

Profit Academy – Coaching Support #5

Speaker 1: Starting. All attendees are in listen-only mode.

Rick: Hello, everyone. Welcome to Profit Academy's coaching support hours Q&A. This is the fifth session. I was here last night. That was the fourth session. Tonight, we have our returning expert, Jeff Lenney (That's him pounding on his keyboard with a ball peen hammer in the background) and Doctor Ted. Doctor Ted is not a feel good doctor. He's not a phrenologist and he's not like Dr. Phil telling you how to stay married and be happy. He's like the rest of us people in that situation. If it works, he doesn't question it. If it doesn't work, he gave up trying to figure that out years ago.

They are together going to make an effort to answer your questions, solve your problems and perhaps give you a glimpse of the light at the end of the tunnel that is internet marketing. It's important to note that Dr. Ted or Ted. I don't want to call you Dr. Ted.

Ted: Ted is ...

Rick: Yeah. You don't get it. You don't get a guy calling up, "I'm plumber Bill." Drives me nuts. Anyway. I don't think it's unkind to say Ted, internet marketing was not something you were chasing with any frequency, 6 months, 7 months ago. You were involved in marketing products and whatnot but you weren't doing this, were you?

Ted: Not at all. That's very fair to say.

Rick: Not at all. He went from absolute ignorance and ignorance in the proper sense. He didn't know how to do it and he wasn't doing it to now, he's here teaching you how to do it. In 6 and a half months, something along those lines, depending on who's calendar you use.

That shows us 2 things. One, there's hope for us all. Two, if you put your mind to it and realize that it is not something you dabble in for 10 minutes this week and half an hour next week, you pay attention, follow the rules, do your homework, make an effort, take action, you too can succeed and if you are crazy enough to want to, you can end up teaching people how to do this yourself. I don't know if they'd pay more to do that or if you'd make more money just making your own money in not telling anybody how to do it.

In any event, they're going to take you through it. They'll explain what has to be explained. If they can, they'll answer questions they can answer. Your job tonight is to put questions in that box. We're going to ask that you make the questions relevant to what we're dealing with. This is not support for issues about your account. I think Jeff's going to highlight along certain questions that you might

be better to send to the forums. We're here to deal with how to proceed forward with the modules, if I believe that, if I'm correct. Probably not correct. It doesn't really matter.

Any event, that's enough out of me. I'll shut the hell up. It is recorded. They are all recorded. They'll be there for your viewing pleasure, hopefully by tomorrow morning. It's all yours. Take it away, guys.

Jeff: Awesome, guy. This is Jeff. Basically, we did this for about 2 hours last night. It was myself and Zane. Zane, of course, is an amazing guy. Very charming accent as well. Just to clarify, this is me. This is not Dr. Ted [Pitcher. 00:03:12] That's my lovely wife. Since I'm controlling this screen, I figure I'd put up my own picture.

Guys, just to clarify something that I think is amazing as well is Dr. Ted really not pursuing the internet marketing. Like you guys, [inaudible 00:03:27] like Zane was from last night. Dr. Ted was on my very webinars just last year in 2014. He was a student sitting in the exact same seat as you are right now. I first met him in Mbox and Blueprint live in Las Vegas last year. We hung out again in Washington DC a month later for a private event. Again, he's had that success. He's had that drive and had that success. We've brought him on board as a coach. Again, he was exactly where you guys are. I'd like to point that out because that drives a lot of people. They're not only hearing about people succeeding but having them talk and talk about their success as well.

We're going to have Ted on in the second half. What I'm going to do is I'm going to basically go through the questions. Lot of question are coming in so might take me about half an hour to get to yours. Please, no asking if I see your questions. I probably do. I just haven't got to it yet. Anyway, guys. For those that were on last night, if you already got your questions answered just let other people get theirs answered and sit silently and enjoy the lessons here.

Again, we'll try to get to everybody but I can't guarantee we will but we do record every single 1 of these bad boys. They are placed in the training webinars and the coaching webinars section on Profit Academy.

I do want to also remind you guys I've got an amazing forum right here. There's already been some 5,000 odd posting the last week or so. Right now, we've got 108 people online. There's a ton. Look! Thousands of posts already. Make sure you guys get in there. In fact, I'm going to say this right now as well. If you have any questions about Sendlane period, we're not going to be answering those on here because we're not as fluent with Sendlane yet. We will be later on but for now, you can go to the Profit Academy forum, scroll to the bottom there, there's

a Sendlane sub forum. Jimmy, the CEO is responding to those. I believe he's taking the weekend off which he deserves but if you have any Sendlane questions at all, I don't want to say we're going to ignore those but I'm just going to give you a heads up now. We're not going to be answering those simply because we want to be able to get you the best possible answer and that's for Sendlane, not something we can provide as of yet from a technical aspect, because Sendlane is a fairly new company and a new autoresponder is working quite well. I do use it myself and like it very much. As a second autoresponder along with AWeber. Again, I'm not as technical as the employees that work there.

Having said that, I am going to go ahead and scroll to the top of this thing here. Ted's going to be answering some questions in the chat box. I'm going to be giving some lives. We're going to tag team this and then about 6:00. I'm in California so at 9:00 Eastern time, we're going to have Ted take over for the last hour and swap roles. He'll be answering some of your questions as well.

Anyways, Loretta's asking issue with onyx video stopping one more load. Loretta, I've not have that issue myself. It might be an internet connection issue. I don't know.

Tom: I'm in the middle of answering that 1 right now.

Jeff: Beautiful. Yeah, beautiful. Thank you, Ted. Let's scroll down a bit. Well, Ted. Okay, perfect. Thanks, man! That's awesome. All right. Cool!

Okay, Loretta's asking another question. "I don't understand Facebook." Loretta, I recommend us getting a Facebook account. You just need a personal account. We are going to have some Facebook traffic training but I mean, again, this course is not about Facebook. It's about email marketing and building your own business. While there is some aspects of Facebook traffic which we're going to get into next week, it's not really a Facebook 101 type course.

My suggestion, Loretta, would be to get signed up, create your profile and use it. You're going to learn more about how that works in Module 4 for the Facebook traffic methods but you can create your own personal fan page or you can use your own personal profile.

Let's see here. "Can we use HostGator?" From Germaine. Yeah, Germaine, You can use HostGator. You can use HostMonster or you can use GoDaddy. You can use Namecheap. You can use any hosting account that has ... Actually, Ted. How

about this? If you don't mind, why don't you go down to the bottom and start at the new ones. I'll go to old ones so we're not overlapping.

Ted: Cool beans.

Jeff: Is that okay? Cool. We can meet in the middle and have a little happy dance or something. Okay, so yeah. I'm a pretty nice guy. I use HostMonster myself. You can use HostMonster, HostGator and GoDaddy and Namecheap, et cetera. HostMonster's what I use. You basically want something that has a control panel like this 1 does. If you go with HostMonster or HostGator or GoDaddy and Namecheap, those are all going to be good choices. It's not the other ones don't work. Those are just the ones I know of off the top of my head. I hope that is an okay answer.

Louisa is a beautiful name, asking, "Do we have to sign up individually for each session?" I believe you do, Louisa because some people might be traveling or might be away and so you do need to sign up for each 1. It should not take more than-

Tom: These sessions, Jeff?

Jeff: Yes. Is it automatic?

Tom: No. You sign up. It's a 1 series signup. Once, you're in everything.

Jeff: I was wrong. I take that back. Beautiful. Thank you, Rick. I take that back. Just erase the last 30 seconds of time. You sign up once, you're good for all of them.

Okay, Phil is asking the difference between opt-in pages and landing pages. Absolutely nothing. Landing page and opt-in page, is squeeze page is all the same thing, at least when it comes to email marketing.

"Could they see my name in lights?" Thank you, Charles. How you doing? I like my name in lights. Since I can't own a casino in Las Vegas, this is the next best thing.

"Where can we find the video done by Zane Baker for training?" I don't know which 1 you mean, Greg, but we do have every video in here. Again, we got the coaching webinars, as the training webinar videos in here. Zane did module 1, if that's what you mean but you can find every 1 in there.

Hey, good day, Jason. How you doing, man? I love the ahs! He's always got a good day.

All right. Let's see. Greg. "Once we get a domain name, do we go to our host provider to obtain the email or the domain provider?" I believe that's done through the hosting account. I could be wrong but I believe it is. That's why I use HostMonster. I not only purchased my domain but host it there as well.

Ted, can you clarify? Do you know if you have separate hosting and registration, you get your email through the hosting company, right?

Ted: Email through hosting.

Jeff: Okay. I was right. Beautiful. If you have, for example, your domain registered at GoDaddy and you have your domain hosted at HostMonster, you wouldn't be logging into your HostMonster cPanel to get that.

Hold on a second, please. Wow! Rebecca with 1,000 questions. Good ones, too. "How do I use the Done for You bonus material to set up my auto responder. We do have the Done for You bonus videos. They explain how to do everything. If it's a specific question to your auto responder, you would just take each 1 of the emails and copy and paste it as a new email. She's also asking what schedule should I use for my initial auto responder. I would say every single day.

"What days can I send content versus promotions?" That's really up to you. You can do 2 content, 1 promotion. With that content to myself, I like doing it every other 1 so 1 content, 1 promotion, 1 content, 1 promotion but if you wanted to do a 2 and a 1, you can do that as well.

Then, "When do I switch between promotions?" Good question. I would not promote 1 product more than 2, maybe 3 times in a row at once. For example, I would promote the millionaire brain to my PD list. I might have 3 emails promoting that. Of course, I got a few more content emails and then I might switch to something else like you're not a fascination miracle or even Dr. Ted's product as well.

Dr. Ted, you have a product out there, right? You built this via your Profit Academy training. What's it called again?

Ted: It's called Window to the Mind.

Jeff: That's right. I'm sorry. Go ahead.

Ted: It's all phase 2. Once you get these basics down, then you really get to express yourself like an artist on a canvas or something.

Jeff: Oh, yeah. It's great. Yeah. Make sure you guys nail module 1.

By the way, I want to stress the importance of this again. This is not a race. If you're not up to module 2 yet, don't worry about it. Please, take your time. I don't want to see anybody stressing out. We're going to be here to help you guys in 3 months. We'll be here in 3 years. We don't plan on going anywhere so as long as we see you taking action ... We've got students on it right now that I saw on last year. They're here right now asking questions. We're helping them because they're taking action still and because we care. Please do not worry about being caught up. There's no race. We are releasing modules 1 or 2 per week just so people don't rush ahead but you don't necessarily have to be at module 2 right now. Please take your time. Use the forums. Jump on the webinars with us, take your time. I promise. It's going to be a lot less stressful for you and you're going to do a lot better. I promise you that.

Let's see. Not really an applicable question. Hold on 1 second, please. "How do you create a transition page using Sendlane?" Okay, Matthew, please again check the Sendlane forum for that but I believe we're also having a video coming out the next day or 2 that's going to be explaining that more but check the Sendlane forum. Again, if you're logged into Profit Academy, the members area, click on forum and then when you do there, watch this video by Dave Furst, very important . Then, you can go to the Sendlane forum at the bottom right here.

Myron's asking, "How important if you let transition page is?" You know, Myron, that's up to you. I don't use them myself. Some people I know do use them and love them. It's really a personal preference. It's not required. It might want to be something you might even want to test out yourself to see if you get better results with it or without it.

Dr. Ted, do you use transition pages yourself?

Ted: I do. I just started with them. I really liked them for personal preference, really. As long as you're thank you page offer, like whatever you're promoting is a match or it's congruent with what you're doing, then you don't have to have it. Transition page I guess just makes it a little softer and gives you another chance introduce yourself. It's not imperative. If you are curious about it, I recommend you do it both ways and look at the data. Remember that all of these things are based on hunches you have. Then, you go test them. You take them to the lab and then you do whatever the statistics and data tell you.

Jeff: Perfect. Thank you. There you go. Again, I don't use them because I've been doing things since before we started using them. Ted does because that's what he learned. It's personal preference. If you don't want to use them, don't stress about it. If you want to, though, we should have a video in the next day or 2.

All right. Seline! Seline from Cali. Thank you all for doing this. Seline. I can tell that you're not a native Californian. How do I know this? Because Californians do not say, "Cali." Fun point of reference there. We don't. "Can I pay someone to create an email for me on the responder?" Bella left. Oddly, yes you can. By the way, Seline, it's our pleasure to welcome. Happy to have you hear even though you said, "Cali," and not California.

Person whose name I cannot pronounce, El-Husain, I believe. I think that's right. I'm going to go with this. El-Hussein or El-Hassan. Hi. How you doing? "If I buy a gift, can I put it for free on my opt-in page?" Like an X-box or something or what kind of gift? I'm teasing but I don't really know what you mean. If you buy a product, you cannot list it on your opt-in page unless you have the rights to do so. If you're buying something from a PLR site for example, you want to make sure it has give-away rights. You can either, A, give it away for free or B, use it to build your list.

Mary Ann's asking, "What can I get the URL to make application for affiliate program?" Which affiliate program, Mary Ann? There's tons of them out there. If you mean Profit Academy, that already closed. I don't know if we're going to open it up again this year and not. As rumors, we might at the end of the year but I don't know. Yeah. You'd have to be more clear as to what you're looking for but if you go into module 2 Mary Ann, we actually do cover right here, find an affiliate programs. Go and rewatch that video if you've not done so yet, please.

Okay. Grant is asking how to use the Done for You web pages. Grant, again, please make sure you watch the videos. Guys, I find it. I don't want to say amazing but I do find that a lot of questions people are asking are questions that we go into very thorough detail within the module. If you haven't done so yet, please don't assume you know everything. Please don't assume you know how to do everything. Go through and watch the module. I promise you are going to learn something. You wouldn't be here if you knew it all so please do yourself a favor. I don't want you guys to miss anything because we've got so much to cover so please, please, please make sure you go through and watch those.

Having said that, though, was it Grant, if you go to the Done for You bonus section, Grant, there's some video that explain exactly how to do that right here.

Two videos, about 40 minutes total. I promise, they do a very good job of explaining that.

Let's see here. Give me a second, please. It's a long question. Hold on a second. Let's see. Brenda, I'm not really sure I'm understanding your question. Brenda says, "I was reviewing the Profit Academy auto responder sections today and would appreciate clarification." On the Profit Academy lead pages, you're prompted to edit incomplete your opt-in subscriber email box as part of the landing page but the video on the AP get responded stated that you need also create you're email subscriber opt-in box there as well. I'm not really sure what you mean. Did you understand that, Ted? Maybe I'm overlooking the obvious.

Ted: Sorry, dude. I was in question land. What?

Jeff: It's quite all right. It's quite all right. Hopefully, Brenda can maybe be more clear and explain that to us, what she means but I'm not really certain what she's asking. Let's see. The question was at 5:05 Pacific time. Okay, Profit Academy lead pages. "You're prompted to edit and complete your opt-in subscriber email box on the landing page." Get response. Brenda, I think maybe you're confusing the 2 different methods of creating a landing page. LeadPages is a separate web site but you can create landing pages on and get response even though it's an auto responder does allow you to create landing pages on GetResponse as well and host them there. You only have to do 1 or the other. You don't have to do both. Just do 1. Do LeadPages or do the GetResponse auto responder. Both are not needed. My answer, the GetResponse opt-in page.

Julie is asking, "I signed up with IDPLR. Is it okay to put a product on my thank you page for sale. If so, how do I decide how much to sell it for?" Julie, when I love PLR websites, PLR products, I would still recommend linking to an affiliate program. You're probably going to make more money in your thank you page but if you do want to list a PLR product, you of course wouldn't want to host it. You'd want to set up their sales pages, their sales funnel completely. They usually have a recommended price of what it should go for. If there's no price, you just have to guess what you think what it's worth but I would not recommend selling your own PLR product on your thank you page. Again, sure, you can but those are usually not going to convert as well for sales page as something new and modern that you might find on ClickBank for example. A lot of PLR products might be 5 or 6 years old in some cases. That kind of an old school style of sales page that might not work as well as the stuff right now.

We've got Karen, I believe, from Ireland. All right. "I've written an eBook. Is giving it all away as an opt-in a waste?" You know, Karen, it depends on how long

your eBook is. If it's 35,000 words, you might want to sell that 1 separately. It's up to you. Usually, when I create a giveaway product, I might make it between 1 and 2,000 words. Usually, I try to go for about 2,000 words or so. That's up to you but I think we answered that last night, didn't we? I believe I told you you could either maybe give away the first chapter for free. Yeah, I remember you. You can give away the first chapter for free and sell the rest of it or you can just make another free report based on the same topic and sell that later. That's really up to you, though. I will get to you later if you follow up to that 1.

Julie is asking, "Do I need a domain name to complete module 1?" No, you do not, Julie. It's helpful but again, you can have your opt-in page hosted. If you have lead pages, you're using that or it can also have it hosted via Sendlane and neither of those do require a domain name.

Now, personally, I do recommend having a domain name because for example, mindexcuse.com, which is 1 of my web sites, sounds a lot better than, in my opinion, mindexcuse or Jefflenney.leadpages.com/mindexcuse. You see what I mean? It's easier to brand. Technically, you don't need 1 and you're more than welcome to use LeadPages or extendalane or even GetResponse to build your opt-in page so it's not necessary.

Actually, Rick, I've got a question for you if you don't mind. You might be able to answer.

Rick: Does it require words of more than 1 syllable?

Jeff: Possible 2 or 3.

Rick: Okay.

Jeff: Kay is asking, "Wanting a logo but before I order on Fiver, I need to understand the delivery and what actually have. PNG, PSD Vector, EPS and IA, Jpeg and what DPI it should be in." That's Japanese to me so hoping you can ...

Rick: Best thing to get if you can, the most versatile is to get it as either an AI file for an illustrator. Vector is great because it scales up and down no matter what but non-vector is fine. Get the biggest image you can because you can shrink it down later or get a Photoshop, a PSD file.

Now, if you don't have Photoshop or Illustrator yourself, then you might have a problem working with it. Then, after that choice, would get a PNG, portable network graphics file. They have the best resolution. They can carry what you

would call alpha or clear channel so that's what you want to do if you want to use it. That would be my descending order. For PSD, AI or PNG, after that JPEG. They will be big files uncompressed. If you want a full screen image on a 22 inch monitor, then you'll be getting a 500k, 800k file.

Make sure somebody gives you the largest image and the most detailed resolution preferably something that's all but uncompressed. If they only give you a JPEG that's been optimized for the internet, then you're screwed.

Jeff: There you go. Thank you, Rick. For the record, I did not understand a word of that but Kay seemed to know what she was asking for, so I hope that helps. Thank you very much, Rick.

Cathy M, I don't really understand your question. "What's the best way to display affiliates? One on each page? More? Where do I make pages the place affiliates?" I don't understand. You mean affiliates that are going to be promoting your product launch? I'm not sure what you mean. Do you want a picture of their faces? I'm really not sure. If you can clarify on that question, Cathy, that would be awesome. Thank you.

Okay, let's see. Ricky's asking a good question. It's a bit of a tough 1. "I'm certified in energy medicine but I don't really see anything in ClickBank that relates. I have a specific healing topic I would like to teach and market. My instructor/energy medicine guru for almost 40 years has several training books, webinars, et cetera. Could I market her training tools with her approval? How can I market her information and where should I start?" That's a tough 1, Ricky. The best thing to do would be to partner with her and have her set up an affiliate program. We cover more of product creation stuff in module 2. Now, it would probably be more of a module 2 question but again, that's a tough 1.

Ideally, Ricky, you want to try to find a niche. We cover how to find a hot niche in my module 1, *Finding a Good Niche* but you want to find a niche that has maybe at least 2 or 3 hot selling products. While I can tell you, you're very passionate and knowledgeable in this subject, it might not be the best thing to take on for module 1 but there are plenty of products on meditation and healing and personal development. Perhaps, Ricky, that might be something you might get into from there and then maybe you can have a separate list or separate freebie later on in your series in offering a free eBook that you write yourself on energy meditation.

That's what I would do, Ricky. If I were you, I would do something on general personal development, the law of attraction or even meditation or something.

You have 2 or 3 emails, promotion, click, bang products, et cetera and then you can build a separate squeeze page and send people to that so you can filter them into that. That's what I would do. You're going to be able to have a lot more sales and build up 2 separate lists that are both related. Hope that helps. Great question. Thank you very much for that.

By the way, guys, if any of you are asking if we seen your question, I'm starting back at the very beginning. Dr. Ted is asking some questions via chat while I talk. It might take me half an hour or more to get to your question. Just to be honest but we would do our best to get to all of them if not at least most of them. Thank you for your patience.

That's a long 1. Hold on. Let me read this question. Hold on, please. That's a long question. I'm not going to read it. I'll just say, Mark Waldman, yes, you got it right. I'm not going to read that because Mark wrote a full novel for it but ... I'm talking too much as it is.

“Can I use HostGator and AWeber instead of linked pages or Sendlane?” Yeah, by all means, Nicky. I use HostMonster myself to host my websites. I use AWeber as my own personal auto responder.

Now, again, you would need to have your squeeze page designed. You would have to build it with a WordPress plug-in, for example, if you don't want to use LeadPages. Those might cost you 40 or \$60 1 time but yeah, you most certainly can keep in mind though, neither a HostGator or AWeber offer free landing pages designers. Yes, you can but you would need more.

“What's the best place to get pictures for landing pages or any other marketing materials I may create?” Cayuga, I don't know what other marketing materials you might create but we're going to cover a lot more of that stuff in the product design module.

I can give you a place to get free pictures and I put this on my own website last week on March 12. I'm going to give you guys a clickable link. I'm not trying to plug myself. Just help you guys out but I gave a list of 15 free places to get stock image websites. If you happen to not, you can go to jefflenney.com and find my post on there but that's where you can get free images. As for the other materials, et cetera [keyookoh or kakuyum. 00:29:56] I'm sorry. I'm probably killing your name. I'm sorry but [Kakuyoh, 00:29:59] you probably have to wait until module 2 before we start covering that. You're a bit ahead of the term question wise.

Jay's having trouble finding CPL and CPA offers for his niche. Jay, that is quite all right, no problem at all. I know what you mean. I cannot find 1 that I liked from my PV list so I just use Millionaire Brain which is a ClinkBank product. If you cannot find something that CPA or CPL, feel free to use Google. Feel free to search for your product affiliate programs or you can use ClickBank or JVZoo or muncheye.com or warriorplus.com. There's tons of them out there.

Let me write those all down. Hold on. Some other affiliate program places. Clickbnak.com, jvzoo.com. My keyboard is loud. It's a mechanical keyboard so bear with me on the noise there. Warrior+Plus, muncheye.com and a huge 1, offervault.com. I'm going to send that to all so you guys should all be able to see that. I did not make a link clickable. Just copy and paste that and save it into an email for later.

All right. Moving on down. Don. Great question. "If your subscribers email you directly, do I answer them personally?" Why, yes, I do. "With a large list, this can be time consuming. How do you manage that?" You know, Don, up to your first 5 or 10,000, it might take you an hour a day but I promise people they're going to want to buy from you because you've taken the time to respond to their emails. That's something that Jeff Walker even does and he's worth 400,000,000 now. He actually responds to forum posts, responds to emails. Trust me, Don. Take the time to build that relationship. I do it myself Don. I tell you what. I've had people that respond to me every day saying, "Oh, my gosh! I actually got a response. Thank you. You're awesome." I've had people buy from me, Don, just because they liked me and because they trusted me. In fact, Don, I have people at least once a week email me directly and say, "Hey, Jeff. I was going to buy this product, product ABC. Can I get your link for a second, buy from your affiliate link?" How freaking awesome is that? People emailing me, say, "Hey, I want to give you this commission from this sale." Heck, yeah! Sign me up.

Trust me, Don. Take the time to do that. Then, when you get truly huge, when it's unmanageable, you can always hire a full time employer, even a full time personal or digital assistant to work for you. I believe that's a bit more advanced but if you get to that point for you, you can ask us via support and we can give you some guidance on that later but yeah, I know, take your time. Respond to every email. I do myself.

Tom: Jeff?

Jeff: Yeah?

Tom: A personal experience I had. It was when I was a student listening to other webinar and you were the 1 coaching, doing all these, just like you are now. You said to get something and it was jing.com. J-i-n-g.

Jeff: Yeah.

Tom: A free service and it lets you do a screen capture and you can talk and it'll record your voice. Man, I killed it with that thing. In the beginnings, I would, instead of just typing an email to someone, I would use Jing. I had just a little bit of a window, 5 minutes but I pull up their email and read it in front of them, I would respond to them personally.

Jeff: Didn't I teach you that?

Tom: People loved it. You taught it in a webinar. I even had to reach out to you. You even kicked back to say, "Hey, here it is." You responded to me personally so it's an awesome tool.

Jeff: Yeah, guys. I forgot I taught that. Yeah, no. That's something I was doing a while ago to really stand out. I still do now when needed but Jing is a free tool right here. So, if I received an email from somebody for example like Dr. Ted talks about, I would highlight the email and record myself.

Hey, Ted. That's a great question. I figured I would give you a personal response because I thought it might take me too long to type that out and you can talk for 5 minutes. You can upload it and send him a link. That's something that I do a lot when necessary. It wows people because they're like, "Holy crap! I didn't just get an email response, this guy made a personal video for me. Wow! That's amazing."

Ted was even emailing me back when he first got on my list. In fact, here. I've got his email right here. Yeah. Here's 1 from April 16th, 2014. Ted was amazed I responded to his list. In fact, he bought a product through my affiliate link to get a bonus I offered. Yeah, I remember that. That was Jamie T.V. Thank you again for that.

Tom: Jamie?

Jeff: Thanks again for that commission but yeah, guys. Do that. Take the time to respond to your emails. You're going to stand that above your competition so yes, it's work but I promise it pays nicely.

All right. Let's see. Good question, Don. Thank you for asking that. "If I'm unable to hear anything, it indicates my mike and speaker is muted by the organizer." We're muting your mike. Yeah, so we don't want everyone talking but your speaker, you should be able to hear. Of course, you can't hear what I'm saying now so that's pointless, me talking to you but I hope that you got that situated. In fact, let me give her a quick chat response. Hold on. "Log out and back in. Sorry if it's not working." There. We'll send that privately to Stephanie. Hopefully, she got it working. That question was from half an hour ago.

Mark asked a great question. "It sounds like I should check out an affiliate product. Myself, if I'm going to offer it and connect it to me, do you agree?" By all means. Mark. You don't have to purchase it. I'll show you a trick. Check this out. Let's look at the Depth Factor. It's a meditation product. They've got an affiliate page right here. We're going to go ahead and open that up. I bet you a buck we can find contact information. You usually can't. Here we are. Click on contact. Perfect.

"Hey! Bernardo, my name is Jeff and I'm an affiliate in this niche. I love your sales page and would like to ..." All you do is ask for it. Dr. Ted, out of curiosity, how many people do you have that maybe email you and ask for review access to your product?

Tom: Probably, I want to assume that it's a bit more than normal because in my ClickBank description, I say, "JV access for everyone." I try to get them I thought it was smart, yeah. I still think it's smart. I don't want to say it that way and actually had somebody today shoot me an email about it. I think that it would be silly to not do that.

Jeff: Exactly. Guys, I will be honest with you. I would say 9 out of 10 people I ask for product access do. Give it to me. It's not because they know who I am. It's just because I asked. I'm going to say something. It's good karma. Don't just do that because you want something for free. That will turn it around and bite you in the butt if you do that and you might get blacklisted in affiliate marketing if you just try to rip people off for free access.

If you truly want to promote something, by all means. You can ask them for access to it. Most people will give it to you. If you really want to promote it, you can always buy it yourself. Hope that's okay.

Holy crap! That's a long question. Let me read this novel. Hold on a second. Take a sip of water while I'm reading that. All right. First of all, this is from Sim. Hey, Sim. How you doing? Sim said our training is priceless. I love it. Thank you, Sim.

We really appreciate that. Okay. “Right in the email as I set up my first four content email for Law of Attraction and use the Done for You bonuses.” Okay. That’s awesome. “Modified some of the text which I hope is okay.” By all means it is. “I put my first content email after the initial freebie to occur 1 day after and then 2, 3, 4, et cetera.” It’s too long to read out loud. Hold on a second. Let me read that bit again. I’m not quite understanding. Hold on a second. Said, “Day 1. Two, 3, 4 content emails are every other day and day 3,5 and 7 are promotion.”

Okay, basically what Sim is saying, is it okay to use the content emails and the promotion email and do 1 every other day. One content, 1 promotion, et cetera. Yeah. By all means I mean earlier, Sim. You certainly can do that. I try to space things out a bit more myself sometimes but try it out and see what works for you. There’s certainly no problem with doing that as well.

“Is the Vegas event sold out yet?” No, it is not, Dee. We still got plenty of room. We do not have the discount rates for the real hotel yet but we will be getting those. It is a much better ... I know it’s the fight weekend. Mayweather and I forget who else. The regular Rio rate is 350 a night or three fiddy if you’re a fan of *South Park* and the Loch Ness Monster. Some of you might get that, hopefully.

Tom: “I need about three fiddy.”

Jeff: Exactly! “Give me three fiddy,” yeah. “Gee, damn you, Loch Ness monster!” Anyway. Ted got that but yeah, we will have the discount codes for the Rio in about a week or 2. We’ve got hundreds of rooms. We do have the contract already with them so do not book your room yet. If you did book it, you can probably refund it in a week or 2, unless you want to do so now. Then, you’ll be fine.

All right. Hold on a second, please. Doris is asking, “Can I create a squeeze page for several ClickBank products in my niche like Anik showed us in his give me your email to have access to this Law of Attraction video during his sales video.” I’m not really sure what you mean. Do you mean one of those bin pages where you can opt-in the different offers? Basically, you’re just going to have 1 page to promote a bunch of stuff. I wouldn’t recommend that, if I’m understanding you correctly, Darcy.

Basically, what some people are doing is bunch of people in PD and maybe 20 people will go together and put their free products all on 1 list. They go out in 1 big email to a bunch of people. You all send on to your list, et cetera so that way, you’ve got hundreds of thousands of people seeing these 20 free products you have but if you’re trying to do that with paying products, I wouldn’t recommend

it. The whole point is give something away for free, not just say, “Hey, click here to buy this. Click here to buy this. Click here to buy this.”

Susanne’s already off her line. Irwin’s asking a question about Clickonomy. I'm not sure when you might want to check with Clickonomy or Profit Academy support on that.

Irwin’s asking, “Can we use the free traffic that comes with the purchase with Clickonomy in a future purpose or is it required to get the code on my first purchase?” I have no idea. You can probably ask that in the Clickonomy forum which we have right here. In fact, looks like people are already discussing the coupons in here but I really don’t know. You can always contact Clickonomy support or you can contact Profit Academy support as well since Anik does own Clickonomy.

By the way. Fun fact. Clickonomy is non-profit. Anik does of course make money from it but he donates 100% of the earnings which I thought was amazing. I really do respect that. Great question, Irwin. I just don’t know the answer, I'm afraid.

Give me a second here. Okay. Anna is asking the same type of thing. She knows someone with an amazing product with no affiliate program. Yeah, Anna. Yeah, they would need to set something up themselves. They would have to offer an affiliate program or they would have to go on the honor system and give you money for sales you make but if you know them, that’s something you have to work on through them. It’s not with something I can coach you on. Setting up an affiliate program takes a bit of time to do or you can always have them join you as your guest on module 2 of Profit Academy, if they’re your business partner, though and only if they’re your business partner.

Let’s see here. Give me a second, please. All right. Steve and Bart. “Enjoyed yesterday’s session.” Thank you so much. I've got a few tattoos. Inked up, yeah. Definitely. I love a nice quality tattoo.

Oh, wow! Kiki that is amazing. Kiki is a hospice chaplain by trade so she deals with grief, spirituality, depression and the like. “What kind of area would be a good use of my experiences?” That's a tough one, Kiki. That's something that will take me a bit longer to brainstorm on than a few minutes to answer your question live. Kiki, what I'm going to suggest you do and that’s amazing by the way, it’s not a job I can do. I respect that tremendously. I would just be a hot mess all the time with all these people around me that are not going to make it too much longer.

What I would recommend you do, Kiki and, again, I really do respect that is go to the Profit Academy forum. What I would do is go down here to where it says, "Questions for coaches." You do have to sign up, of course, but I will post that exact question in here. It's going to not only A, give us more time to think about it and respond but B, you're going to get other Profit Academy members jumping in and responding and helping as well. Again, you'll see we got a lot of stuff here. A lot of people asking questions constantly. In fact, I'll be on a little later tonight.

Once the webinar is done, my wife and I are going to Disneyland for a couple of hours and I'll be back on here tonight, probably around 10:00 or 11:00 Pacific time asking questions in the forum. All right. Great question, Kiki. I do respect what you do. Thank you for that because that's not something I can do.

Julie is asking, "How do I integrate my free report and product into my opt-in page or thank you page?" Julie that's something that we cover in the first 2 modules, how to set up your opt-in page, how to set up your auto responder, your thank you page, et cetera. If you're still confused on that, please, I don't mean this sarcastically, go back and rewatch the second module. It's going to answer that for you. If you're just confused as to where you can host or upload your product, you can either get a free account at Dropbox.com and upload it to there or you can also upload it via FTP which is File Transfer Protocol. That's a program called FileZilla that is free to use but if you're stuck on that, please go to the forum, Julie. We'll be happy to help you with that there.

Rick: Hey, Jeff.

Jeff: Yes, sir.

Rick: I just went and found Kay's question and realized she said she doesn't have software to edit anything. I'm going to say this and I hope it doesn't offend anybody out there but if you're buying graphics from a designer, if they're any good, they will provide you with a master file in either PSD or AI, even if you can't use it. Then, they should give you any format and size you want after that and they shouldn't be charging you a lot of money.

That's how I do it. You pay for the work to make the logo. You make a master. After that, this should give you anything you want, including the master file that you can keep and edit later if you want. Somebody's just going to sell you a JPEG. They're not doing a good job.

Jeff: There you go. Thank you, Rick. We scroll back down and see if I can get caught up to where I was.

Ted: Yeah. Thank you, Rick, because that happened to me in the beginning. I had to learn it the hard way.

Rick: Yeah. It's not really fair because if you don't do graphic work, then you wouldn't get it but you'd work in either Photoshop or illustrator or I work in other platforms as well. You do all the work in a major platform, producing the image to download for somebody. Out of that is just push button and a couple of adjustments once the master's made. There's no work to creating the actual image after the logo is designed and set up. It's stupid if somebody's going to say, "Well, that'll cost you, like if you wanted a jpeg and a PNG file and say, "Well, it's an extra \$5 for a second kind of file." No. Go find somebody who knows what they're doing.

Jeff: There you go. Thank you. Thank you very much, Rick. Okay. I appreciate that.

All right. Fernando's asking, "What type of content emails have the best click open rate? Video links or blog text links?" Fernando, test it yourself and let us know. It really does depend on your list, on how they respond to you, on the type of content you give out. There really is no set answer for that. I might as well just say yes but really, test it for yourself and you find out yourself. It depends on the niche and the people once again.

Let's see here. Okay, Dev had a question but left. [Cosman 00:49:40] said, "When can we talk to a live person regarding questions about the Academy?" You can right now. You can ask us questions here. We'll be more than happy to adjust although we don't have a-

Ted: I am a robot.

Jeff: Is a robot, okay. Don't know where that came from. Yeah. Make sure, Ted, when you respond and it's applicable, respond, send this to all so people can see the answer. Somebody was asking about that before.

Ted: I started doing that.

Jeff: Okay, Beautiful. Thank you. All right, moving on down the list. How much traffic do I need when I'm just getting started? I don't know. That's like how much gas do I need in my car to get from point A to point B? It really depends on you. There's no really set amount of traffic. I would start off testing what the smaller number, test with 100 or 200 clicks for example. See how you opt-in conversion rate is but that's really not the clearest of questions. It's really too vague. See if you can clarify on that, [Crishaunt. 00:50:54] That would be awesome.

Let's see. Moving on down the list. "Can you show me examples of a niche that worked?" Sure, Rob. You know, marketing and Profit Academy is a great one. Health, weight loss, fitness, lose weight, get pregnant naturally, how to have a boy or a girl baby, how to get rid of acne, how to make money online, how to lose weight, how to gain weight, how to build muscle, how to get 6 pack abs, how to lose love handles, how to lose man boobs, how to quit smoking, how to grow back your hair naturally, how to quit addiction, personal development, love, attraction. Those are all niches that work, have worked and worked quite nicely. Pretty vague question so I hope that answers that for you.

[Ramana! 00:51:49] "If I chose my niche from [lading 00:51:52] to helping dad spend more time with their kids, how do I do research in [SEM rep?" 00:51:57] I don't see that as being a niche, Ramana. I submit, it's a tough 1. You're targeting, number 1, males and number 2, males that have children and want to spend more time with them. Right away, it's taking away single dads and it's taking away females. You're taking a very small portion of the market. I don't know if you're trying to teach them how to work online, make money from home.

That's really, really vague question but I mean, how to help dad spend more time with their kids is not really a niche. It's probably not any products out there that just teach that. How to have more time with your kids. That might be good angle, 1 of many good angles. Work from home, spend more time with your kids, have money for a vacation, et cetera but it's a bit of a vague question, though.

Vee is asking, "How many visits to our opt-in page before we make changes and retest to find our best converting page?" It's up to you. I would say, at least 1 or 200 from the same traffic source and maybe do 1 solo ad per 150 or 200 clicks from Clickonomy and see what kind of opt-in rate you get. That's what I would do, at least.

"How do I set up a download page for our free gift?" That's something I believe we cover, again, in the thank you page right here. That was from Paula, by the way. Hi, Paula. How are you? We covered that right here from the thank you page.

Let me give you guys an HTML template for that. Hold on. Let's see. In box. Give me a second. I'm going to log into the Inbox and Blueprint members area, if I can remember the password. Hold on a second. Oh, yes, I do. I am awesome. Hold on a second. Give me 1 second, please. I'm going to give you guys a pretty kickass bonus from inbox and Blueprint. You're going to love me and want to buy me alcohol in Las Vegas. In fact, Ted, I believe I owe you a beer still from a year ago, from something else. Guys, take a look at the chat box. Going to send this to

everybody. I'm giving you guys some free thank you page templates you can use. These are HTML. They're not WordPress or anything but you can use these if you like. I hope that helps. All right. Paula, great question, Paula. You guys, yeah. Paula just got you all free gift.

Susan wants a printed list of steps. Susan, I'm not at all being sarcastic but Profit Academy on module 1, module 2, 3, 4, 5 and 6. These are printed per se and these are the steps you should be taking. Most of them do have a downloadable checklist. If they don't, there's at least a downloadable transcript that goes with most of them. Here we are. Checklist transcript, et cetera. Really, Profit Academy we do put things in order. Module 1 is step 1. Module 2 is step 2. Module 3 is actually a case study and this should be coming up the next day or 2. Sorry for the delay. This is 1 I did, which you guys are going to love and be amazed by, hint, hint but I go through module 1 and 2 and do my own case study, doing everything from their live. That's going to be a fun 1. I hope that's acceptable answer. See here. That was Susan. One more left.

Okay. Sharon is asking about traffic from Clickonomy. Sharon, we're going to cover that in module 4, which will be out in a week or 2.

See. Delores, "Is it possible to give an idea of an estimated amount of investment it would take to get 10,000 subscribers?" It depends on the traffic source. It depends on the niche. For MLM, for multi-level marketing, I can power network stuff and MMO, make money online, like to click your mouse 3 times to make \$1,000,000, you can get clicks for pretty cheap, 10 or 15 cents. Personal other bigger niches like internet marketing, legitimate internet marketing, make money online, health, weight loss, personal development. You might pay \$1 per click. There's really no set answer.

Something else is nice, by the way. Ted talked about in Vegas last year. He's got his product as he mentioned. This is cool, guys. When people send traffic to Ted's sales page, even if they don't buy his product, when they leave, they get a popup. "Hey, wait. Let me give you this awesome free guide on blah, blah, blah." Ted, you said you've had how many sign ups from people leaving your product page?

Ted: Just shy of 4,000 people in a list. I've built a list of just shy of 4,000 people by just having that exit popup on my product page.

Jeff: That's Beautiful. Now, let me ask you, Ted. How many of those 4,000 people and what percentage came back to buy your product at another time?

Ted: That's a question that I'm not equipped to answer. I don't have the systems in place to get that data which was a big mistake for me. A lot of the people came just when I was new in the beginning so I learned that lesson.

Jeff: No problem. There you go, there. Dr. Ted built a list of 4,000 people for free. That's something I believe we're going to cover more in module 2.

Ted: I'll add onto it in just a little bit, thought. What I've been able to do, though, is go back and tweak and perfect that autoresponder sequence that comes in if they join my opt-in page from that exit popup from the product page, all of the marketing is very specific and pointed at trying to get them back to my video sales letter and buy my product.

Jeff: There you go. Thank you. Hey, guys. I can't really say how much money it would take to get to a list of that size. Keep in mind, when I built mindexcuse.com for example, I spent initially, I believe, \$500 on solo ad traffic from Clickonomy actually. I did this live last year. I was able to make back the very first day, I believe. I forget the exact numbers now but it was about \$365 back the first day. Right there, I built a list. I bought 1,000 clicks. I think I had a list of about 600 people just out of that traffic. I spent 500, cost me \$130 to do that. Then, I made that money back after about 2 more days and so that traffic was free. That's why it's really, really important to make sure everything is optimized. You want to make sure that you have a good offer in the back end. You might be able to make some money back.

Keep in mind, the end goal of this is to build your list not to make back your money right away. That's a very good bonus if it happens but it's not always going to happen. You might find that you only make 1 or 2 sales on the back end. You might make it 10. You might make none but that's why it's important to test, test and retest some more. If you do things right, you could build it for free. It's probably not going to happen but I mean, plan on spending a few thousand bucks to get there. Could be 5,000, could be 10,000. Could be more, could be less. It depends on you. Depends on your traffic sources. It depends on your squeeze page. It depends on so many variables, it's really hard to give an exact number.

I'm going to answer about 2 more questions before I pass this onto Ted to start taking some of the questions.

I see. Terry X already left. Jamal already left. Okay. Never mind. That one's easy. Okay, Rick has a list of over 10,000 home business opt subscriptions. "Would it be outside of that niche to offer digital products in self-development and

motivational?" I would say, "Yes," Rick. The reason is most people on that type of list, don't get me wrong. They're after easy money with no work required. Those are people searching online for how to make money quick with no work and that type of thing. Those are people looking for something that's done for them completely that requires no work. You can try it. It certainly can't hurt. You can try 1 or 2 email to see how they respond but that's your list. You know them better than I do. I don't know them at all. I would generally guess no but you can try that and let us know, though.

Anyway, Ted. How about this now? I'm down to Yadira Sanchez's question from 8:12pm Eastern time or 5:12 Pacific time. Can you maybe scroll up and find her question and start going down from there and we'll trade places because I've been talking for an hour and I want to start typing some questions while Ted talks. Give my voice a break.

Ted: I'm digging. Say the words again. Seven, 8:12 Eastern.

Jeff: Yeah. Where are you? You're in Louisiana. Where are you?

Ted: I'm all over the place, dude.

Jeff: Where are you right now in the universe?

Ted: I'm in Arkansas.

Jeff: Arkansas. That's what I meant.

Ted: I'm not in Australia.

Jeff: I tell you that? Neither am I.

Ted: Yadira Sanchez 712.

Jeff: That's the 1. If you can start with her question going down. I'm going to go ahead and go now. Guys, thank you very much. I'm still going to be here. I'm going to be answering questions via chat. When they're applicable, I will reply to all. Dr. Ted, if you'd be so kind.

Ted: Cool. Were you just going to scroll on up, going from 7:12pm, 7:13 ...

Jeff: Absolutely. I'm scrolling down from there. I'm going from top to bottom. I've got them.

Ted: What were you doing? That way, I'd do what you were doing.

Jeff: Yeah. I've got the oldest ones on top so if you click on received, the arrow should be pointing down.

Ted: Okay.

Jeff: I'm going from first to last question.

Ted: Oldies but goodies.

Jeff: Exactly. [Crosstalk 01:02:37]

Ted: Yadira. There you are. "Can you please let me know how to use the PLR sites and the freebies sites?" Using a PLR site is really just like you would buy a product from any web site. You just go to a PLR site and you go shopping. You say, "Oh, I like that. I want to buy it." Then, you pay them money. You download the thing you bought. Now, it's yours. There isn't a riddle to the PLR sites. I'm not sure what you mean by freebie sites but it's really that simple.

My very first free gift, I started in a weight loss niche but then I decided I didn't like that anymore so I quit it but I bought something on PLR Sass and I paid \$20. It was a 10 page free report called *How to Lose a Million Pounds in 3 Hours* or something. I'm being silly but paid the money once. Got the product. It was my free gift. I put my name on it and everything.

Lance asked, "Do we need a separate web site from the opt-in page?" Okay. Awesome. This is a question that I was frantically typing about the last hour. Your opt-in page is your web site. You have a 1 page web site. It's your opt-in page. a lot of times that's confusing to people because they think of a web site as this big thing or the home page. It talks about their brand blah, blah, blah and has all these other links to click on. Your web site is your opt-in page. If you go to a computer and you type in www.tedsawesomeoptinpage.com and I made that up. Don't go type that in but I'm telling you that that is your web site. You're job is to send traffic at that opt-in page or send traffic at that website because that's how you're going to get subscribers.

Mike asks, "Does GetResponse have hosting option?" No. Gary, you asked because now they have a new landing page thing. I don't know the answer to that. In fact, GetResponse is probably the 1, you get on a chat with them and they'll tell you real quick.

Stanley T. says, “Is it necessary to sign up at ClickBank?” No, you don’t have to but you should. In fact, that is the easiest, simplest thing to navigate that will bring you the most money right out of the gate. Signing up at ClickBank, it should be number 1 on your list. You should get signed up at ClickBank. You should find an offer that works inside your niche. You should get that offer on your thank you page regardless if you have a transition page or not, your thank you page should be a cool offer that’s a ClickBank offer.

A lot of times, a lot of these questions were about using Amazon and Apple affiliate programs. It’s cool how many businesses offer affiliate stuff but just because it has the word *affiliate* in it and *commission* in it, doesn't necessarily mean that it’s worth your time because I was looking at this raw, organic, coconut oil and I was going to put it on my web site and my clinic but the bottle was \$60 and the commission was \$4 or something crazy. I'm thinking, “I'm going to have to sell a whole lot of coconut oil to pay the bills,” or I could find something else that has a much, much, much higher commission.

That’s what you will find on ClickBank. ClickBank is full of people giving out boatloads of commission trying to get others go out and promote their product. For example, most of them are 75% commission. That's what mine is. I would make it more if ClickBank would let me. I would give more money to the person that did all the work so don’t jump in too quick just because it says, “Affiliate program,” or something like that.

That one’s too long. I’m going to go onto the next 1. “What’s a good way to set up a transition page between opt-in and thank you page?” Cool. This is something that so many people have asked about that Jimmy in Sendlane is producing this. I don’t want to stick my foot in my mouth that he already has it done but I think so. I do not use Sendlane because it was not around when I started. I'm sticking with what I got right now but even if it’s not up right now, the functionality will be there for you to have a transition page working for you inside of Sendlane.

Let me give you this scenario. If you are not using Sendlane, you just have to have a hosting account and then your transmission pages is right there on your hosting account. If someone opts into your list, you set your custom thank you page, redirect after opt-in, they go right to your transition page. Transition pages are cool because they stay there for 10 seconds and then they disappear and automatically redirect to whatever page you want to send somebody to. You can pick anything you want, have them end up on ...

Okay. “Hey, if I buy a gift, can I put it for free on my opt-in page?” Guys, let’s clarify this right now. Let me say it this way. Let’s explain how you deliver your free gift. That way there’s no confusion about it, okay? Here’s how you deliver a free gift. Sorry. Something went wild there. Sorry. Here’s how you deliver your gift. They opt into your page and then all of a sudden, they’re shown a thank you page. They’re off on something else but behind the scenes their email gets put into your autoresponder database. The very first email that gets triggered comes out immediately.

Are you guys with me here? You put the link to your free product in that email so you don’t ever actually send them a file. They don’t get the free gift on the thank you page. The thank you page is just a clever way of saying sales page. Then, after they opt-in, instead of giving them the traditional, “Thank you for joining,” you put a sales page in front of them. Ultimately what you do is you get your free gift and you upload it to your domain, whatever that is. Let’s say your domain is Ted.com. My free gift, the file name of it is freebie. If somebody wanted to download my free gift, they would just go to w.ted.com/freebie.pdf or whatever the file is.

Basically, all I’m saying is that your file’s just hanging out somewhere. It’s being hosted. It’s on a server. It’s just chilling but there’s a link you can click to access it. All you ever give someone is that link. You only give them the links so that they can go and access the free gift.

Next question is from Mary about, “Should I subscribe to ClickBank University?” I do not know. I don’t know. If it was me, I wouldn’t. If it was a family member, I’d say, “No, you don’t need that thing. You got every single thing you need right here in Profit Academy.” I wouldn’t do it but that’s my opinion.

Okay. Question. “I have a WordPress site already.” Chris Dale says, “Can I host opt-in pages from it or is it better to create a new domain?” This is a pretty slick question. If you understand it, cool. If not, that’s cool, too but I would for the cost of get a new domain, if you already have hosting and you can have unlimited domains on it, maybe its \$12 to get a new domain and host it that way just so there’s a little bit of congruency. Having said that, I really think that the opt-in page link is not so crucial because nobody’s ever going to go into a computer and type out your opt-in page URL. They’re not going to type in your domain name for your free gift. They’re only going to click a link that somebody puts in front of them.

Whatever the URL gobbledygook is, is not as important here at this stage. For example, if you guys use lead pages, you can see that the URLs they create are

30 characters of nonsense. It proves that the domain name isn't as crucial right here but I like to keep it clean. I always go and get a new domain. It's \$13 for a year pretty much to get a new domain. If it can help your sanity and keep everything straight, go for it. I find, too, that the type of tracking software that I use works better if I have them all separated in different domains but that's a personal case.

Renaldo, "What's the best package you recommend that we can get for our own domain, web hosting and email?" I think I answered this question in the chat for you earlier, Renaldo. Whenever you get hosting, you should be able to set up an email address under that domain name for free. In fact, you can set up 20 email addresses under that domain name. If you're starting off and it's new, I would recommend that you discontinue your hosting and domain from the same place. It makes everything so much easier. I shouldn't say don't do it because this is what somebody did in the thread earlier but they had their opt-in page on LeadPages and that auto responder on Sendlane and they had their domain, they bought a GoDaddy but they had their hosting at HostZilla. There was just so many pieces to it that the pieces that I think that are really the most important to keep together just for simplicity sake is your hosting and your domain. Just get them at the same place and make your life easier.

Cool. I'm right here. I'm just reading some questions. "What is a hosting page? You guys are using words and phrases I don't know or haven't heard of." For Rhona Prince, you are not alone. Biggest part of the learning curve is how people use the vernacular and the lingo interchangeably. I wish I could just magically make that better but it's just time. You hang around this stuff long enough and you're able to go, "Oh, opt-in page is the same thing as lead page, as squeeze page as lead magnet, as lead generator." They're all ... Boom! They're all the same thing. Sometimes they'll call it an email or blast or newsletter or broadcast or a sequence and they all mean the same thing. You go, "I feel crazy!"

Don't feel like you're alone there with the lingo. They're just a learning curve to it. Your question's what a hosting page. That question shows that you are confused because hosting is 1 thing and page is another. Hosting is like a coat hook that when you walk in the door, there's just a hook there. You can hang your coat on it. It's just hanging out there and it holds everything up for you. The actual page is the specific coat that you want to hang up on that hook. Some people have green coats and some people have big fluffy coats but everyone when they walk in the door, they need to hang it up on a hook. Hosting is where you hold or host everything, all of these innocuous files that are behind the scenes, full of all of this scary code that I don't know anything about, to be

totally honest. Hosting is just where the stuff lives, web pages are the pretty part that everyone sees.

Chloe says, “Hi! We’re provided with opt-in page with built-in web forms. What code to we use to link to our autoresponders to our opt-in page?” It’s a tricky question just because it’s a little bit generic. There’d be 1,000,000 questions I would ask you if you were sitting right here. Basically, a web form is like an opt-in box so think of web form like opt-in box. If you're using something like GetResponse, you would go and you would create a generic web form with GetResponse and you would just get the code for it. You're asking, “What code to we use?” Would you go through the web form, you get to the part where, “Here’s the code,” and it’s hard to dodge that. You can’t get out of that little funnel going, “I didn't see the code.” It’s there. They put it in your face.

Just depends on a lot of factors like what autoresponder you're using, what software you use to build out your opt-in page. There’s a couple things there but every single web form has its own little code behind it and you can put web form code into any opt-in page you want, pretty much.

I'm telling you guys, it’s a lot easier if you’re just using the Sendlane stuff, even though there’ve been a couple hiccups with it. Nothing huge, though. I think that you’ll all look back on it and go, “Like, wow! That was like everything I needed right there,” seriously because I had to go out and do a lot of those things on my own.

Coren and Hortensia. You guys were Gordy, weren’t you? I'm not typing any more. I'm talking now. Jeff is typing. “Do we get the transition page automatically when we get a thank you page from LeadPages?” Henry is asking about using lead pages and how that integrates with the transition page into the thank you page because with LeadPages, when they are on that third party software, they click, “Hey, I want to opt-in. Give me the gift.” You get to pick which URL they go to. You get to pick a custom thank you page. At that point, that’s when you would type in your transition page URL. You would give them the opportunity to leave your lead pages, opt-in web page to immediately go straight to your transition page.

Think I'm going backwards. Dang it. Okay. Sorry. I'm just going to pick a random response here because there are so many questions.

Jeff: Yeah, guys. There’s tons of questions. We’re trying to answer all of them. I'm chatting in the chat box. Ted’s talking live. We’re going to do these until 10:00 Eastern time, another 40 minutes or so. Guys, thanks for hanging in there.

I'm going to say this now. If we're not able to get to your question because there's hundreds of you on here and again, I know I keep saying this but it's important to visit the forum. There are literally hundreds, actually thousands of posts on there now talking about everything from Sendlane to LeadPages to niche research to how do I get started. You can ask questions from coaches, et cetera. There's hundreds of posts per day. Make sure you guys get on there if you haven't done so.

In the mean time, we do also do these sessions twice per week, sometimes more. We're doing another 1 tomorrow night as well. These ones from yesterday and today, Saturday and Sunday were bonuses. You guys see, we're trying to get as many as we can. We got extra ones coming up so if we cannot get to you, thank you for your understanding but again, don't be afraid to also go to the forums as well. They are awesome. We've got coaches on there every single day, myself included.

All yours, Ted.

Ted: Yeppers! Yup. It's crazy how many of these questions are. Five hundred people still here on this, which is why we're just doubling it up. We're going to go a little bit longer tonight just because if you guys are here, we're going to do it for you.

Jeff: Yeah, you guys are awesome.

Ted: We want to see you cross the finish line. We really, really do. I remember being where you're at and I remember dude, sometimes I would get so frustrated at just things outside of me. I would get frustrated at the internet or at HostGator or I'd get mad at Anik. He wasn't even there. I just wanted to be mad, I think, sometimes because I wanted it so bad. I wanted it so damn bad. This technology stuff and all these questions and these unknowns were in front of me.

I encourage you guys, don't get stymied on an unknown. Don't let a roadblock take away all the wind in your sails. See it like an awesome challenge because the more that you learn and the more skills that you're picking up right now, just means that later on down the road when you're in a situation, you're going to know what to do. You're going to say, "Hey, I was in this spot before and no one fixed it for me. I figured it out. I'm going to figure it out again. I'm going to do it again because I'm awesome. I'm going to do this thing."

Sorry, I trailed off there. I was trying to read. Someone's asking about, "After you're doing this for a while, do you find adding SEO keyboards to your web site helps drive free traffic to your web site?" That's a great question.

Jeff: I can answer that, if you like.

Ted: Let me answer it as the newbie.

Jeff: Okay.

Ted: I'm an SEO guy. What you're doing right now is you're building an opt-in page. It's 1 page. There's not enough content on there to even register for stuff. What I've always been taught is get your traffic from other ways other than trying to do key words but it sounds like you're smart and you're trying to plan it all around key words. If you start off that way, then I think Jeff's got something to say about that.

Jeff: Actually, there's no way in the world you're going to rank a squeeze page in Google, ever, period, end of story. Yes, I promise. Yes, I'm sure. I've been doing SEO professionally for 5 or 6 years now. I get paid hundreds of thousands of dollars per year for doing SEO for other clients. I earn very good for my own personal web sites as well.

The SEO key word section, don't use it. It has not been used by Google or other search engines for years. Again, if I'm lucky. This'll get indexed. Mindexcuse.com. Google might know about it but I'm never going to rank a 1 page with no content for procrastination or anything. Google knows all about high quality content and a much larger web site. This is never going to rank so don't worry about that. Great question, though. I do love that question but Dr. Ted nailed it. You want to focus on providing quality to your subscribers. Don't worry about trying to get traffic from Google. it's probably not going to happen. I'm sorry to say, at least from a 1 site page like this.

Ted: Okay. You just need more content and more pages to be important enough for Google to like you but we're not trying to play the Google game. I'm thankful for that because even though this is Jeff's forte, it's not mine. I've been able to follow the plan that you are and be really successful doing it without knowing how to build out a site based on key words and silo all the posts and interlink them together. I know just enough to be dangerous.

Okay. "Can I use my redirection from 1 of my page to my affiliate link? Is it still going to work? I mean having commission on this?" Okay, Camille. I'm going to try [Golibusky. 01:26:03] I'm so sorry. "Can I use the redirection from ... " Yeah, basically you're saying can I have a transition page that then goes into a ClickBank sales page. Am I still going to get the commission on this? Totally, you are. The only way they'll end up at ClickBank, to look at that offer that you want

them to see is because of your affiliate link. They're not going to magically end up there. They're only going to get there because of your affiliate link.

Let me give you the quick version. They opt-into your page. They immediately go to a transition page. That transition page will play for maybe 10 seconds or so, then it's going to redirect to something. The reason that it only lasts 10 seconds is because the code in that page behind the curtain, there's a timer on it. You can change it and make it 10 hours if you want but basically, it's going to go for a certain period of time that you designate. Then, you're going to redirect to an URL that you designate. That's where you'll put in your affiliate link for the ClickBank code. You're always going to get the commission on it.

This is a good point, too. We talked about testing stuff earlier. Somebody was asking me questions. Go to your very own opt-in page and put in an email, a different email than you normally use and pretend like you're a subscriber to your own email list. This is how you test it to make sure it works. If you opt-in and then you are redirected to the thank you page and it says something like, "Hey! Thank you for opting in. Before you go, I've got this cool video for you to watch about XYZ." Then, it all of a sudden, it goes to a sales page offer. Guys, pay attention here, okay. This is a great way to test to make sure that you're going to get paid. Look up in the URL address bar. If it's a ClickBank offer, it will actually have your ClickBank affiliate id there at the very end of it.

For example, my ClickBank ... Jeff is doing it right now, it looks like. You can see that the very end of that whole gobbledygook, it says, "Hop equals Jay Lenney." That's because he picked Jay Lenney as his ClickBank ID. I'm sure he has several ClickBank id's as I do also. That's a way that you're going to double check.

Jeff, before you leave, can you scroll down and click *buy it*?

Jeff: Yeah. I want to clarify before 1,000 people ask, it's not necessary to have more than 1 ClickBank ID. Don't worry about that now. If you're already asking that. You only want to have more than 1 when you start creating multiple products. If you're just going to be an affiliate, I use Jay Lenney for all of my affiliate stuff whether it's dating, relationships, picking up girls, personal development, making money online but I've got different ones for my own products. Just to be clear on that. You don't need more than 1 but I know what Dr. Ted is getting to. You have to buy their product but try to buy the product to develop. Let me find a better example. I know exactly what you're getting at. Hold on a second.

Ted: What Jeff is going to do while he's doing this, what I'm trying to show you is that if you're testing your stuff, you should be able to see your ClickBank name up

there in the URL. Then, to double, triple check it, you can pretend like you're trying to buy the thing and then you'll be redirected to a payment screen where you actually have to put in a credit card name. I'm not asking you to do that. I'm just saying when you get to the credit card screen, you'll scroll all the way down so you go all the way to the bottom. Then, you'll see your ClickBank affiliate ID there. This is 1 of those cool .. It might not work right now. It's fine if it doesn't but this is not a test but it's just a way for you to be able to sleep at night going, "Oh, yeah. I'm going to get paid. I'm definitely going to get paid."

Jeff: It's not working now. I'm trying to find a good example which is not working out too well but let me try it more but basically than what Dr. Ted is getting into, if you buy a product via ClickBank ... Let's try this again. Please work for me. Yes, add the card. If you look at the very, very bottom, "affiliate equals Jay Lenney dot widget." What that is, that's my affiliate ID Jay Lenney. What the widget is, that's a tracking ID. When you create a ClickBank ID, you can add a particular tracking code so I can know for example if somebody click on this banner right here on my sidebar, the widget. It'll show you your ClickBank ID at the very bottom there so I can know if people click on that link, it's working properly. I believe that's what Dr. Ted was getting at.

Ted: That's exactly. If you look down there. It says, "Your ID and widget are something else," you're cool. If you look down there and it says, "affiliate equals none," you're not cool, so you may need some help before you start running traffic and losing money.

Okay, cool. I'm going to just jump down to a random place here. "How do you make videos online to use as a transition page?" Rohan asks this question. The answer is you don't need videos. You don't need videos at all. It could be as simple as text that's on the page with a little 10 second countdown timer, something. You don't have to make any videos. Now, videos are cool. They add value and they make it more personal. I think it's a good idea to add a video to it as a sort of add-on or bonus. Don't need it, though. Still don't even have 1 on my thank you page,

Emmanuel asks, "Is there a way to create a selection of interest of subscribers to second layer of opt-in page?" I'm sorry. I don't understand that 1. Sorry. I know I just read it out loud but I subscribe to my own opt-in to see if it works. I didn't get the report from my auto responder. Okay, so Adam says he tried to test his funnel. He's like, "I went and opted into my own list, pretending I was a subscriber and I didn't get the autoresponder."

Okay. Make sure that you go through all your folders and your email account, spam folders, junk folders, promotion folder. If you used a Gmail account, then there's 80 different places it could be but it's got to be somewhere. Maybe search in your in box for that email address that it came from but if it did go through. It all works, then all you have to do is try to tweak it so that it doesn't set off spam filters or something but if you didn't even get it, then that means it didn't work. You have to track backwards and problem solve a few things and usually the problem is always with the web form. At least that's been my experience in the past because I've tried to piece together different tools. I can't really advise you on that without knowing the tools and stuff that you're using.

It's cool. You see and I'm going to just do an aside here but if this type of work, it really is like you are an artist. I sat in front of a computer last weekend and I built an entire product in 2 days. It was a smaller 1 but I'm editing and I'm recording and I'm putting this fade ins. For all intents and purposes on the outside I look like a crazy person cracked out on Starbuck's in front of my computer for-

Jeff: I actually know Ted, guys. He is a crazy person, just to clarify.

Ted: A very gentle crazy person but the point that I'm making is what was going on in my mind, even though outside, it just looked like some dude hunched over a keyboard, there was this amazing expression. There was these ideas. There was this art that was being created. I want you guys to view your business that way. There are lots of tools that you can pick up and use. Some people use some tools. Some people use brushes. Some people use whatever, sticks or ... I saw some crazy painting the other day were they just scraped paint across the canvas.

The point I'm making is that your tool might not be the same as the tool of the person next to you. Make sure you understand the concept, make sure you understand the big picture. Everyone's going to have different tools to work together in different ways but if you understand the concept, then I can throw you in the middle of a bunch of people anywhere and you're going to get it and you're going to figure it out and you're going to make it happen.

"I'd like to see a sample transition page. There are no examples of these yet, just text on what they should include." Jeff, can you show 1 or could you throw the controls to me for a second and I'll show ... Why don't I just tell you?

Jeff: Give me the domain name or you can ... yeah, where do I go?

Ted: It's w.basictrainingforlife.com/thankyou.html. It's going to happen quick, guys.

Jeff: Here we are.

Ted: Before you go, don't go. Don't leave. Then, it goes right to ... We just saw transition page and then we saw sales page. That's how it works. That's what it looks like.

Jeff: Again, it's not required to use. I don't use them myself. Ted does. It's really a personal preference. You'll have great results both way. It's really what your personal preference is.

Ted: Totally. Yeah, it really is about personal preference. I even intend to put a little video there of myself, just because I'm not in a bunch of niches. I'm in 1 and it's real specific to my interests and my expertise. I'm trying to brand myself there and I'm taking advantage.

This is what Anik taught me. He said, "After somebody opts into your page, what happens next is the most valuable real estate on the internet. They already like you. They already said, 'Yes' to you. They already gave you their personal information. They're in. They want it so what you show them next is really important." That's why he teaches you to use a thank you page method and put a sales page in front of them because they're more apt to buy it right then in that moment then they are later on when you send them an email about it. You'll see your stats. You see you get a whole lot more sales out of your traffic you buy for your opt-in page then you ever do in our autoresponder series. It's because they are keyed into you right then. It's just my personal opinion that I like to get in front of them and brand myself just a little bit more.

Someone says we're awesome. All right! Yah! "Can some people contract me?" No. Let's go onto the next one. Brian says, "I want to test a few niche ideas out. Do you guys ever launch a few different niches to see which 1 works the best for yourselves? I was considering this 1, this 1, this 1. Personal development is 1 of them." I'll just read them all. "Anxiety relief, relationship building, personal development. Any thoughts on these ideas? If people do multiple niches ..." Of course, people do multiple niches. I don't do the multiple niches. That's must not my bag yet. I'm just not there yet. Here I am trying to help you guys along and coach you but I'm telling you, that's a spot that I'm happy ...

Jeff: What's the question again? I was not listening. I'm answering questions and typing. Sorry, for shutting you off, Ted.

Ted: It was just about people having multiple niches.

- Jeff: I have a few myself. What about it?
- Ted: It's just about their comfort level. He's asking, "Do you guys have several niches and would you start off testing all these niches to see which ones the best before you go into 1?"
- Jeff: Honestly, if you're good at this, you can make money selling chicken coops online. I'm not even kidding. I actually own chickencoops101.com.
- Ted: You're full of it.
- Jeff: There's free chicken coop products. This is mine. I built this for LeadPages. There's different chicken coop products on ClickBank. You can make a ton of money with acne. You can make money with pregnancy, with chicken coops, with personal development. It's really not a matter of which niche performs the best. I know people that are millionaires from stuff like this and from surveys. Any niche can be extremely profitable if you do it right. If you find something that you like, something you have passion in. If you don't have the passion that you're willing to learn about and you can succeed as long as your product's out there. This is legit, There's products in ClickBank that sell quite well on chicken coops. You go to marketplace. There's 2 or 3 of them, I believe.
- Ted: I'm in Arkansas. I need to know about this.
- Jeff: Yeah. Here we are. Gravity of 32. That's pretty damn good. Buildingachickencoop.com. You got building chicken coop guides, gravity sucks on that 1. This 1 converts the best for me, by the way but yeah. There's niches all over the place that are profitable. You can make money. Any random niche can be extremely profitable if you approach it the right way. Stick with the ones ...
- Ted: Jeff?
- Jeff: Yeah.
- Ted: Let me put you just on the hot seat for a second and let me ask you a question in front of everyone.
- Jeff: Oh, no.
- Ted: When you're looking at gravity scores, do you have a standard? "Here is the gravity." Is it based on niches?

Jeff: Here's the thing, Ted and everyone else. You're going to find the most popular products have the highest gravity, venus factor, Google Sniper 3, Mark Ling's Affilorama. Those are going to have an insanely high gravity. That should not necessarily be a binge mark for the niche on a whole.

How to build a chicken coop, gravity of 32. What the gravity means and I could be getting this wrong but that simply how many affiliate are making active sales every 30 or 60 days. You might have 1 affiliate making 55,000 sales a month. We have no way of knowing that but we know this making sales. What I do is I actually go and look at the sales page itself. I'm going to pause it. I watch it. I say, "When I buy this, right away, it's got a video. It's got a scarcity timer. This 1 converts nicely and it's just smaller niche but it's still awesome."

Let me show you guys another random example here. Just trying to find this small 1. Let's see. Cooking, food and wine. Let's go to wine making. I know nothing about wine making. I'm just finally starting to finally appreciate wine. A real good Shiraz with this Australian steak out in Pasadena last night. It was amazing but I'm still learning wine. Wine maker, should have been the home of the winemaker's inner circle, gravity is low at 1.31. What I'll do is I'll shake off their product itself. That's a big of an older look. Somebody's got a video. This looks like it was built in 2002, though. I probably wouldn't recommend that 1. This might be too obscure a niche. Gary Vanderchuck can do it. Gravity is not necessarily a good indicator. You need to check out the actual sales page itself.

Let's try a better example. Let's try recipes. Again, gravity is going to be higher and more popular niches but I mean, I'm made sales before on product with the gravity of 5 or 10 because it just had an amazing looking sales trade converted really well. You can rest by popularity. Here we are. Popularity. Let's try to find ... Okay, here we are. Family friendly fat burning meals. Fifteen point five eight gravity, so does make some sales. That looks nice and there's no sales video but it looks nice. She's an attractive lady. They got pictures of the food right there. I will buy it.

Does it easily prepare amazing meals? Guys, my wife can cook. She's amazing. Me? I'd be lucky if I can cook this without burning it. I would buy this. I even cook ... I burn microwavable food. It's really sad but no. This looks nice. It looks professional. It looks modern. Just got a lower gravity but I would promote this, absolutely.

Don't worry so much about gravity but take a look at the sales presentation and ask yourself, "Is this impressing me? Do they make a valid point? Would I buy this?" That's the best advice I can give you on that. Gravity's a great indicator in

some of the bigger niches but it's not the only thing you want to look at. It's not the end all.

Ted: Cool.

Jeff: Hope that's an okay answer.

Ted: You can always tell if people aren't really from Cali because they don't know anything about wine.

Jeff: From California, Ted. It's California.

Ted: Those Calis! They make up for it in their knowledge of beer.

Jeff: I can talk craft beer all day long.

Ted: I'm having a stone since I saw Greg Koch on *CBS Morning* earlier today.

Jeff: I'd be real careful putting California wines down, you know. They went to France twice and kicked the snot out of those guys.

Ted: No, no. California wines are great. It's the knowledge of them.

Jeff: There's only 2 things you have to know about wine. Do you like it and can you afford it?

Ted: This isn't a question zone right here but it parlays into an idea that I heard Seth [Goden 01:45:45] say this. It was a lot about the experience that you give people because as you're interacting with your list, you're speaking to them and you're building up the value around something. Then, when you make an offer to them, if you've done the job, then they're happy and excited about receiving it. It was told in the context of looking at wine and appreciating wine and that if you took a \$10 bottle and \$100 bottle, most people would not really pick out the difference between the 2 of them if they were presented the wine in a fancy sort of presentation with the Sémillon and the whole wine presentation happens with the corking and everything that there is a lot of power in the way that you ... what am I trying to say? Not promote something. It's not as simple as just how you promote something but-

Jeff: You want to know how difficult it is to discern accurately your taste? Here's a test for you. This sounds absolutely ridiculous. Get a bowl of chocolate ice cream

and a bowl of vanilla ice cream. Bring someone into the room blindfolded and ask them to taste them and tell you what they are.

Ted: You give them choices of chocolate versus vanilla?

Jeff: You just bring a bowl of each into a room with a guy who's wearing a blindfold and say, "Tell me which 1 is which."

Ted: They have 2 choices?

Jeff: Yeah.

Ted: It's a 50 and they'll guess wrong, won't they?

Jeff: No.

Ted: A cited person know what he's looking at so they expect to taste what they see. It doesn't work with someone who isn't sighted anymore. Their sense of taste is gone or some guy who spends his day tasting stuff but yeah, it's ridiculous at times.

Your idea about wine and presentation. I'm not ... What do they call them? Vinophile? I'm a whiskey drinker. I can pick out 4 or 6 brands on a taste. You know how many 100 brands there are? They're just the ones really like. The rest, I don't know what they are.

Jeff: Yeah. I like Glenfiddich and Johnny Walker Blue and yeah. I'm more of a beer guy but I do appreciate good whiskey every once in a while.

Ted: Regardless of all the alcohol analogies.

Jeff: Anyways, moving on.

Ted: It goes with what you're saying. The presentation, it's the sizzle that sells the steak. You're opening page when people land on your website. I've always maintained this. It's like a movie when it opens. You've got that 3 to 5 seconds to catch people's attention. If you grab them right, they're going to listen or they're going to watch, they're going to read through it. They're going to want to know what's coming next. You get their enthusiasm up.

It's the same thing. Guy shows up at your table with a bottle of wine and a plastic bag, slams it down and says, "Here's a cork screw or your screw off top

and 2 paper cups.” Even if it was a \$300 of wine, you wouldn’t like it. If he goes through all of that rigmarole, dancing around with a spoon and he’s a snob and \$400 crystal glass. You’ll drink it if it was Thunderbird and think it was great. It’s the same thing with a web site. It’s the same thing with a landing pages. Give them something that makes them go, “Wow! Am I ever glad I landed here.” They’ll go for it.

Jeff: Yeah. I’m grinning ear to ear right now. I think I’m going to start crying. That’s right on the money. I think that that attitude is something that’s going to be very powerful for all these people once we get past these beginning phases like I give the guys permission to feel confused and to feel lost or maybe frustrated but know that the answers are all right here. I promise you they’re here. If, for some reason, you don’t feel like you can find it in the forum or in these webinars, well, there’s a thing called Google. You can find it if you really want it. You will find it, I promise you that.

Ted: The idea of putting on a presentation for people so important, it really, really is. I’m going to drop that because I want to get through some more things here but please give this question to Ted. He usually gives responses or a way to create selection of interest subscribers of the second layer of an opt-in page.” No.

Short answer. If you want to do that second layer stuff, that’s a bit more advanced. That’s more about segmenting your list. That’s about them voicing specific interests they have and then you putting them into different campaigns and such. GetResponse is not too hip to that. I know AWeber has a cool plug in called Automator. We can do that. I’ve never used it. I almost did use it but I just went ahead and went with another software called InfusionSoft.

“How do you start out getting traffic to your site?” Mel asked this question but he’s left but I’m going to answer it anyway. You get traffic to your site by buying solo ads, really. It’s either time or money. Anik taught me this. It’s either time or money. If you have time, you can go post on blogs and forums. You can do Facebook posts. You can leave your links here and there and you will get traffic and you will build your list. You will, I promise you. It’s just going to take time but if you have money, you do it overnight.

Jeff: Let me jump in real quick, Ted, if you don’t mind. Guys, the 1 thing I would recommend. We want to see all of you succeed and we would hate to see you waste your time or your money. Once you have a squeeze page up, come to the forum. I encourage this. Go down to questions from coaches and posting. Look at this, your opt-in page review, please. Log into that later on tonight for cons DYC. People are asking about that. We’re talking about that. We’re talking, we’ve

got our chaplain on here also. Kiki. She posted before, I believe. That's awesome, Kiki. She posted, as I said before and she's already posting. I love it.

No, don't be afraid to come to the forum, guys. Make a post. Ask us to check it out. We've got no problem reviewing it, giving you recommendations because I was going to get people to do something like squeeze page, the secrets to losing weight. I'm like, "Okay. Well, that's not really going to intrigue me. If I want the secrets to losing weight, I can Google it. How about something like "How I lost 7 pounds in 7 days without working out," or, "Dieting," or, "How I lost 10 pounds by cutting these 3 foods from my diet," or, "Maybe 10 'Healthy' foods that are bad for you?"

You're going to sign up for that, right, because it's going to teach you something, give you the benefit and that's how you get people to opt-in. You want to make it sound easy, which of course is going to be. You're not going to lie to people. You want to give them the benefit. I'm not how to make money online but I've got 1, 1 of my own traffic. Let's see here. This is 1 of my own. *Three steps to 10,000 visitors per month*. I break down to what you're going to be learning on my little opt-in form. You want to give people a reason to sign up. Don't just do something simple like "3 steps to make money online," or, "How to lose weight," or, "The secrets to weight loss." You don't want to be vague. You want to be specific and tell them the benefits to that.

I hope that's okay I jumped in there, Ted.

Ted: I like the words *magic* and *secret* and *special* just because I read those in parenting book, about little kids love those words and I was like, "Those are great copywriting words," but they evoke this curiosity in people. I think that if you could say something along the lines of what Jeff was saying, "Here's the secret I learned about losing this amount." "Here's something that somebody taught me," so it becomes very personal and very specific and it's not a corporate thing or something.

This is great. I just read this so I have to read this to you guys because it's pretty encouraging. Greg [Gouge, 01:54:50] he said, "That's right where I am but I'm in the process of replacing that butt ugly page I have. I hope to have it up tomorrow. I got bogged down finding designers but now everything is moving forward. The thing to mention is that butt ugly page made \$350 from 150 clicks solo add on Clickonomy." Everyone throw your hands in the air and scream! Ah! That's so fantastic. That is awesome, you guys. Just send some love at Greg. That is terrific. You guys all have the potential to do that. I think that he's acknowledging that it wasn't even pretty, that it wasn't his best work but he put

it up anyway, he did it anyway, got his autoresponder going, he's sent traffic at it. He bought 150 clicks solo ad and made \$350. Atta boy! Way to go, my man! You are awesome!

Jeff: Very nice!

Ted: Someone was asking about, they have a network marketing company. They're wanting to send traffic at a squeeze page. It doesn't really matter if the niche is X, Y or Z. if you have a network marketing company, then it's about water solutions. Maybe you want to target water people and just hit customers or maybe you want to target home business people and get distributors. You can go a lot of different directions with that. If you Google that, there are courses galore about how you can generate leads for your network marketing company using this model.

Jeff: Jump in real quick. We're actually already at about the 2 hour mark. It's now, what? Seven o'clock, 10pm Eastern time. Guys, just to let you know, we've had a ton of questions and this is awesome. We're probably going to take a few more if Ted's okay with that but I want you guys to know that if we have not been able to get to your question, I promise you it's not because we're ignoring you. I promise you it's not but we've got a lot of people on here. We got literally thousands of questions coming in. We're trying our best to get to those. If we were not able to get to your question tonight, number 1, you can come back tomorrow. We got 1 tomorrow. I believe 1 hour later at 6:00 Pacific or 9:00pm Eastern, there'll be a 2 hour call again. That's not with myself but that's with a couple other awesome people. Come back to that 1 and again, I really don't want to be cliché but check out the forum. You can chat with people on there 24/7 literally. Here's the forum right now. We'll see how many are logged in. I'm not even logged in right now but-

Ted: [Inaudible 01:57:50]

Jeff: A hundred users online right now. We got 1,000 topics, 7,000 posts already, 15,000 active members. That's people on there every single day even right now. Log in there, browse around. Use this search feature if you have any questions before you post them. If you post them, if you're on in Australia and it's 3:00 in the morning, California time, you make a post on here, you've got other Aussies in there and Kiwis and people in Southeast Asia that might not be responding as well. Not all coaches necessarily, per se but people that are just willing to help and chat things up with you.

We've got a great community of many of you guys as well. People who are helping each other. Coaches are in there. Anik's in there when he's able to as well. Make sure you come and check it out because that might be a great way to get your question answered if we're not able to get to it live tonight.

Again, we do these sessions 2 times plus per week. We're going to be doing those ... I don't recall but all the way through the summer. Don't quote me but I could be wrong so don't say, "Jeff said we're doing this or this for the summer," but I knew we are doing these past the initial 2 months of the Profit Academy training, past the 3 months. Make sure you come on these when you can.

Again, please do not think we're ignoring you. We are not. It's just possible we never got to your question because we got so many. I hope with that is okay with you guys.

Ted, having said that, man, do you want to take a couple more questions before we go? For myself, I can spend time with my wife and I want to grab some dinner.

Ted: Let me end on this note. I just mentioned Greg Gouge. He put up that butt ugly, his words. He put up an ugly squeeze page. Then someone else jumped on here. Greg said, "Thank you," but Brenda said, "I'm so glad that Greg shared that because I spend a lot of time doing my opt-in and my freebie. And now I'm having all these doubts. I should probably just go for it, shouldn't I?" Yes, you should. All of you should. Get it up and get it out there. Go for it. You can always change it tomorrow. You can always change it in 5 minutes from now.

The biggest obstacle that you can ever run into is taking action, just get it out there. Get it up. It was what Anik taught me. It's the just good enough model, J.G.E. Just do it. Do the work! Put it up. Refine it as you go.

Brenda also said, "Greg, it was so ugly, it was memorable." That ugly thing made the guy \$350 off of buying \$150 click package. Those things are so inspiring and so awesome. You guys are capable of all that. You can do all of it. The only thing stopping you is this battle between your ears. Do something, take some action. You can always look backwards. Hindsight's 20/20. You can refine the work that you've done but if you haven't done anything, there's nothing to turn around and look back on.

Jeff: Nicely said, Ted. Thank you. I'm sorry. You sound like you were going to say something there. Please, go ahead sir.

Ted: No. I said, "I'm out."

Jeff: Okay. Beautiful! Dropping the mike, walking away.

Ted: That was my Kanye finale.

Ted: Wait. I'm going to let you finish. I'm just going to shut up. Anyway, no. That was awesome, Ted. Thank you so much, man. That's great. I love it. It's inspiring me. Ted said the best thing you can do is don't be afraid. Just do it. If you fail, so what? The people who have the most success are the people that fail the most as well. Hundred percent true. I did not have success my very first web site. My very first even year or 2. Took me a while to get it.

My voice just cracked. Wow. A lot of talking tonight but took me a while to get there. I learned on my own. I taught myself. I didn't really have this type of training. I only started learning more. In finally started to "get it" when I finally started talking to people that had been doing it before me, when I got up. It was actually a group mentorship sort of like this but by a different person back in 2011 or 2010, I believe.

Now, was able to get that person critiquing my stuff and giving me this training and telling me what's working in a group environment and that was really what helped me take things to the next step. I was really already so close to getting there, I just going to need that little motivation. That helps. That's not motivation. That's Profit Academy is our help.

Again, we give you every opportunity to talk to us. We got these live calls every week. A few of them per week. We've got the forum. We've got our support desk. We're here to help you guys out. We can just throw those numbers out to impress you guys. We want you guys to contact us. Don't be afraid to post on the forum and ask us to look at your page. If you think it's ugly, who cares? Would you rather have an ugly page that doesn't convert or would you like us to tell you how to fix it and make it work?

In fact, I had someone ... I'm going to say an example here. Hold on. Going to go in Google. On the last Profit Academy session, I'm actually ranked on one for ugly squeeze pages which is awesome but I had 1 student who gave me a squeeze page, like he had all the parts to the car and he threw them together but it didn't work and he gave me basically this right here so he's got the "book cover," he's got the headline, he's got his little free banner, he's got the opt-in page but that looks ridiculously ugly. I got his permission and he posted this online. We had

him fix it. I give him a few good examples. “This is what looks good. This is what looks good,” my own example as well. Yeah, he was able to fix that as well.

Yeah, you guys might have all the right parts but if you never ask us, he would never would have fixed this if he didn't ask me to take a look at it. That is exactly what it looked like right there. This guy was a chef, in fact, Chef Jonah. Jonah, you here tonight? I don't know if he's on tonight or not. He's an amazing chef. He knows food more than anyone I've talked to online. He just had this crap looking page. I'm not going to show you what he turned around with because frankly I forget his domain name. It's been a few months but he came up with a much better looking design after just a 5 minute email from me in support. If he had to reach out to us, we'll be more than happy to take a look at your account page and what you're doing.

That's what we're here for so don't be afraid. I mean that sincerely. I'm not trying to impress you. “Wow. These guys really do care.” Test us! See if we care. Go to the forum. Make a post. We want to see you guys succeed. Come out to Vegas. Hang out with us there. Shake our hands. Hang out with us. Have a good time in Vegas. Enjoy the speakers. That's going to be in May. I'll be there. Of course, Anik will be there. Ted, you'll be in Vegas, right? I know Ted'll be there. I said, “You'll be in Vegas,” right? In May?

Ted: Yeah. If you'll be there then-

Jeff: Course. Absolutely! Now, Ted's crazy. This guy-

Ted: Follow you around.

Jeff: He's my number 1 fan but no, yeah. That's my motivational spiel for the day. I really do want to apologize sincerely. If we have not been able to get to your question. Also, regarding the forums, they are also really, really busy. We've got hundreds of posts per day now as well. If we don't get to your posts, I promise again, we're not ignoring you. If we don't respond to your post after a day, make another ... Respond to your own post and ask us to take a look at it. We might have just missed it because we're so busy in there as well.

As for Vegas. You can check out our profitacademylive.com. There's no coaching. It's just teaching. Anik is going to talk about 1 opportunity to work closer with him like he did last year but out of 3 whole days, there's maybe half an hour to an hour. Other than that, it's all pure value. In fact, I mentioned on my webinar before we closed Profit Academy that I actually literally did learn 1 trick in Box Live in Vegas last year that helped me to make \$100,000 on 1 campaign this

month. That was something that I legitimately learned in Box Live last year by 1 of the speakers, Jeff Johnson, I believe. Get out there. It's amazing. It's worth going to guys, I promise.

I don't know if it's going to be recorded or not. I don't know if it's going to be streamed or not. Make sure you just do what you can to get out there. It's going to be a great time, I promise.

Having said that, that's all I got to say. Make sure you guys sign it for tomorrow, come back tomorrow. We'll be having some other coaches on tomorrow night, I believe at 9:00pm Eastern time.

Dr. Ted, did you have anything else to add?

Ted: Life is good.

Jeff: I love it. It is, though, isn't it?

Ted: Yeah.

Jeff: Cool, guys. Having said that, unless Ted wants to add anything else, we're going to go ahead and say good night or good morning but make sure you come back tomorrow, make sure you check out the forums. If we don't respond on the forums, we are busy. You can simply respond to your own posts after a day and we'll bump it back up to the top, okay?

Having said that guys, thank you so much. Again, you guys have been amazing.

Ted: Love you, guys!

Jeff: Yeah, absolutely. You guys are awesome, guys. Seriously, get a job. Keep it up, okay? We'll talk to you soon. Thank you so much.

Rick: Be good to yourselves, folks. Do your homework. Take action. On that note, we're out of here.

Jeff: Rick! Good night.

How did John do?



If you rate this transcript 3 or below, John K will not see your future orders