mean the ClickBank marketplace, for example? If you mean the done for you, I haven't gone through all of those yet, but you can easily just go to ClickBank to the marketplace and if you click on ... I'm going quick. I'm sorry, guys. I want to do as many questions as I can tonight without being on until midnight.

If you go to clickbank.com and go to marketplace you can do a search by keyword. So I can search for meditation, for example. What I like to do is I like to go ahead and sort, first of all, my keyword relevance, which is right here. I try to find a product that I like. Now, guys, take a look at this. You'll see why I do this. Health and fitness meditation. That's a very specific category for that type of phrase, so I'm going to go specifically to that location so I can be more specific as to what I'm looking for. So I'm going to click on the arrow to drop it down, and I'm going to go to meditation. We're going to scroll back to the top here, and you're going to find you have a bunch of different products right here that you can promote for meditation. You got the I can't pronounce that experience. You got the Depth Factor. Look at this. It pays almost 50 bucks per sale. This pays 42 bucks a sale, 21 bucks a sale. So I mean what I would do is I would simply take a look at the product sales page and ask myself, you know, would I buy this.

This looks pretty good. Look, they got a free test to start you off, which is going to get you hooked. I mean that's nice. Lisa Coffey. Why do I know that name? I know her from somewhere online I'm sure. So yeah that's how you ... If you're talking about the done for you, for example, and there is some information missing it really is easy to find those yourself. So I hope that's an okay answer.

All right, Yazaid. I hope I'm pronouncing that correctly. Zane, is that pronounced right? Yazaid. Is that Yazaid?

Zane: Yeah, it sounds like Yazaid or Yazaid.

Jeff Lenney: Okay. I was close, 50/50.

Zane: One or the other.

Jeff Lenney: I got a good chance on that. Beautiful. All right. So usually, hold on. How to discover niches to operate in. How do I find out if a niche is good? Where to buy solo ads and where to come up with content and how to track your statistics such as conversions. Yazaid, my friend, you are getting way, way too far ahead of yourself. Every single thing you're asking is something that we cover in Profit Academy. [crosstalk 00:21:25] Yeah, exactly. I mean, number one, the first module right here your first question, how to find a good niche, is right here. How do you find out if a niche is good? I mean, again, that should be in here as well. If you need us to be more specific, you can come back tomorrow and ask by doing this again, but I mean I think we give a lot of stuff in there that tells you how to find that. Question three, where to buy solo ads. I mean actually

you can go to clickonomy.com. That's one thing. That's Anik's website and is 100% safe. If you guys don't know about that, I'm going to go ahead and drop this in the chat box. You can buy solo ads from Clickonomy in a whole bunch of different niches. This is something I do use myself. So yeah.

Zane: Yeah, actually, Jeff, you bought a few packages from me, didn't you?

Jeff Lenney: Yeah, I did. In fact, guys, when I first ... Yeah, I have. I forget when, but I bought a package from Zane, and there was actually ... it was really good traffic a couple months ago. Yeah, you're going to find people on here like myself, like Anik, you're going to find a bunch of awesome people on here that you can buy clicks from in different niches. If you click on buy clicks right there, you can choose how many clicks you want, the price, the niche. Obviously, you're not going to find every niche in the world, but you're going to find plenty. Health and fitness, internet marketing, weight loss, personal development, etc. I mean Rito, he was on the day Profit Academy closed he was on the live cast. He is an amazing guy. He's making a few million per year. You can buy clicks from him. You can buy clicks from Pang. This guy is insane. He charges 50,000 a day for consulting. I mean he's a big deal.

You got Karen. She's been a Profit Academy member since last year, very active in the forum. You got Zane who is on there right now. You got Shawn. I mean you got some pretty good people. You got Nick Matthews. He's amazing as well. You can read their feedback. You can contact them. You can buy clicks in different sizes as well. If you're not sure if they're going to work out for you or if your offer is not good for their list ... Let's say I've got an offer I want to maybe see if Zane likes, and I can simply send Zane a message right here, for example. I can say hey, you know, hey Zane my URL is mindexcuse.com. I was curious if you think this would be a good fit for your list. Thanks, Jeff. That is as simple as it is. So if you're not sure you can ask the sellers. If they don't respond, then hey maybe it's better to go with someone else. But this is a really, really good place to get those from.

Anyways, I'm going to scroll back up. These questions are still coming. I feel like I'll be here for a year, but I will try to do as many as I can get to. I do try to be detailed because I find a lot of people do often have the exact same questions. So anyways that is what we recommend to start with solo ads. If you have a niche that's not being covered in Clickonomy, what I would do is I would try to find maybe different ... If you wanted to maybe do a solo ad, for example, in meditation and maybe there's no one that sells those, I would try to find a way to contact these people. Maybe

visit their website, look for a contact button. If you go to the very bottom, you can often find a contact link. She does not have one here, but I can check another one. If you look here, the Depth Factor, he's got an affiliate page right here. This most likely has a way to contact him or her. I could be like hey, you know, my name is Jeff. I've got this, you know, page on meditation. I was curious if you would be willing to sell me some traffic to your list to my squeeze page. That's all it takes.

Now, a lot of these people are going to respond and say yes I'd be happy to. This is not something, believe it or not, a lot of people do because it's "too much work" it's extra effort. But we had someone on the last Profit Academy launch that was able to get like 7500 clicks for 800 bucks for weight loss from a ClickBank product owner. I could be wrong on the numbers, but it was 5000 or 7000. It was a ridiculous number, and that's all because he simply took the time to contact them and ask. I was like wow holy crap that's amazing. That is a real good deal from a product vendor for that many clicks. So that is kind of my little 101 on solo ads.

Let's see, Yazaid, you had a few more questions. Okay, I answered that one. Where to come up with content? Again, that's going to be something we cover in writing killer e-mails. You know, Yazaid, I've got a feeling you might have not gone through all this stuff yet because those questions are all in there. I mean granted we get to traffic later, so I will allow you the one on solo ads. Make sure all of you take the time to go through this stuff. I do see a lot of questions coming through that we have answered within the training.

Okay. Anyways, moving down I want to get to someone else. I hope that is a satisfactory set of answers for you. Bear with me here a minute. I got to scroll down for the next question. We're at about 30 minutes. Not bad. To what extent do we need to learn coding? What's coding? I've got no idea what coding is or how to do it. That's from Dee Hornbeck. If I do need any coding, I will go to Fiverr or odesk.com and pay someone to do it for me, but I mean everything I do I build, you know, I'll have someone do it for me. This page right here I paid somebody five bucks on Fiverr to do for me. This page right here, jefflenney.com/traffic, I built with LeadPages. It took me about ten minutes to build. Yes, that handsome guy is me, although before I grew this awesome sick beard, which you, of course, can't see right now, but I built this with LeadPages in about five minutes. Again, no coding required. So that is the beauty.

In fact, Anik, you know, always likes to joke that he cannot build a website. Guys, I will tell you he's not kidding. He's not just trying to be humble or nice. Anik cannot build a website to save his life. He's been

having people do that for him for years that do know how to code it, that do know WordPress, that do know how to do stuff like this. So yeah, coding is not required, Dee. That's one thing that Profit Academy, the methods we teach are amazing because you don't need to know how to code. I mean honestly ten years ago, yeah you would have had to know how to code like a rocket scientist. I don't really know if they code or not, but you would have had to be the coding equivalent of a rocket scientist where we are to do something like this. I did this in three or four minutes. I added my picture. I chose the theme I liked. I added my text right here. I made it sound convincing. You guys will notice this. I make it sound easy. I don't just tell people, you know, get traffic.

I see people with really vague squeeze pages, you know, the secrets to weight loss. Okay, I can Google the secrets to weight loss, but when you make it something that makes it free and makes it easy and attainable, people love it. So this is 100% free and it's three steps to 10,000 visitors per month. People like this. I get like a 65% or 70% opt-in rates that I give a bit more of what I'm doing there. So, again, guys, focus on the benefits, not just on what you're teaching. I could put something like, you know, learn how to get traffic to your website. That really has no appeal. I'd be like okay, next please. So anyways, having said that again, kind of a long winded answer to the question, but I hope ... I'm sure that will help a lot of other people.

So let me scroll down and look at the bottom for a second. So this is really fun, guys. As I'm reading questions from the top and then your questions are at the bottom, which I'm missing. So I apologize if you guys may be commenting on what I'm talking about right now I might not see your questions or your comments for a while, so forgive me. All right, here's Elizabeth who is now seven months old [inaudible 00:29:41]. She said I feel like you seven months ago. Okay. I got you. My bad. I like the seven month old thing better. That was more funny, but hey that's all right. All right, let's see. I saw something about LeadPages. Okay Zane answered that. Thank you. Elizabeth, how are you doing? She said smart Jeff. I like it.

All right. Someone had no sound. Okay people are in. Okay, beautiful. So let me scroll on down here. By the way, guys, if you want us to review your squeeze page or, you know, your full campaign, for example, go to the forum. Do us all a big favor, though. Please, please, please click on the forum link. Humor me. If you haven't watched this video here, Dave gives a really nice instruction manual per se as to how to use it and how to make it easier, how to get an answer a lot quicker, for example. So make sure you watch that video. Then you can click here to access the

forum. We've already got it seems like thousands of posts per week already, but we've only been live for a week or so. There's people posting constantly. Right now we got 61 members online. People are posting questions constantly. If you want to go to where it says questions for coaches, you're more than welcome to post in here. Guys, look at this stuff. There's people asking probably some of the very same questions you guys have right now. So do us a favor. I mean this is nice as possible. Don't just go and make a post first with a general question. Chances are it's already been asked five times, so go ahead and use the search bar.

For example, a lot of people are asking how do you use SendLane with LeadPages. So I'm going to simply search for SendLane and LeadPages. I'm going to find a bunch of people talking about that exact same thing. How to use it, how they work together, etc. If you're still stuck and if you can't find what you're looking for at that time trying to find the applicable forum, for example, there is a separate LeadPages forum at the bottom right there. So if you have any SendLane questions, that is, post them in the sendlane.com sub forum. Jimmy, the CEO, is on there daily. You will get an answer to your question usually within a few hours or maybe a day at the most if we're busy. So make sure you post in the most applicable forum as well. So anyways, that is what I recommend doing if you want to have us take a look at your squeeze page and others can benefit from it as well, you know, please go ahead and post it on there. That would be the easiest thing to do.

Perhaps later on in this series we'll start looking at those live, but right now we've got, you know, everyone is brand new. I want to make sure we get to as many basic questions as possible so we can make sure you guys are happy and satisfied. Keep in mind, guys, we do these things three times a week, sometimes more. We're doing this one right now. We're doing one tomorrow. I think we're doing one Monday. Then Tuesday we're going to be doing another one as well, which is going to be covering module three, which I know is not out yet but it should be out soon. This one is mine. You guys are going to like it a lot, by the way. I know Anik wanted to record one more thing for that, but module three should be out fairly shortly.

So anyways I did that without coding. I love it. So I see Profit Academy. Okay, so I hope that is an okay answer. Okay, that's Mary's question, review of the product. Okay. I kind of answered that. Okay, Pat is asking about finding a freebie. Do I think I can use an excerpt from a book I wrote that's in my niche? I can't find anything remotely close to my niche. Pat, yeah you could I suppose. There's really a few things you can do, Pat. You can give people the first chapter for free and then offer them

the rest of the book for five or ten bucks, whatever you sell it for. That can be on your thank you page or your one time offer. That's kind of different than what we're teaching here, but ideally, Pat, what I would do is simply write one yourself or you can have one written for you.

One of my favorite sites for outsourcing content, and I know we are going to get to this later, but it's iwriter.com. I'm going to show you guys I'm not messing around here. This is my personal account. Articles completed, 384. I've had 384 articles written on here as early as last week, I believe, or two weeks ago. So this is where I go to get all of my content. So if you guys want to get a freebie, a really good freebie, here's what you do, guys. Go ahead and click on get content. You can choose to have a few things done. I would just suggest have an article written. No ebook because those are more expensive but have an article written. I'd recommend at least 2000 words. You might be able to get away with 1000. Product description, you want to be specific as possible as to what you're giving away so maybe article to give away to my e-mail list on...

Let's try this. E-mail list on weight loss. For the category you want to find the most applicable category. Guys, just to clarify, there are other sites you can do this on. There's Freelancer. There's iWriter. There's oDesk. There's even fiverr.com. I just like iWriter. It's easiest to use, in my opinion, for just [inaudible 00:35:39] content only. By the way, in case someone is going to ask, never order traffic from Fiverr, period. There's always going to be robot traffic, and it's not going to, you know, get you anything. I had somebody asking in the last Profit Academy forums, you know, I ordered 100,000 clicks. I ordered 100,000 visitors on Fiverr for 25 bucks and I only got two opt ins. What the hell is going on? I was like well you paid for crap traffic. Yeah, so never go to Fiverr for traffic, but it's great. Oh yeah, yeah. But it's great for content, though.

Anyways, what I would do is I would select health and fitness. Now, a lot of people are kind of stuck as to where they can find a freebie. So I'm going to kind of go over that now while I can. There's a website called plrassassin.com, and do me a huge favor. I'm giving you a clickable link. Click it or maybe take a screen shot with your iPhone or your smartphone and minimize it, okay, please? I don't want you guys to be browsing this right now. What's my password? There we are.

So there's a few ways you can do things. So I'm going to finish iWriter first. For iWriter let's say I want to give away something on weight loss, which might be a bit broad, and I really might have no idea what I want to do it on. So I'm going to go to magazines.com. Now let me ask you guys a question, and you don't have to answer. It's rhetorical, but when you're

in line at the grocery store what is it about a magazine that makes you pick it up and grab it and look at it and maybe even buy it? Is it the title? Is it the colors? No. It's going to be the headline. Risking it all for love. You know, the Bush identity. The best anti-aging strategy for you. These are essentially they're e-mails right here. Those headlines that get your attention, that's their subject line trying to get you to open their e-mail or in this case pick up the magazine and eventually hopefully buy it where they're going to make a lot of money from you.

Magazines pay a crap ton of money. In fact, I believe it's a metric crap ton, to be exact, to have their copy writers do stuff for them. You know, Cooking Light 63 healthy favorites, pizza, pork chops. Okay, so you're telling me that I can eat pizza and pork chops, tacos, blondies and make it healthy? Yes, I'm going to buy that right now, absolutely, if I was a female, of course. My point is that's going to be something that gets your attention. That's going to be something that gets your attention really quickly, so you can use magazines.com to get a real good idea for a headline.

So in this case I'm going to search for weight loss to be more specific and see what it gives me. You might want to be targeting males. You might want to be targeting females, or you might want to target both. One hundred best clean foods. This may be a bit too much for a free report, but who is to say you couldn't do the 21 best clean foods free report. Maybe you're targeting females. Lean and sexy in just 15 minutes. I'd copy that headline, make that a report name. Chances are that line is not copyrighted. Obviously, you're not going to steal that magazine's article, but if I were to go to iWriter, for example, and have somebody write an article for me based around this headline they could do it for me.

Let's look at a few more. Let's see. Here we are. This actually could really hurt me. How to get the most from every workout. I like that. Leaner and stronger than ever. Look, guys, this is the one right here that's kind of green. That stands out the most. That's the one that caught my attention despite this one being bigger. Amp it up, how to get the most from every workout. Training tweaks that get results. So why not do something like this? How to get the most from every workout. Eleven simple training tweaks to get results. You can make that your article. What do you guys think? That's pretty cool, right? You can have that written for, you know, I mean again I'd recommend at least 2000 words. Forty bucks. But, again, do not go with a basic writer. You're going to get crap. Premium you might be okay with, but I would just pay ten bucks more and go for elite or elite. It depends where you're from how you say it. But it's going to be 40 bucks for 2000 words. You're going to get writers that write about

health and fitness that are going to write that for you. The nice thing is you do not have to pay unless you're happy with the content.

So for the keywords I've seen a lot of people do this. Do not do that, okay? The keywords is going to be your article headline. That's all you're going to put there. So in this example I would put how to get the most from every workout, eleven training tweaks that get results. I would put that right there. That's it. That's going to be my article name. Hey, guys, looking to have an article written on the above subject. Let me know if you have any questions. Thank you. Simple. Simple. Simple. Simple. Simple. If you have a writer that you like or you've used before, you can invite that writer specifically to work for you or to accept that job, for example. So in this case I'm not going to order that because I don't need content around that subject, but what do you guys think? That's pretty cool, right?

Never use article writing software, Ralph. I saw that question on the bottom. Mohammad is asking how to get 5000 subscribers. Mohammad, go through the Profit Academy course. It will teach you how to get 5000, 10,000 and even more. But yeah my pleasure, guys and gals, iWriter is great. I use it myself. Again, I just showed you that, almost 400 articles.

So anyways, moving on down, moving on up. Give me a moment here. I got to ... all right, Zane is answering some questions via chat. That is awesome. Thank you, Zane. Jennifer. In fact, all of you guys, if you missed or if you logged on late or if your internet kicked you off, we are recording this. This will be available in the members area within a day or so underneath coaching webinars right here. So if you miss any of these you can go back and watch them. Here's March 9th, for example. You'll find March 11th. You'll find tonight's here probably tomorrow, at the latest Monday. So if you logged on late don't worry. You can still come back and watch what you missed.

All right. Okay, now that's not really specific. Actually, Beth asks a great question, My niches consists of several techniques. I'm assuming maybe several ways to accomplish it. Is it okay to start with one on the opt in page and introduce the following ones in the e-mails. Yes, Beth, by all means. In fact, Beth, what you can do is you can even make it a seven part series. You know, learn my seven best tricks for losing a pound per day. You know, I mean as a random example, or, you know, 21 things your doctor never told you about living a happy healthy life. I'm just making up random ideas, but yeah by all means. You can just use those as content e-mails to help further build your relationship with your list. That's a great question, though. I like that.

So let me scroll on down here. So I hope that's an acceptable answer, Beth. Mohammad is asking is it a must to buy traffic. If yes, how much do you have to buy and for how much? Thirty thousand and for 25,000 dollars. No, I'm kidding, Mohammad. We are going to be getting to traffic in module four, and we've going to cover that I promise, Mohammad. We're going to cover both paid and free traffic. Facebook, forums, other methods, solo ads, so make sure you guys stick around. That should be released in about a week or so. There's going to be a lot of this, hours and hours of content there on traffic, Mohammad. So, again, that will be covered for you shortly. We're trying not to get people rushing ahead too much. We find that when we do that people are skipping over steps completely. They're trying to find the way they can make money right now, but they're missing the whole process that takes them there.

Okay. We answered that one. Leah is asking an Amazon question. Zane, do we have a video on Amazon, keyword research? Because she mentioned that...

Zane: [inaudible 00:45:21]

Jeff Lenney: Yeah, because Leah is asking when doing the research on niches and Amazon as instructed I found a niche I really like with huge numbers, hundreds of thousands...

Zane: Oh. Yeah. Yeah. Yeah. We show them how to use Amazon Books.

Jeff Lenney: Oh, the Kindle.

Zane: Look at the table of content and this and that.

Jeff Lenney: Okay, well Leah is asked. She asked at 5:10, of course, Pacific time. You're eastern. If you want to take a look at that question, but she said when she checks ClickBank there's nothing selling related to that topic. You know, Leah, that depends on the niche. I mean that might be a good opportunity for you to create a product, which of course is phase two of Profit Academy. You might be able to sell some stuff from Amazon as well. I know that Amazon does have an affiliate program. You can apply in most U.S. states and, of course, many, many countries. It's not available everywhere, though. I would have to know more about your niche etc.

Rick is asking is there a sweet spot as far as price in the first offer and thank you page. Not really, Rick. You can test it out. I mean in Profit Academy the first time we usually try to use a CPL, which is cost per lead, which maybe someone has to simply give their e-mail address or their ZIP

code. You might make 50 cents. Well, that's great. People were really having difficulties finding good CPL type of offers, so we kind of went over to ClickBank instead. Let me see, mindexcuse.com. I mean on my own ... I'm sorry, Zane?

Zane: No, no. I didn't say anything.

Jeff Lenney: Okay. My bad. On my own I've just got The Millionaire Brain, which is like 40 or 50 bucks. I make a few sales from that per week just from my thank you page right here, which is a nice considering I'm not really sending a lot of traffic to that one at the moment. So yeah price point try different things. I mean you don't want to go for thousands of dollars, but yeah something between ten and 50 or 60 bucks is fine. You'll find you get sales that way.

Does SendLane do hosting, from Dillon. Well, sort of, Dillon. SendLane will host your squeeze page or your landing page. Let me see if I have any examples on here. I do not, but you cannot, for example, you cannot, for example, take your website, you know, dillon.com, and host it on SendLane.

Okay, Phil asked the question [inaudible 00:47:54] not one I can answer anyway so I'll skip that. Wow, okay that would take about half an hour to answer. Laura, I saw your question on SendLane, and that would honestly take me about 20 to 30 minutes to answer. So I'm going to have to ask you, if you don't mind, to go to our forums on SendLane. You can make that post in there, and you should get an answer within a day that answers that a lot better than I could. So I hope that is okay. I did see your question. It's just not something I can answer without, you know, taking way too long. I hope that's okay. I hope you don't hate me.

All right, what do we type in as a host if we're using SendLane? For what? Maybe she meant FTP. I'm assuming she meant FTP. If you guys are using SendLane for your squeeze pages, and we have instructions for this also, but if, for example, you want to find out how you can deliver your free product, right, to your subscribers if you go to dropbox.com you can get a free account. You can upload your freebie to Dropbox. So then what you can do is you can give people the link to their freebie via Dropbox and they can download it that way. So you do not need to use FTP or FileZilla if you're using SendLane for your squeeze pages or even lead pages, for example, unless you're using your own domain name.

Yeah, Bella is asking a great question. I've read from people ... and, by the way, guys, just so you know where I'm at I'm looking at questions now

that were asked about 40 minutes ago. So that's why it's going to take me a while to get through all of these. In fact, Zane, what I might do if you don't mind is maybe in about an hour at 9:00 I might ask you to take over for another hour. Is that okay?

Zane: Yeah, yeah. No problem at all.

Jeff Lenney: Beautiful. Thank you.

Zane: I'm actually answering questions as we go.

Jeff Lenney: I see that.

Zane: On the chat.

Jeff Lenney: We'll trade if you don't mind.

Zane: Oh, no. No problem.

Jeff Lenney: Beautiful. So Bella is asking she's read from people that we need to have a domain name. First, is that a domain name per niche you want to promote? Thank you. Yeah. Yeah, Bella, I mean SendLane is great. I love SendLane, for example, because you can get a squeeze page really quickly, but I'd still rather send someone to my own domain name that I own and control. For example, mindexcuse.com rolls better off the tongue than, you know, mindexcuse.sendlane.com/123. So, again, SendLane is great and it gives you a really great way to get your squeeze page up and to host it for free, but ultimately I would still recommend purchasing your own domain name because you want to brand your business with your own domain name. It's just going to sound a lot better, and it makes you look more professional and more credible.

Okay. I don't think my question is showing. Oh, okay. No, Zane answered that one for Dr. Simone. Thank you, Zane. Ah, beautiful. See, I answered Elizabeth's question already on giving subscribers their free offer through SendLane. So, Elizabeth, I hope you got that. You can use dropbox.com. Are you getting my question? Yes, I am. Zane already answered. Okay, beautiful. Okay, I answered Jenny's question with that as well. Susanne's question I think I answered as well. FileZilla is an FTP program. Susanna, there's no such thing as a dumb question. The only dumb question is the one you don't ask. Anyways, having said that, yeah it's simply a way to get your files to your website. So, for example, if I want to allow people to download something from mindexcuse.com/freereport.zip, I would simply make a folder named freereport.zip and I would drag it into my

FTP for that particular domain name. Then I could send people to mindexcuse.com/freereport.zip. I love saying that, .zip.

Anyways, moving on. That's a good question, Sym. I like that. How many e-mails should we have ready in our auto-responder once we go live? How many content relationship sales, etc.? You know, Sym, there's really no set number. Anik might tell you 15. I say at least seven to ten to start off with and add more as you go on. I mean you saw my own account for mindexcuse.com. The e-mails I send out I had 14 set up. I just added four more this past week. So I've got about 17 or 18 now or so. I usually just try to space them out. I usually try to do one promotion. When I start off maybe one every three e-mails. About halfway through maybe every other e-mail. That's really something for you to play with yourself and find out what works the best for you.

I'm going to take a sip of my coffee. Hold on one second here. I got this Starbucks Frappuccino. They got this new s'mores flavor. It's all right. I should have got vanilla. All right, I answered Susanne. I answered Sym. Also a good question, Calista. When I purchase an image to use for a squeeze page background what size should I use? Full screen. You want something that is going to be a full screen, but the problem is, Calista, you don't want a file or an image that's, you know, 500 megabytes because that's huge and it's going to take forever to load up on your website. So you want to get something, you know, that looks nice and it's full screen but yeah that's a tough one. You know what I do, guys, in fact, hold on a second. There's a site I know about. I forget the name of it. Hold on. I'm not plugging myself, I promise. This is my own site. Fifteen free stock photo websites.

Unsplash. Yeah, let me give this to you guys. I'm not going to read it to you. Do me a favor again. Click this, minimize it, and go to it and read it later. These are 15 websites you can get free stock images from. This is on my own personal website.

For those watching a replay and not on this live, if you simply go to jefflenney.com it's my second or third most recent post. So today is March 14. I posted this on March 12. So if you're listening to this in April or May or sometime in the future then you can go back and find it on March 12. So you can get a bunch of free stock images from there. I have not paid for a stock image in a long time. This is a bunch of free sites like that.

Dell is asking how to connect LeadPages to SendLane auto-responder. You know, Dell, I don't have time to walk you through that now, but there

is already plenty. It's a great question, by the way, it really is. There's already people talking about that in the forum. So, again, you can do LeadPages and SendLane. You can find stuff in there. If you still can't find what you're looking for, go ahead and make a post in the SendLane forum they can show you. Hey, Zane, do you by chance know if we're going to have one? Are we going to have a video, or do we have a video showing how you can connect SendLane to LeadPages?

Zane: I believe that one of the coaches is working on a video for that.

Jeff Lenney: That's what I heard. I didn't know if that was ready yet.

Zane: Yeah. Yeah.

Jeff Lenney: So we should have that for you soon, Calista. I don't know when, but we should have that fairly soon. I'm sorry. That was Dell, not Calista. My bad. What's better, a blog or a website? They're the same thing. I mean this jefflenney.com, for example, is my website that I blog on. I mean that's really hard to say. That depends what you're doing. I mean really that question is too vague for me to answer. I'll say this. If you want to maybe try to re-ask that and be a bit more specific I'll try to get to that in a little bit, or it might be Zane by then. Okay, internet connection was lost. Does SendLane have hosting? I already answered that.

Person whose name I cannot pronounce, Kjersti, I'm probably saying that wrong. I'm sure it sounds beautiful or awesome. Should we have our landing page, thank you page, free offer and affiliate link up and live by now? That's up to you, not really. Take your time, guys. Profit Academy I mean, again, we've got students on this webinar right now that signed up a year ago in March of 2014. We allow you guys to join us and come back for life. If you're working hard, if you make a post in the forum, if you want to join us live on the webinars, yeah we're going to help you out. We're going to help you out. So, you know, don't worry about rushing to getting completed in a certain time. Take your time. Go at a pace you're comfortable with. I know that every single person here wants to have that success, and I want that for all of you. But do yourselves a favor and do not rush for the sake of being caught up, okay? There is nothing wrong with taking it slow. If this is something you know nothing about, take your time and go through it, okay?

I mean I'll say right now I love cars. I love BMWs and sports cars and high end luxury cars, but I cannot change my oil. I cannot do anything except change my own flat tire. So if I was to go to an auto mechanic class, for example, I mean sure I love cars, but I would be the slowest one in the

class. Can you show me that again? What is that radiator thing and how do I put? My point is, you know, if it's something new to you there's no shame in taking your time, okay? Don't think of it as you're being behind because you're not. There's really no set deadline when something has to be done. Just take your time and go at a comfortable rate to you, okay? That's my motivational moment there.

All right. Zane, how about if I pass it on to you, man? There's a question asked ... Let me look at the next question I was going to answer. Okay, there's a question at 5:13 p.m. Pacific, Zane, which is 8:13 Eastern, by Sandra.

Zane: Sandra, one second. Let me look at the assets.

Jeff Lenney: Maybe you can take over at that one and scroll down. So, guys, I'm going to take a break if you don't mind, and I'm going to start answering questions via chat while Zane talks so I can save my voice a bit.

Zane: Sure. No problem.

Jeff Lenney: So, guys, again, just let me jump in and say one more thing. I'm sorry, Zane. You know, guys, keep in mind we give you every single opportunity to come to us, to come hang out with us. We're going to have a couple live events this year, which will be amazing. We're reachable. We're approachable. You know, talk to us on the forums. Join the forums, you know? Be active. Come to the webinars. Ask questions. Do not be shy, guys. We want you guys to be here as often as possible. We want you guys to have that success. It is going to take work, so please keep that in mind. So having said that, Zane, did you find that question?

Zane: There are four questions from Sandra Melner.

Jeff Lenney: Yeah, was it 8:13 p.m. Pacific time.

Zane: Oh, 8:13 p.m., okay.

Jeff Lenney: I have sorted by received.

Zane: Oh, I sorted by name, so at least I can answer one question per person. So nobody would feel left out.

Jeff Lenney: So thoughtful isn't that? Sort by received.

- Zane: Oh yeah, yeah. You can definitely mix and match, if you're referring to PLR...
- Jeff Lenney: Actually, real quick, Zane, I'm sorry. Can you read the question out loud, please?
- Zane: Can I use information from different vendors and mix and match my giveaways with reasons, of course, a PDF or e-mail from the resource you apply on meditation or LOA for the giveaway while promoting product down the line? So yes you can definitely mix and match gifts and products, but try to keep them relevant because you want people who are downloading a Law of Attraction book to go to an offer that is relative to the Law of Attraction. It doesn't have to be a Law of Attraction offer but at least has to do something with mindset or attracting things to your life. So The Millionaire Brain, which is one of the biggest products on ClickBank right now, would go with a Law of Attraction gift. It could also go with a meditation gift. So that's a mix and match that you can definitely do. I hope this answered your question, Sandra. Okay, so, Jeff, I'm on right now? I believe so.
- Jeff Lenney: Yeah. So just real quick I've actually never answered question via the side thing here. When you answer the question I was just replying to the chat. Do you just? I'll figure it out. Never mind.
- Zane: You click on the question, and then you send to all.
- Jeff Lenney: Okay, beautiful. Thank you very much.
- Rick: If you send to all, everybody gets the answer. If you want to answer an individual's question, you send privately.
- Jeff Lenney: Oh, that's right. Okay. Beautiful. That works. Thank you very much, gentlemen. Zane, please continue.
- Zane: Sure. Okay, so, guys, as I said, I usually sort by name so at least I can answer one question per person. So if I missed one of your questions I do apologize in advance.
- Jeff Lenney: I'm doing that now.
- Zane: Awesome. So there's a question from Ricky. Who do you use for hosting? I personally use GoDaddy. There are multiple others that you can use for hosting. There's HostGator. There's BlueHost. You just have to choose a vendor and go with it. So personally I use GoDaddy. I know some others

prefer that they use their domain ... to buy their domain from a separate vendor. I just use GoDaddy for everything, but it's your call.

Rick is asking is there a sweet spot as far as pricing the first offer for your thank you page. Try to keep it anything below 50 dollars because it is the first time you are interacting with the subscriber, so you don't want to scare them away with a high in ticket. But as you progress and people get on your list and join you then you can definitely give them a higher point over 50 dollars because they're familiar with you and they trust you, and hopefully you built up some relationship with them. So that way when they spend 100 or 150 dollars through you they don't feel like okay this is not just some guy I met who gave me a gift and now wants me to buy 100 dollars worth of product. So try to keep it below 50.

Rainey asked ... Rainey and anybody who has a SendLane specific question please go to forum and ask the SendLane team because they are the experts. I'm not going to sit here and tell you I know everything about SendLane. I know the basics, but I know Jimmy himself. He's actually answering all the posts on SendLane forum, so you will get actually the best answer available because he's the guy in charge by the program. So anybody who has a SendLane question I'm just going to go and not answer it because it's best to be answered by the SendLane team. So please contact SendLane at the forum. Maybe I could actually ... I will include the link in here, so you can just click on it and it'll take you directly to the forum so you can submit a ticket to the SendLane team.

Richard, for my giveaway on the landing page am I better off offering a simple report video or something that the client can fill in, a short profile tool so they can get a report about themselves? Either or would work. From my personal experience, the least the new prospect has to do, the better. So if you give them something that they have to fill in a form for it and get something, that might require more than one or two fields, so try to keep it simple at the beginning at least. As you start, just their e-mail and then give them the gift. But as you build relationships with them then you can go to more advanced like short profile tools where they give their information and then you give them a personalized report. So either or would work, but this is just my take on it.

Peg, will this webinar have a video and audio? Yes, definitely.

Jeff Lenney:

Real quick, Zane. I was, of course, starting over at the very beginning based on the hour, so a lot of the questions ... I was going from top to bottom based on who asked first. You're looking by name, I believe. Perhaps you should sort right now by received and scroll down.

Zane: By received.

Jeff Lenney: That way you're not answering questions I already maybe answered vocally.

Zane: Okay. So anything in the beginning you got it, right?

Jeff Lenney: Yeah. I got all the way down to...

Zane: What was the last time point?

Jeff Lenney: I got all the way down to 8:14 p.m. Eastern.

Zane: To 8:14. Okay. Awesome.

Jeff Lenney: [crosstalk 01:06:29]

Zane: Okay. Let's start at 8:15. Greg, if my affiliate's product is 97 dollars is it too much to offer it in the tip to try to cover my solo ad costs? I was told in the last webinar that the best offer is 30 to 47 to most effective. Well, Greg, you definitely have the ability to do that. You can definitely offer any price that you want. However, we always recommend to have a low entry price point because this is the first time that the prospect has made any interactions with you. So they are more inclined to spend 40 dollars or 50 dollars for the first time than spending 100 dollars. If you choose an offer that actually has an upsale, then there's a better possibility that they will go for the low entry point, and then after that the upsale will take over and then you might make more money. So 97 dollars might be too much. It's worth testing, but it might be too much.

James Floyd saying Jing is free for Mac. Yes, actually. Jeff was kind enough to show us online how to do that, and it is free for Mac users.

Elizabeth, can you briefly talk about previous ways to build a list from scratch? Well, Liz, I can't answer that in details, but I will answer it briefly, as you asked. There are multiple ways you can do to build a list. You can definitely do solo ads, and it is the fastest and the easiest way to build a list and have an effective list because these are people who are already familiar with e-mail marketing, and they know that when they receive an e-mail they need to open and click and do something. Another great way to do it is via Facebook. You can use Facebook advertisement. That's another way to build lists. If you are looking for free ways, you can do guest blogging. You can do forums. Forums is a huge thing to use if you are trying to get free traffic. I know some people are using Reddit. They

become a Reddit member. It's reddit.com. They create an account and they become a member. They start to get free traffic from there by being a community member. Then they start to advertise themselves. So these are a few ways that you can create a list or start a list from scratch. However, module one actually covers some of the resources and the ways you can build a list from scratch. So I hope my answers help, but for more details I refer you back to the training itself.

Okay, Cathy is asking is it a good idea to get my landing page with my freebie ASAP and then add affiliates as I learn how to do it or wait until I have all finished and then launch? Cathy, I would say have everything finished and then launch because your affiliate offer or the thank you page offer is one of the monetization ways that we use to recoup some of the costs of running solo ads. Now, if you are doing a free source, so if you are sending your link via forum or other ways then yes you can launch it. However, it's always best to have everything in place, which means your landing page, your free gifts, and your affiliate offer. So then your funnel is complete, and then you can launch it on multiple platforms, free or paid. So I hope this answers your question, Cathy.

Moe, my previous question, science project for kids and give me tips for change. I honestly have no idea what you're talking about, Moe, because it looks like this is just a site. If this is your opt in page, then please submit a ticket on the forum so we can review it. Because I can't click on it here.

Elizabeth, do we give you our landing page, opt in page, a domain name for phase one? Yes, you can give your landing page a domain name because you need a domain name for the landing page, but if you are using SendLane they do all the hosting so you might not need that. It depends on which route you're going.

This is quite funny because Tessa asked SendLane is asking me for a domain name. Should I put my name or my niche name? It's asking for a domain name, so it will differentiate your SendLane account from somebody else's account. So use the domain name that you have for that.

Jody, what is the best system to use to sort people out into different niche groups within a different auto-responder, AWeber Pro Tools or something else? Jody, I am not sure if you're asking about segmenting your lists. If it's a segmentation question, I would refer you to AWeber themselves because each auto-responder they have a different way to segment the list by different groups or different demographics. Some of them are easier. Some of them are harder. So the site or the auto-

responder owners will be the best to answer that for you if your question is about segmentation. If it's something else, please elaborate so I can answer the question if it wasn't in regard to, say, segmentation.

Bill, okay, Bill, I'm going to overlook your question because it's a SendLane question.

Laura, yes we can see you. Lol back. Laura is asking can we see her. Yes, we can, or we can see your questions at least. Jeff, did you say something? Okay.

Maria, how can I find freebie for the people that is in ClickBank? I'm not sure what you're trying to ask. You're trying to find a freebie gift for people who are using ClickBank. I don't know if you can do that. However, if you're asking if you can find a freebie related to what is on ClickBank, then yes you can because actually ClickBank gives you an idea of what is selling. So you can actually create a gift based on what's available in ClickBank. Actually, for all those who are available today I just created a video for all of you guys about how to create your own freebie. So it should be available within the next 24 hours. It's how to locate your freebie, how to use iWriter and other resources to create a freebie if you don't want to use PLR, and also how to do market research using ClickBank to locate a freebie. So stay tuned. It should be available on the member's area very soon.

Gilles, I'm sorry if I butchered your name. When promoting ClickBank do we put the HopLink as is or shortened? You can put it as is. However, you can cloak it if you want. A lot of the cloakings are not free, if I'm not mistaken. Now, Jeff, you can chime in if I'm wrong, but all the cloaking services I use you have to pay a fee for it.

Jeff Lenney: When cloaking like URL cloakers, I just use Pretty Links, which is I mean, of course, you need a WordPress page to use it.

Zane: Oh yeah. Yeah. Yeah. True. True. Pretty Links you can use it, but I didn't mention it because it requires you to have either a blog or a website.

Jeff Lenney: True. I mean there is also, what, TinyURL. I mean there's Bitly, which gives you some tracking data, which is, I believe, free. There's a bunch of angles.

Zane: Yeah. Yeah, and also, guys, if you are looking for something just type in Google free, the word free and whatever you're looking for. If there is a free thing, you will find it. Sue asks what should I do first. Sue, I would

refer you back to the training program. It's actually laid out in what to do first, and also on the forum they've created a fantastic video about where to start first. So these are the two things that I would refer you to. I hope that'll help.

Tessa, when buying a solo ad do you get e-mails or the persons whom you bought it from keep the e-mails? Tessa, when you buy a solo ad you actually just buy the right or you're asking the solo ad person to send an e-mail on your behalf. Now, when you buy a solo ad usually you buy a click package. What that means is a certain number of clicks. You buy them from a vendor. So let's say you bought 250 clicks from me. Then I will send an e-mail to my list, and you are guaranteed to get 250 people from my list to visit your opt in page. Now, the number of the e-mails that will opt in and join your list depends on your offer. If you are working with anybody from Clickonomy, usually we do work with the buyer. We want to make sure that their opt in page is optimized. The offer is right with the seller. So usually you will get from the 250 people who joined you'll get a certain number of people who join in. Now, that number changes and differentiates based on how good your page is and how the offer resonates with the list that you are sending the e-mail to. So you don't get access to the e-mails at all. You're just buying the right to send an e-mail on your behalf to somebody who already has a list.

Anna is asking hello guys. I do the same opt in page in Spanish or Portuguese in addition to English. Well, that's fantastic, Anna. If you are marketing to people in different languages, then yes definitely do the same opt in page in different languages to meet the market and the needs that you are trying to go after. So yeah good for you. Perfect.

Greg is asking can you explain the branding part. I understand that you need to create a brand. So do we need to select a domain name that will be brandable? Well, Greg, we talked about branding as a strategy for beginners to keep in mind. If you want to create a brand or if you want to market yourself and a brain, then yes definitely choose a domain that is brandable and short and easy. So don't go for something that is really hard to understand or easily misspelled. You mentioned, for example, Tom Hitchens domain is his name. Yes, Tom is branding his name because he's well-known in the health and wellness, and so his domain is tomhitchenscommunity.com. So he's branding his name. So if you want to brand yourself you can definitely go with your name, last name, and then community or your name, last name, official and go from there. Now, if you're trying to brand a product then I would recommend that you do some brainstorming and find the name that you like and that you can brand. Hopefully you can find the domain name available. So it might

take a little bit of working, but once you get it it'll be good to go. I hope this answered your question, Greg.

Mohammad Hamami, we have a lot of Mohammads here. That's good. Is it possible to explain how to buy clicks. No, sorry. Is it possible to explain how buy clicks can generate profit to my account? Mohammad, the way we teach you to do this is when you buy a click we assume that you are using everything that we taught you, which means there is a thank you page offer linked to your opt in page. What that means is when somebody opts in to your opt in page and gives you their e-mail they will be directed to an offer which we call a thank you page. So that's how sending clicks to your opt in page could make you money. Now, you cannot make profit by just sending people to your opt in unless you are using a thank you page.

We have Karen. Sorry, I didn't understand what the big deal ... Sorry, I didn't understand how the click packages work or what is a click package. Well, Karen, I don't want to confuse everybody about this because we actually have more about this in module number four, which is traffic. So let's shelf the click packages and the solo ads questions until module four because we are trying to stay within what you need to know now so you can actually move forward with the steps. This is all about creating your opt in page, linking it to a thank you page, and then making sure that you have an auto-responder series in place. So any solo ads or any questions related to that I am sure you will learn more about them in module four. Also, you can ask all the questions about them in module four.

Suman, do you need a license to even start an e-mail marketing just promoting other products by sending e-mails? I don't believe that you need a license, especially if you are using ClickBank. It's free. Anybody can create an account and start promoting. Now, if you're asking about creating a business or creating your e-mail business account, then that's a different story. You can definitely create an e-mail specific for your business, but I'm not familiar of any licenses. Now, if you want a professional answer I would recommend that you talk to a lawyer or a small business advisor because they will be able to answer you dependent on which country or which state because the laws differentiate from state to another. So I cannot say that what I said applies to all. So please ask an advisor.

Magdalena, I think I said it right. I hope so, so if I butchered it please, please, please excuse me. I'm a bit confused about how to use the forum in Profit Academy. Why do I need to register again? Magdalena, the reason you need to register again is because the forum is a site on its

own. So if it makes it easier for you you can actually use the same username and password that you used for your Profit Academy when you register so you're always using the same thing. But, unfortunately, you have to create and register for an account because it's a separate platform where you get to ask questions and interact with other members.

Lucy is asking about ... Sorry, Lucy. As I said, any SendLane specific questions, especially when they are related to domains and all that good stuff, please send them to the forum on the SendLane site. I'm sure Jimmy or any of the SendLane team will happily answer them for you.

Karen, where should we be in our progress of completing the six essential steps of phase one at this point? At this point, sorry, it's not Karen. It's Kristen. Kristen, at this point you should have your opt in page up and running or at least you are working on your opt in page. You should at least have located which thank you page offer you're trying to use to link to your opt in page. The module for this week is about writing killer e-mails. So if you have your opt in page in place then definitely start working on your e-mail series for your auto-responder. We want everybody to stay with the schedule, so if you fall behind try to make up for it. But as of this point at least you should have your opt in page or at least you're working towards having your opt in page completed.

Brenda is asking is a squeeze page the same as the opt in page. Yes, Brenda. They are both the same. Squeeze page, lead page, opt in page, anything that usually has the word page behind it usually is an opt in page.

Shanti or Shanati. I'm sorry if I said your name wrong. How do I write my questions so that they appear as green color rather than just to the host? Shanti, I'm not sure what is this in reference to. Are you asking where you type your questions here or something else? I'm sorry. I honestly don't understand the question.

Truc is asking I am still confused on how to find and research my niche. As I said, Truc, I created two videos on how to do market research. There is a video already on the site, how to do market research using Facebook. I created one on how to do market research using ClickBank and also how to locate your freebie using PLR sites and how to create your own free gift. So stay tuned. It should be ready within the next two days. I can't promise, but it should be.

Elena asked a question how did you build your list. Did you buy a click package? Yes, Elena, for my personal development list I developed it mainly from solo ads. So I bought click packages from multiple people, and that's how I built my list in the personal development niche.

Peter, so if I have done everything on the first two modules ... I identified my niche, I have my opt in page and found my product. I want an affiliate product now. Can I start to launch, or do you recommend holding off to the coming module? Well, Peter, first of all I want to congratulate you because you actually finished everything. So congratulations. It's a public congratulations. Great job. There is really no need for you to wait because you took action and you are there. However, I would ask of you to at least give us your opt in page so we can review it on the forum or ask your friends and family to opt in to make sure that everything is in place and it's working correctly. Then you can definitely launch and go live.

Tommy is asking I have been a member on the forum since the beginning. The question just disappeared. Sorry, Tommy.

Jody. Jody is asking how would you compare GetResponse with AWeber? Are they the same thing? They are the same thing in terms of both are auto-responder. Now, each one is a little bit different. If you want to know the exact differences, there are multiple websites online that do product reviews, but how they compare to each other is they both do the same thing. They are both auto-responders. They both compile your e-mails and keep them in a safe place and also allow you to send broadcast and e-mail services. Now, if you want to see the exact differences between one and the other I would refer you online. There are multiple websites that did like a step by a step review of how each one is different from the other.

Sharon is asking I cannot attend the Jump Start training webinars because I am at work. Will they be recorded? Yes, Sharon. All of them are being recorded, and they are available in the member's area. So don't worry if you miss anything. We always record it. Just give us about 24 to 48 hours before it goes live from the date you missed it.

Norita, do you use different domains for each campaign? I assume you're asking about different domain for different opt in pages. If the opt in pages are about the same thing, I would use sub folder and keep the same domain just to make it easier for you, but if you are asking about different domains for different campaigns inside of your auto-responder then no you don't need different domains for each campaign unless each

campaign is about a different niche. Right now I recommend that all of you stick with one niche, especially at the beginning, so you learn all the mistakes with one niche. Hopefully you won't make any mistakes because we are teaching you everything step by step, but also you need to focus all your energy on one thing so you won't be scattered all over the place.

Isidore is asking I would like to sell an e-book, Think and Grow Rich. Do you think this would be a good niche? Well, Isidore, Think and Grow Rich whenever you hear it it sounds like a personal development, and a personal development niche is huge. There is still a lot of people who can join. There is a huge competition, and don't look at competition as something bad. It's actually something really good because it means you can actually make something out of yourself and join the competition. When there is no competition in the market, then maybe the market is not so well. So just keep it in mind.

Steven is saying good day, fellas. Hello, Steven. When choosing a URL do you go with .com or .biz and what does that mean? Now, I would recommend that you stick with .com because a lot of people are always inclined to type anything .com. So if your site is .biz or .net it might be harder. Now, if you are using it just for an opt in page it really doesn't matter because they're going to click on it from either a solo ad or from a forum post. So they are not going to go and type in your opt in page. But if you are using it for a blog or a website I would say stick with .com.

Susanne, she's asking subs, Zane. What does subs mean? Subs I was referring to subscribers. So when your subs join your list it's when your subscribers or new subscribers join your list. That's what I was referring to. So, guys, subscribers usually are referred to as subs.

Judy, how do you create links for unsubscribe option? You don't need to create that, Judy, if you are using an auto-responder they deal with all the technicalities of subscribe, unsubscribe, and all that good stuff. So you don't need to worry about that. Now, there is another part to the question. Do you need a disclaimer info if you're promotion diabetes or weight loss? Honestly, I am not sure, but any time you are dealing with a health product you always keep a disclaimer somewhere that says the information that's used here is just for informational use. You and your site and everybody who is associated with you is not responsible. Also, if you are promoting a diabetes or a weight loss offer usually those sites have their own disclaimer in there. So this could be resolved that way, but if you are not sure and you want to stay on the safe side you can add a disclaimer in the bottom of your e-mail.

George is asking how do I link a free video to my opt in page. George, I would refer you back to the training because we show you exactly how to do that in there.

Tessa again. Hi, Tessa. Would you suggest to use an article spinner for your content instead of keep on buying content? If yes, please suggest where to do. Tessa, I heard of the spinning like product and spinning articles. I honestly haven't used it myself, so I cannot refer you to any. But sometimes I'd rather to pay the money and buy content I know that is mine and no one else has it. But if spinning is something that you're familiar with and it works then give it a try. Now, Jeff, have you used spinners before?

Jeff Lenney: I do recommend those for content. Basically, what a spinner will do is it will basically grab an e-mail and change random words with a dictionary so you can have unique content. So it's great. I mean it's not great I'll say. It's used primarily for article websites. Let's say, for example, I want to build a website on weight loss. I might have a bunch of pre-written content on weight loss that's already been used a few thousand times each. What the spinner would do is go through and change words like weight loss to fat loss and it changes, you know, you're to you are. It changes random words around. So while it does make unique content a lot of the time it does not read that well. So I would not recommend using a spinner or a content creator, period, when it comes to e-mail or quality content market. It's more really used I don't want to say for spammy websites but for websites where you're mass generating content.

Zane: That's what I figured.

Jeff Lenney: Yeah, so I would recommend staying away from those. I used to use a spinner when I first got started before I knew better. I had a website it was like howtogetrichfast.com. I mean it looked amazing. I had pictures and a cool theme, but the content was spun and it just read like crap. So I would recommend staying away from that.

Rick: If it really worked, you know what we would have, right? You'd have a computer with one button on it and you just push the button and it would produce a novel, a screenplay, a new top 40, whatever you wanted. You'd have a button for music. It would just, you know, feed it a dictionary and it would write War and Peace in a weekend.

Jeff Lenney: Totally, yeah. Great point.

Rick: Someone would already have it in operation and keep it a secret. So, you know, machines can do marvelous things, but they can't make up jokes.

Jeff Lenney: Off topic completely random, though. One of the house DJs in Vegas at the Wynn Hotel, his DJ name is actually Warren Peace. Warren Peace. That's just clever I thought, Warren Peace. Anyways, Zane, back to you.

Zane: Okay. Well, I wanted to give a shout out for Gilena, Jody, Joel, they are all saying thank you, guys. Thank you, Jeff and Zane, for the great content and for keeping up with our questions, so you are most welcome, guys. We are happy to be here to help you and answer your questions. If we miss any of the questions, please, please excuse us. If your questions, as I said, are related to Clickonomy and solo ads we'll answer them in the traffic. If they are SendLane specific, please go to the forum and ask the SendLane team. I hope you understand.

Okay, go back to questions. Joe is asking I'm happy to be listening tonight. I need some motivation. Well, Joe, go get it done. That's the best motivation, my friend. We are all here to help you. We are all here to support you. If you feel like you're alone, you're not. We're all here. We're all a family on the forum. If you go, it's actually quite fantastic because the coaches and the students they are all collaborating. Sometimes I actually get on the forum trying to answer a question for a student. I see other students actually answering them. It almost brings tears to my eyes. So you are part of a family. This should be the best motivation for you, so go for it and get it done.

Jeff Lenney: Let me jump in for a second. You know, the biggest thing I see, Joe, is people that are scared of failing so they don't start. Now, this is a rhetorical question, but do you see a problem with that? I mean Edison I believe even though he didn't technically invent the light bulb but stole it from Tesla. He has a quote about I didn't fail; I just found 10,000 ways not to make a light bulb. For those that were at Inbox Live last year in, what was it, October, you may have saw Com Mirza speak. The main is worth 550 million dollars, half a billion dollars. He was talking about how he fell flat on his face his first ten or eleven times. He borrowed money from friends. He made a million bucks. He lost it. He made money. He lost it. He lost it. On his very last time he kept on going, and finally after 15 times or so he made like a few million overnight and kind of moved up from there. But, you know, keep on trying. Don't give up. I mean, again, I know it sounds cliché but it's true, though. You know, the people that have the most success have also had the most failures as well.

When I first started I did not have success. In fact, Zane, let me ask you. I remember before you joined Profit Academy you were already doing marketing. Weren't you getting ready to quit before you joined Profit Academy?

Zane: Oh yeah. Oh yeah. I bought a program before I found Anik and his team, and I almost gave up. I actually almost like threw in the towel and said, you know what, you gave it your best shot. You know, there's always that voice inside you that tells you just one more. Go for that voice. Now look at me now. I'm a coach. Just eight months ago I was actually asking Jeff for tips and tools, and now me and Jeff we actually Facebook each other all the time asking how we can get our proper pages to do better. So this could be you in the next few months, so don't get discouraged. Start. Start right away.

Jeff Lenney: By all means, just jump in there and do it. If you fail, so what? Learn from it. Improve yourself. Do it again. If you fail again, hey so what? You learned from it. You'll be better every time I guarantee it. Again, I did not have success my first time. I started back in 07. I was doing eBay stuff and I finally discovered ClickBank like in 2008, maybe 2009. It really took me about two or 2.5 years before I started making any money at all on ClickBank. When I finally got it it was like wow. Okay, this makes a lot more sense now. I ramped up from there. You know, if I had a program like Profit Academy when I first started, oh my gosh, man, that would have been a godsend literally. I mean it's an amazing course. Anik has been there. He's done that. He's been doing this for 12 years. He's not only my mentor as well. He's my coach, but he's also a good friend of mine as well. I've learned a lot from the man.

The nice thing is he has also learned a lot from me as well. You find that when you start collaborating with other people you learn from each other. It really is an amazing feeling, so yeah don't be afraid to fail. Yes, it's probably going to happen. Don't feel bad about it. You know, what's the word? Pick yourself up, dust yourself off, and get going again.

Zane: Exactly. Yes. Because everybody ... If you accept failure as inevitable, then you will not be scared because everybody will fail at some point. The key is not to look at the failure and sit down and cry out loud because you failed. Look at it as an experience and look at what you learned from that lesson, and then continue on. That is the best way to go through it because if you're afraid of failure then you will always be afraid of failure, but if you know that at some point you might fail, you accept it and you move on, guess what, you will even forget that failure is an option and you'll just keep going forward.

Okay, so let's get back to questions. Now, guys, we're going to close it in another 15 minutes because we're trying to keep it under two hours. So for the questions that we missed we apologize in advance, but I'm noticing some of the questions are similar to other questions that we answered. So if we answered your question already and we didn't address you by name, please don't hate us. We're there. It's just we ran out of time.

Jeff Lenney: If I can jump in real quick, Zane, let me jump in real quick.

Zane: Yeah.

Jeff Lenney: We are having another webinar tomorrow night. Make sure you sign up for that one as well.

Zane: Oh yeah. Thank God. I forgot about that.

Jeff Lenney: Yeah. We're having one tomorrow night. Tomorrow is going to be myself with Dr. Ted. In fact, Dr. Ted like Zane was one of my students, one of Anik's students on the webinars just last year. I remember chatting with him via e-mail about his products and everything he was doing. The guy is amazing. He comes he's like third or fourth generation doctor. I don't know exactly what he does. He can explain it to you, but his grandfather is like some big deal in personal development. He's one of our students. Now he's a coach like Zane and myself. Then Monday it looks like Zane is going to be back on Monday night with me or someone else. So we've got these the next two nights. You know, tomorrow is the same time again. Tomorrow is at 8:00 p.m. Eastern time, 5:00 p.m. Pacific. Then Monday is going to be at 6:00 p.m. Pacific, 9:00 p.m. Eastern. You can get the data for these right here on the homepage. Coaching support hours, etc. So make sure you guys come back, and if we missed your question, you know, you can ask it again tomorrow or even on Monday. Again, if it's a SendLane question, please check the forum.

Also, don't be afraid to use the forum. It is there for you guys to help. I want to show you guys if you can see my screen real quick. You got people on here posting constantly. I mean here this is from four minutes ago. This is the first page. This is from half an hour ago. You had about 20 posts in the past half an hour. We've got a total of 7000 posts, and we've been live for like a week, I think. There's 108 users online right now. I mean it's really, really ridiculously active. So make sure you guys check it out. Yeah, don't be afraid to use the search feature because I'll be honest chances are someone has already asked the same question you want to ask, but it's a great resource. You can even chat with the coaches and

other members outside of these webinars. So make sure you check those out. Having said that, Zane, back to you.

Zane: Awesome. Okay. Nancy. Nancy is asking if you're already an Amazon affiliate can you do both Profit Academy and the affiliate program. I don't see why not. If you're already an affiliate on Amazon you can definitely use a lot of their digital products for your thank you page offer.

Thank you, Laura. Zane should have his own webinar. Maybe in the future.

Jeff Lenney: Am I not good enough, Laura? Come on. I'm kind of hurt now.

Zane: We all love you, Jeff. You know that.

Jeff Lenney: I'm just kidding.

Zane: Laura was just asking.

Jeff Lenney: Zane is awesome, though.

Zane: Oh, thanks. Thanks. I worked with the best. That's why. Niraj is asking is it difficult to find in the right niche. Is it okay to start with more niches than one? Niraj, I would advise that you start with one niche at the beginning. However, it shouldn't be that difficult to find the niche because we have now almost ... within the next few days you will have three videos that shows you exactly how to do market research using two of the biggest platforms. Actually, three of the biggest platforms. It's Facebook, Amazon, and ClickBank. Also, we have another video that shows you exactly how to find a gift once you locate your niche. So please watch the videos and stick with one niche at least at the beginning.

You are most welcome, Laura. We are happy that we got to answer a few of your questions. Steve is asking about PLR content to be given away for free. Mostly I have seen content that can be sold out, not give away for free. Okay, Steve. I'm glad you asked this question because a lot of them you cannot give it for free. What that means is you cannot just post it on your website and somebody can just click on it and download it. That is considered free. However, if you are giving it away for free but you're asking for an e-mail in return for them to get it, then you are using it to build a list. So most of them they will say no you cannot give it for free, but if you look at the [inaudible 01:47:18] it says can be used to build a list. So use it in that way. You are giving it away to entice people to join your list. So you are covered there. However, each product is different, so

if for whatever reason you cannot give it away, you cannot use it for a gift, you cannot give it as a bonus then maybe it's better to go with another product.

Shawn is asking ... Shawn, this is a SendLane question, so I'm just going to go over it. Anand, in LeadPages should I use the sub domains for different niches? Yes, you can definitely do that in LeadPages, especially if you have multiple niches. However, I recommend that you use one niche only. However, if you are advanced and you already have your existing niche then definitely use a sub domain to create for a different niche.

John, Jeff and Zane, do you know when the transition page will be released? I assume you are asking about the transition page for the SendLane. I believe it is in the works. Honestly, I'm not sure about the exact dates. I just shared the exact site where you can go to ask a SendLane specific question. It's in the green box on the side, so I hope you see it. So please ask there because I honestly don't know the exact date.

Brenda, can you explain how would you employ sub domain with, for example, Mind Excuses? Brenda, this is more of a hosting question, and I would refer you back to where you bought your hosting with because I could actually spend two hours trying to explain this. Sometimes I even can confuse myself with that, so I don't want to confuse any people with it.

M.D. is asking so I have to pay for leadpages.net per month. Yes, LeadPages is a monthly paid program. However, if you are concerned about a budget, SendLane is available for you for 90 days free, and it actually covers both an opt in page creator and an auto-responder. So if that's a concern, price is a concern, then maybe go with SendLane for 90 days. Then you have to pay, but at least you get 90 days free.

Cathy, yes we're getting your questions. I believe I answered one of your questions earlier, so we're good to go. Monica is asking I have my domain name of my real estate store business. Should I create my opt in page as an extension? You can definitely do that. You can definitely create an opt in page as an extension of your store business. However, if that is a legitimate business and you are driving traffic and you're asking people to come in to that site maybe you can use a sub folder off that domain so you don't just mask the domain with the opt in page. I hope this makes sense.

Carol. Okay, Carol, I answered you in the chat, so I'm just going to go answer somebody that I haven't answered before. Edwin is asking when do I need to get a domain name and where do I get it. Edwin, we covered that multiple times. To get a domain you go to a domain registrar. Anybody like GoDaddy, HostGator, or Namecheap.

Jeff Lenney: I believe, yes.

Zane: Yeah. That's a place to buy a domain name. Mohammad. Hello, Mohammad, again. Do I have to create a new Facebook account related to my niche? You don't need to create a Facebook account. You just need to create a new Facebook page related to your niche. So if you have multiple niches, yes, you create a new Facebook page for a niche. It's quite fantastic to see that people are advancing to Facebook. That's awesome.

Thomas is asking how to activate a statement ... Oh, it's a SendLane, so, Thomas, I'll send you back to the forum, as I mentioned. Okay, Dillon, we answered your question, so I got it. He's asking me to cancel my last question. It's already been answered, so great.

Trish, you can use jpegoptimizer.com to reduce the file size of a jpeg. Well, thank you. Thank you, Trish, for sharing that with us. Michael is telling us that Unsplash is a great place to get free stock images, so thank you for sharing, Michael. I love the camaraderie here. People are really helping each other out. Oh, awesome. Joel is saying freeimages.com has free pictures too. This is fantastic. This just makes my night to see people really helping each other out.

Sorry, guys. I'm still here. I'm just skipping the questions that I already either answered or they are related to something that I already covered. For domain name does it have to be relative to my niche? Kim, I would say yes, especially if you are using your domain name for your website and for your opt in page and everything, but if you are using a SendLane or you're using LeadPages and you don't need a domain then you can just keep it simple. But if it's relative to your niche it's preferable.

Rob is asking I have not found ... Oh, Rob, this is a solo ad question, so let's refer back to it on module number four.

Marion is asking send to all so we can all profit for your wisdom. Okay, great. Thank you, Marion. We usually answer the questions with send to all if it's related to everybody. However, if the question is specific and

more private we do by send privately, so most of them we actually answer them by send to all so everybody would benefit. So definitely.

Karen is asking what does hosting a domain name mean, please. Hosting your domain is when you put your domain on a hosting package so when people click on your domain it goes live. I know this sounds like not a lot for an explanation, but that's really what hosting means. It enables your URL, your domain, to be clickable so people can visit it.

Jeff Lenney: Hey, Zane?

Zane: Yes?

Jeff Lenney: There's a request. Carol said she loves how you say her name with your accent. Can you say her name again, please?

Zane: Carol. Did I say it right, Carol?

Jeff Lenney: There you go.

Zane: Oh my God. I'm like getting all red faced and stuff.

Jeff Lenney: That's funny.

Zane: Romero is asking I have a recommendation for the forum. Try to keep it simple. This is because there are lots of answers for students, so do the search first. Well, thank you, Romero. That's really helpful. Yes, there are a lot of questions that are already being answered, so if you do a search it'll bring the answer out. However, if all the answers were not specific to the question you have in mind then definitely submit a ticket for us and we'll happily answer it for you.

Oh, wow. We're at 9:00 p.m., 9:15 p.m.. So we answered most of the questions. Lisa Stewart is asking if we go all to the high gravity product on ClickBank won't the subscribers get swamped with the same product. That's actually a very good point, Lisa. So as long as you vary it from one offer to the other you should be fine. At the same time, you got to think not everybody is in the same niche as you are. So maybe the offer has not been seen by somebody. Plus, when you advertise it's highly unlikely that the offer will go to the same person again and again. So sometimes it goes to different people. Sometimes it goes to the same person. But if you are concerned you can definitely do a split test, so you use a high gravity product and then a low gravity product to see if actually the lower gravity do better. Actually, this gave me an idea and I'm going to split test

it. I'm going to see if using a lower gravity because nobody is using it might give me better results. So once I do that I will definitely share the results with everybody.

Diane is asking ... Okay. Yes, Diane, this is regard to reply to all. We definitely answer reply to all when the answer is definitely beneficial for everybody. So we definitely do that for any questions that's relevant to everybody.

Amar is asking ... Oh, Amar, that's my middle name. I have a passion for photography, but I don't know how to narrow it down to a good niche. Well, Amar, photography in itself is a very specific niche. Now, if you're trying to narrow it down you can actually narrow it down by camera type. You can narrow it down by the filter type that you're using. There are multiple ways. If you're passionate about photography, you know that there are multiple things within photography that are specific to each thing. So you can go black and white photography. You can go landscape photography. These are just examples. If you are looking for more ideas, you can go for like Shutterbug or something like that where a lot of photographers are collaborating in one place. You can get like what are the different things that they talk about. Maybe that'll help you to sub niche it or niche it down.

Sym is asking is it recommended to give an outsourcer a copy of the free report and ask them to design an opt in page and design it based on their creativity. That's actually a preferred way to do it because when you give them a copy of your free report or at least give them an idea then that will enable them to be more creative and give you a better result than if you just say I want you to give me an opt in page for weight loss. But if you're actually giving them an opt in report that talks about paleo diet that helps people to lose weight, then results would be better. So yes, go for that.

Louisa is asking is there a way to get to Profit Academy via Firefox. I believe so. If I'm not mistaken, the Profit Academy site works on all websites, and it's even mobile friendly.

Okay. I'm seeing a flux of questions about solo ads, so, guys, I apologize. I'm just going to pass these.

Karen is asking I have a book written and 55 small videos. Wow, that's fantastic. A small product made with no e-mails. Should I put the product on hold until I have 10,000 e-mails to send the product to? Karen, I would ask you like how were you marketing product before. If you were using a

marketing technique before, then definitely go with that, but if you just built it up and you're waiting then definitely you can wait until you have your 10,000 list or even experiment with it once you have a sizable list of a thousand or two by sending that offer to your list and telling them this is my product. But if you already had a marketing technique that is not e-mail marketing or somebody is helping you market it outside of the e-mail marketing then stay with that while you're building your list. I hope this helps.

Elizabeth is saying thank you, Zane. Thank you, Elizabeth. It's my pleasure to help out. John is asking what are my questions. I don't know, John. You need to ask a question so I can answer.

Sameer is asking meditation is a niche too. You mentioned offering a free meditation with your report. Where did you get this from, or did you create it yourself? Sameer, I personally created the meditation myself. So if this is something that you can do you can go to [fiverr.com](https://www.fiverr.com). There are lots of people who create simple meditation for like ten or 15 dollars. Also, on the PLR site there are free meditations. However, I found out that a lot of people are using the same meditations. So if you want to go the meditation route just go on Fiverr and create one [crosstalk 02:01:12].

Jeff Lenney: Zane?

Zane: Yes?

Jeff Lenney: It is 10:02 p.m. Eastern time now, so I think we've actually kind of reached our two hours. Obviously, we can go all night, which we really don't have time to, unfortunately. But, again, we're going to have another awesome session tomorrow night. It's going to be myself again. I know I don't have Zane's charming accent, but it's going to be myself and Dr. Ted, who is equally amazing as Zane. You guys want to make sure that you come back and check out the Q&A tomorrow night. Then, again, we're doing a third session on Monday night, so, guys, I wanted to point out we are ramping these things up for you guys and giving you more than we initially planned because we've got so much positive feedback, so many people taking action and getting things done.

I'll say it. One of the comments I saw the most tonight was people thanking me for reminding them that it's not a rush. It's not a race. You guys can take your time. If you come back in a year, we're going to be here for you. You can come on our webinars. You can join us in the forums. You can come to our live events. This is not a rush. This is not a

race, so by all means take your time. You don't have to have a full funnel set up by now. If you have a domain name set up, that's awesome. If not, you'll get there. It's fine. Just take your time. Go at your own pace. I cannot stress that enough. One of the biggest things I'm seeing people stress about is not being caught up to the module two right now. If you're not, don't worry. Take your time, okay? You guys are members for life. We don't mind helping you out even a year from now, and I mean that sincerely. I've got, again, I've got people on here right now who joined last year. They're asking and getting questions answered. Because they're taking action we're going to help and not turn them away.

So, well thanks, Olivia. Olivia prefers my accent. Sorry, Zane.

Zane: Erin or Carol preferred mine.

Rick: Californians have a Canadian accent because that's where we all go to get on TV and radio.

Jeff Lenney: Yeah, Rick is from the great Northeast.

Rick: And you don't know how many of your top broadcasters we exported down there. You all want to sound like us because we don't sound like anything.

Jeff Lenney: Anyways, folks, having said that, Zane, you've been awesome. Thank you, man, for taking the second half as well. I know Zane is going to be back on Monday, I believe. Am I right on that, Zane? Are you on Monday night?

Zane: Yes. I believe so.

Jeff Lenney: I don't know if I am, but we'll find out tomorrow. But come back tomorrow. Come back Monday. Come back Tuesday. We got three more awesome nights lined up for you guys. I want to see every single one of you here. Yeah, guys, you know, we're going to try to answer every single question. I know we probably only got to half, and it took about two hours. I mean, again, we've got literally even now hundreds of people learning here tonight. We're almost full still, and so there has been a ton of questions we have not been able to answer. So if we haven't we're not ignoring you. Please understand that. We're just trying to get to every question and we're trying to give them all as good of an answer as possible and not just a cliché yes or no. Hence, why I took, you know, ten minutes for my first two questions. So having said that, come back

tomorrow. Come back Monday. Come back Tuesday. We want to see you guys here. We want to see you guys succeed.

By the way, I forgot to remind you guys. Las Vegas we are going to have the discount rates, the discount coupons for the rooms at the Rio in the next week or two. So just to be clear we do have a business agreement with the Rio. We've got hundreds of rooms set aside. We just do not have the discount code yet. So I don't have a rate, but I know it's going to be a lot better than their regular rate and, of course, a lot cheaper than the weekend [inaudible 02:04:58] rate. So if you haven't booked your room yet don't worry about it. If you have, you can probably just cancel that booking right now. We will e-mail out the code for the Vegas hotels once we have it. Again, it should be by the end of the month to be safe.

So having said that, Zane, did you care to add anything else?

Zane: I want to thank everybody who joined us today. I am really glad to be part of this, and I'm really happy to see a lot of you guys helping each other out and taking action. So congratulations to all of you.

Jeff Lenney: By all means, yeah. Having said that, this is kind of off topic. I've been stealing this quote for years, but a good internet marketing friend of mine he's one of the first guys I got to know online like five or six years ago. His name is Brian G. Johnson. Again, not related to Profit Academy, but I always quote Brian. I want to give him credit for this. Brian has been telling me this for years. There is no such thing as a person that fails at internet marketing, only a person that quits before the magic happens. I'm going to say that one more time. There's no such thing as a person who fails at internet marketing, only a person that quits before the magic happens. Brian said that to me years ago, and he still says it even today. I'm like wow, you know, that is so true. I mean Zane was on the cuff of quitting when he joined Profit Academy. I was about to quit. I just kept pushing myself because I'm stubborn.

I found that success, and I see so many people constantly having that. So yes, you know, we understand it's taxing. It's taking a lot of time, but, you know, apply yourself, stick with it and you're going to have that success. So having said that, guys, you have been amazing. Make sure you come back tomorrow. Make sure you join us in the forums. I'm going to shut up and get some water now, maybe a beer. Have a great night or morning, and I hope to see you guys on tomorrow night. Thank you, Zane. Thank you, Rick.

Zane: Thank you guys.

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Jeff Lenney: You guys have been awesome as always.

Zane: Good night.

Rick: Remember, folks, do your homework, eat your vegetables, stay on the black stuff between the trees, and we'll see you on the next go around. We're out of here.

Jeff Lenney: Take care, guys. Goodnight.

Zane: Goodnight.