

Profit Academy Coaching Support #9

Rick: Everybody enjoy themselves. Gentlemen, I think they who you are. They've heard you several times already. It's all yours. Take it away.

Zane: Awesome. Thank you, Rick. Zane Baker here, guys. I have with me today Sean. We are so excited to have you here today. I see a lot of your questions and your his and hellos. Hello and hi to everybody who's on the session today. I want to give a big shout out to all the people who have attended the virtual weekend this weekend, and they are raving about all the coaches and all the great information that we have shared with you. You're more than welcome. We are very happy to share all of our wisdom and our thoughts with you. We encourage you to take action because as we said, you can learn all you want. If you don't take action, it doesn't count.

With that, let's start by taking questions and answering them.

Sean, just one thought. I will take it for an hour and then you'll take it after me. Would that work for you?

Sean: Yeah, we can do that or I guess if you want to go back and forth, if a question if maybe you have an expertise in one question or if something that I've been working on more recently, we can go back and forth as well if that works.

Zane: Yeah, that works perfectly then.

Sean: Okay.

Zane: Awesome. Let's take a look at the questions. I see a lot of his and hellos. Yes, Joyce. It will be recorded and it will be added to the members' area and the JumpStart Webinars. The question is: hello. How do you access the replace for the JumpStart Webinars? They will be posted in the JumpStart Training in the members' area. Actually let me go to the members' area right now and I will show you what I'm talking about.

Sean: Zane, I'm not sure if you're doing anything on your screen or you have two monitors. Okay, there you are.

Zane: Yeah, I have two monitors. Yes.

Sean: I just want to make sure it wasn't frozen.

Zane: No, not at all. I have two monitors. Actually, I have three. Guys, it'll be right here in the Profit JumpStart workshop. Just give us enough time so we can load all of them in there but that's where they'll be at. Back to questions. I answered the webinar.

Hi Celine and hi Reith. I hope I said your name right. If I didn't, I'm sorry. We have Reith again and he's saying he's in the weight loss niche. Awesome. That's great. It's a huge niche. There's a lot of products and a lot of business in there. There's a lot of competition in there too. That's always good because with competition, that means there is enough room for everybody.

Charlotte says hello to you, Rick. I just want to pass her his to you.

Sean: Here's a question, Zane, about learning. I always learned more from my mistakes than my successes so I'd love to hear from all the coaches on the call tonight. What is your biggest mistake you've made in the online marketing and how has that pretty much helped you move forward?

Zane: Thank you, Sean. I was like, where are all the questions?

Sean: I don't know. A lot of times, they don't show up on my end. I can read through them as well. If you want to take that question first and then I can handle some of my biggest mistakes as well.

Zane: Yeah, definitely. Ladies and gentlemen, one of my biggest mistakes that I actually had when I first started is I was scared so I actually didn't take action as fast as I should've and that actually cost me a lot of time and a lot of effort because it elongated the time that it took me to actually succeed. If there is one thing that I can pass on to you is I know you might be scared. I know that you might think that you don't have all the pieces to fit into the puzzle, but sometimes you need to just learn with ... to go with the flow and just take action. If something is wrong, you will know it's wrong and you will correct it along the course. Don't wait.

The second biggest mistake that I will never forget is I was trying too much to mimic other people and trying to like, okay, this big Facebook page is doing A, B and C and this big marketer is doing A, B and C. I regret that I did that at the beginning. It got me some traction but I didn't see the huge results and the success that I am seeing right now until I actually started to be myself and found my own voice. Do your market research and do your due diligence and knowing what other people are doing but don't copycat somebody else because people will see that and they will not resonate with you.

Get your own personal story added to it or your own take on whatever niche you're in so people will find the information that you're providing valuable instead of thinking, oh yeah, I saw that on such and such website. This is not new to me. This is the second. Maybe I should even call it farthest because you have to be original for people to notice you and find you interesting and engage with you and then they will buy from you and do business with you.

These are two of my mistakes that I would like to share with you guys. Sean, you ...

Sean: Yeah. I'll tell you one of my biggest mistakes. I'll go with one after I got started. There were others similar to Zane where I wasn't taking action like I knew I should be at the beginning. My biggest mistake was really once I started building up my list, I made the decision that I knew the product I was going to create so I was moving into phase 2 where I have my list built but now it was time to start building my own list. What I started doing though is I put all my time and energy into creating the product and I pretty much started ignoring my list. I wasn't sending out my daily messages. I wasn't creating any new original content for my list. Everything started turning in a direction I didn't want it to go. I wasn't making any more money.

Things were getting a little chaotic where I realized once you start making your product, once you get into phase 2, to just make sure that you always keep going with phase 1. Keep building your list. Keep spending a lot of time with it, learning what they're liking, looking at your data from your open rates and click rates and always keeping in contact with them, even if it's not as often as it was before. Make sure you take that time because I wasn't taking that time.

After I came back, after that period of time when I was just working only on my product, my open rates, my click rates, my unsubscribes went through ... Well, my open rates and click rates went to almost nothing, and my unsubscribe rates went through the roof. I lost a lot of time spent in phase 1 that I had previously done, building up relationship. I has lost that completely when I went to starting creating my own product.

The very big lesson learned on that end is your business always revolves around your list and that relationship with your list. So no matter what else you're doing in your business, just make sure you always have some of your time and energy focused on that as well.

Zane: Guys, just to add to Sean's thoughts. I actually agree with him 100% because right now, I am going through the product production phase and it takes a lot of time and energy because you're trying to do something that you put your energy and heart in it. You're trying to do your best job and sometimes your other areas, which is your regular daily emailing and this, that might take you away from it.

I learned to do everything over the weekend, to program my messages, to go out throughout the week so if I get so busy, I don't have the time to type a message, at least I know something will be sent to my list because to Sean's point, once you stop emailing the list, actually that's when it gets deadly because the list will

be less responsive and then they forget you and then you start emailing them again and they think you're a spammer and they start to unsubscribe.

Sean: Absolutely, yeah.

Zane: It's amazing how this happens to everybody at the beginning.

Sean: That's a great lesson learned that I know from here on out to always keep building that relationship. No matter what, no matter how small or big your list is, always keep building that relationship because it will only help you in the end. Whatever products you create, if it's multiple products or if you're continuing to do affiliate marketing as well.

The next question I have in here, I see this question very often so we'll go over it. Do new subscribers on an autoresponder list also receive broadcast emails that the previous subscribers are getting? Is this good and is there a way to prevent that? Zane, do you want to take that one?

Zane: I lost you for like a second so I got just the last part which is do you want to take that one? What did you say before that?

Sean: Sorry about that. Hopefully my audio is still coming through. Do new subscribers on an autoresponder list also receive broadcast emails or the newsletter blast that other subscribers are getting? Is this good and is there a way to prevent that?

Zane: Sure, yes. You can actually prevent that if you want. All of the autoresponders that are out there, they give you the ability to email only people who are not receiving the autoresponder. You can enable or disable that. Now, the autoresponder that I'm using right now is GetResponse. You cannot enable or disable. You just have to go and tell them to not email anybody who is on an autoresponder series. It differentiates from one autoresponder provider to another so you might need to work with your autoresponder company to make sure that this happens.

However, if the message is incongruent with your niche and it's something that you want everybody, new or not new, to know about, then I really don't care. For me personally, I usually email even my newest subscribers about something if I wanted them to see it because otherwise, if it was especially on product launches. If a new subscriber let's say joined my list for only three days and they are on my two weeks' autoresponder and there's a product launch that will be over when the two-week autoresponder series is over, I want them to see the launch so I actually include them in my message.

You just have to gauge and see where your people are sitting in your autoresponder and how the new message which is an email blast or a broadcast will fit within the autoresponder. You can go either/or and that's my take on it. That's at least what I do with my list.

Sean: Yeah. That's what I do with mine as well for sure. The next question is how long should I promote one affiliate offer? So how many emails? This is a good question but the hard part is there is no right answer. It really depends on how your list is responding to it. If you send out one message about an affiliate offer and you get a great response, you're getting a ton of sales, then keep promoting it.

Once you see the sales taper off and your list is no longer responding or you see the open rates and the click rates or the unsubscribes really start going up, that is a really good indicator to no longer promote that affiliate product at that time. Of course you could always come back to it at a later point in time and then see what it does. You always want to base a lot of the things that you do based off the data so your open rates and click rates and sales. If you're looking at a new affiliate offer and it's really connecting with your list then just keep going with it until you start seeing something different.

That's my answer. Zane, do you do anything different than that with your affiliate offers?

Zane: I agree with Sean 100% in terms of how your list respond to the offer. I have two offers that my list just love, and I actually ran to an issue with one of them because the person bought it twice and I actually told him it's the same product so go get a refund for the second time.

What I'm trying to tell you is it's all in the numbers. It's the open and the click rates. If they are doing really well and then on the dashboard of your affiliate, you're seeing sales, that means people are responding well to the offer.

Another way you can do it is to actually email the same offer to people who haven't opened or clicked yet from your original messages. That's another strategy that you can deploy, is once you mail and certain people opened and clicked, then you do another mailing for the ones who haven't opened yet. If after two or three mailings you see that no one is responding then maybe you move on to another offer. If the response is really good then just promote it until it really dies out.

Sean: The next question I'm seeing is what was the optimal page length for the free report? This is another question that really doesn't have an exact answer, but what I always try to look at is with any free gift, free report audio/video series, I

want it to be very easily digestible. What I mean by that is I want people to be able to consume that free gift in a short period of time, 5, 10, 15 minutes. I'm in the personal development niche so I have some meditations that are an hour long so that's a little bit different.

I want them to be able to read it, take action in pretty much less than 15 minutes so they can see results right away because when anyone really takes the time to opt in and get this free gift. If they take the time to then go through that free report, that makes them much more likely to really be in tune with your future messages as well. I don't want it to be this long both where the next email that I send out, they're like, oh, well, I still have that free report that I still want to get to so I'm going to not look at this email until I start looking at that free report.

The easier it is for someone to consume and they enjoy and get results from I think is the better with that. Zane, have you had any experience different than that?

Zane: I agree. Try to keep it below 15 minutes. If the person finds a report and download it, by the time they download it and end with it between 15 to 25 minutes to finish it, that's the optimal time. Anything that is more of a book than a report or an e-book then I have a very good feeling that they might not read it in one sitting. Then, once you start emailing them about the same subject over your autoresponder series, they will be disengaged because they didn't get the time to actually read your free report.

Keep the reports sweet and short. Give them a lot of good information in it and then make your autoresponder more of the lengthier part if you're trying to elaborate on specific points. I try to keep it less than 25 minutes in total from the time they download until the time they finish reading the report.

Sean: I'm seeing quite a few questions about the Vegas event and also just some questions about their accounts and things like that. I just wanted to quickly take all those. We won't be able to answer any of those questions on this call just because we're not doing it so far. We just want to really get into more the detail about your business. Make sure you just contact the support line, support email with any of those types of questions about the live event or if you're having any issues with your accounts.

The next question is I'm in the weight loss niche but I'm having trouble finding the solo ads in Clickonomy for exactly this. Should I change mine to a more like health and wellness because it might be easier to get traffic with? I know Zane because you're in a couple of different niches with one that on Clickonomy, there's not as many sellers in the survival niche. What would be your answer for that and your thoughts?

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Zane: If you can't find it on Clickonomy, the second biggest place to get traffic is Facebook. We covered it in one of the modules. I know this course is not to train you on how to use Facebook because that could take an actual course. That is as big as Profit Academy just to teach you Facebook because it's very large and very elaborate and it requires a lot of energy to learn it. If you can't find it on Clickonomy then use Facebook. That's what I did. I actually built my entire survival niche mainly from Facebook because at the time, no one on Clickonomy was in survival so I couldn't even buy a solo ad.

Other than Clickonomy, I know that there is Safe Swap. It's another platform for solo ads. However with that, you're not guaranteed like with Clickonomy, you are guaranteed that the clicks will be delivered and there are some verifications that is in place. I don't know how Safe Swap are with that. I don't want to say go for it but go with caution. That's just my idea.

Sean: Here is a little bit more technical question. What is the difference between an autoresponder and automate series? This is just the naming. The autoresponder, that word is being thrown around quite a bit for a little bit different terms. What I see as an autoresponder is just a calendar of messages that will go out on an automated timing. A lot of people say Sendlane is an autoresponder where it's really an email service provider where the autoresponder part of it is just the part where you're actually scheduling your emails to go out on a specific time basis. I think that's just a little bit of terminology there.

Let me see what the question is. What tools do you use for split tests? I use LeadPages for all my split testing on my opt-in pages. There's split testing within different autoresponders as well. Zane, do you use any other tools for when you're split testing?

Zane: I use split testing inside GetResponse for subject lines. That's another place you use split testing. For my opt-in pages, I use LeadPages for split testing. They do a fantastic job there. Other than that, I don't use any third-party tools.

Sean: There's one here for you, Zane. It says you mentioned a free app that turns a PowerPoint into a video. I'm just not sure what that app is or if it's Camtasia or a different type of program.

Zane: Did I? Well ...

Sean: Maybe not.

Zane: I don't recall an app, but I do use Camtasia to just turn a quick slideshow into an actual training because I recorded on top of it. Also, there is a free tool called Jing. You can record a short five-minute video and it turns it into a video. The

person who asked this question, if they can actually elaborate because I honestly don't recall me saying that, unless I said it in one of the courses. I've done so many of them. I apologize if I don't recall a specific app to do that. Go for the next question, Sean.

Sean: Okay. I'm just going through a lot of his and thank you. I'm just trying to see here.

Zane: I found one. Do you want me to ask it?

Sean: Yeah, absolutely.

Zane: Perfect. Adam is asking. He's having trouble with the double opt-in with GetResponse. He's been trying to turn on his single opt-in but he's run into problems with the API. I can give you the best answer to that because I went through it myself, Adam. The best and the fastest way is to create a privacy policy and then go through their compliance team as they put it on their website. I believe it's compliance.gtx.GetResponse.com. I could be wrong about the email site but it is on their website. They require you to have a privacy policy where you say why you wanted the people to join your list for single opt-ins and what is your purpose.

There is a site called freeprivacypolicy.com. Create your free privacy policy there and then give it to GetResponse and explain to them why you want the single opt-in turned on and then they will turn it on for you. They will turn it on for whichever campaign you want it to be a single opt-in.

Make sure that the campaign you want to use will be the one that you turn into them because sometimes if you create more than one, you need to do the same with each campaign. Create the campaign and make sure that this is the one that you want to use and then give it to their compliance team. Unfortunately, there is no other way with GetResponse, at least there no other way I am aware of.

Have you run into that too, Sean?

Sean: Yeah, pretty much everything that you talked about. It's having the privacy policy in place, making sure that you answer every question and give them pretty much everything that they want. Usually the very first time you do it is sometimes the most difficult. Once you have one of them switched to single opt-in then the rest of them are pretty easy.

I was reading a different question so I didn't hear if you mentioned anything about different countries.

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Zane: I didn't mention. Each country, they have their own rules so that's where it gets a little trickier.

Sean: Exactly, yeah. If you're not in the US, each country does have their own laws and rules about opting in and permission-based email. If you're not in the US, you just want to ask them whoever your ... If it's with GetResponse, to ask them about that as well. I know Canada, you cannot change it to a single opt-in just because the law is there, but I know there are other countries as well that will not allow you to switch it to single opt-in.

Zane: Sean, I want to follow up on that free app question. Yes, it is Camtasia. I think I know which one. It was one of the videos I created on the site. I told them I created this using Camtasia and this is actually just a slideshow that I'm using. It's Camtasia, not Fantasia.

Sean: Okay, perfect. This is very similar to my business. Sheila asked, I have an interest in both internet marketing and personal development where there's a lot of crossover. Can I start a list in both niches simultaneously or should I focus on one? In that case, how big do I build one list before I go on to the next?

I started in the personal development niche and then after a couple of months, I moved over into the internet marketing. I didn't want to overwhelm myself so I started in one niche in particular. I learned about all the fundamentals, got everything in place with the autoresponder series, with my newsletter blast, which products I was going to be marketing. Then, once I felt very comfortable with that, I had a list over 10,000 at that point by the time I started into the internet marketing niche and started branching off into other niches and building other lists as well.

It really just depends on how you feel with how all the fundamentals as in place. If you have the time and resources to go into multiple niches then definitely, you can go into different lists at the same time, but it really depends on your comfort level and the time. Just making sure that you always have the time to spend with each of your lists and make sure that you're giving valuable content.

I know Zane you're in multiple lists, if you have any other thoughts on that.

Zane: The problem with my lists, they are so polarized. They are so different so there is no cross-referencing between each other. I actually have to spend the time developing content separate for each list. If you are in a niche where there is some crossover that'll actually help you because you can actually marry the emails between the two lists. As Sean said, don't go into a second list until you know that you can give them enough of your time to add value to their lives

because you don't want to start a list and you stop emailing them in the middle and then you lose all the energy and the effort that you spent to acquire that list.

There are so many his and hellos. I'm having a hard time finding the question.

Sean: Me too as I'm going through them.

Zane: Hi everybody. Thank you for all the greetings. We truly appreciate it.

Sean: Absolutely. Here is another question that I've seen a lot. Do I need to be an expert in my niche and topic?

I was not an expert in personal development when I got started. I did have some background though. I've done different programs and I've read different books in the past. It was something that I was interested in. You don't have to be an expert when you're getting started. As you really spend the time learning what your list really is looking for and doing a lot of research, you will over time become an expert in it. Don't worry if you're not an expert when you're getting started.

That is also a great point. If you're not an expert right away, is going into the forums that are related to your niche, spending the time looking at all the questions that are being asked. Try to answer them as best as possible and getting very specific with what you're looking for and seeing. It's just a continual basis that you'll be learning as well at the same time.

You don't have to be an expert when you get started, but as you're building your business, over time, you probably will become an expert or at least a semi-expert in a specific topic as you're going through it.

Zane: Also, to add to that, guys. If you're not an expert then become a research expert. Position yourself in the way that you are so and so and you are so passionate about this specific subject and you make it your sole mission to find them the best information available in the market about that specific subject. You already take the pressure off of you saying that you're an expert. You are actually learning and you're sharing your learning with them. They call it a research expert. That could be another approach to help you out there.

Sean, I found a good question and it's related to Facebook ads. People are asking. Some of the ads are being disapproved and they don't know what's going on. Guys, with Facebook, I want to bring to your attention. You really need to spend about three to four hours to actually read all the rules and guidelines that Facebook has in place. I know it sounds like a very long time, but unless you do

that, then Facebook will keep rejecting your ads and then eventually they'll just disable your account because you have so many rejected ads.

On the forum, I posted the three links for the guideline and the rules and regulations for Facebook, so please go there and check them out. If for whatever reason you're not on the forum, just go to facebook.com and search advertising guidelines. You really need to spend time understanding the guidelines. I know for the people who are asking specifically for the health and fitness, Facebook don't care if you're in the health and fitness niche. There are a lot of actually big people in the market who are advertising on Facebook on the health and fitness but they are not approaching it from the lose weight fast because Facebook look at it as an unrealistic approach to achieving goals.

Also, they don't know the report that you're giving actually will help somebody to lose 10 pounds in seven days. It's really hard to prove. If you are giving away things like exercises to keep you in shape or recipe book for a healthy lifestyle, just make it more vague and less hype-y. Don't make your reports saying seven pounds, seven days, download now. I can tell you right away. Facebook will say no. If you're wondering how they even know, Facebook knows everything. Make sure you know the rules before you post things and advertise them.

Sean: The other question that I'm seeing is how many affiliate products and affiliates should I be promoting?

This is different for everybody. My biggest thing, you can promote as many different products as you want, but I highly recommend that you really focus in on a couple of good products. You want to really know the products that you're promoting well. You want to make sure that people will get good results with them because if you start promoting any products that you really don't know much about and when people actually go through them, they don't have a very good experience that that looks bad. It comes back to you for promoting it in the first place.

Even though there's tons of affiliate products out there in specific niches, I would just say do your due diligence and research and see if you get results with different products beforehand so you're not going and you're not getting pulled in different directions. I'm also not saying to take hours upon hours and go through every single affiliate product out there before you ever promote anything, but at least make sure that there is something really behind it before you ever start promoting a product that they're very professional that there's really a good need behind it that you know that they're going to be producing really great content.

One other quick thing about that is if you're promoting one product one day and then something in almost the complete opposite or in a different direction the next day, you'll never be seen by your list as someone that's really almost the expert in the ... or at least an authority in that niche. Just be aware that you're going ...

When you create your business, I really like starting with a mission statement and a purpose behind your business because if you have a mission statement and a purpose, every time you promote something or every email you write, ask yourself: Is it in line with my mission statement and my purpose behind this business? That will help you a lot when asking this type of questions of what should I be going and what direction should I go this month and the next month? It all comes down to really building a really strong authoritative business.

Zane, are you seeing any questions there?

Zane: I see this question. How many people registered? Sorry, guys. That's a question related to the live event for Vegas. As Sean said, please contact the team for that. I believe it's on the forum, right, Sean, for the event?

Sean: For the event, yeah. I've seen a couple in there just if the event is still happening. Yes, I'm not sure if anything was getting sent out that the event wasn't. The event is still taking place in Vegas, May 1st from what the team has told me.

Zane: If you have any questions, please go to the forum and go to the Vegas events and post in there because we don't handle these so we can't give you the best answer and we don't want to tell you something that might not be true.

Sean: Exactly.

Zane: I found one. When you decide you don't want to be in a specific niche anymore, do you just abandon your list?

Well, if you really know that you don't want to do anything with that niche then the answer is yes. However, if you just think that you made a mistake and chose that niche, you can always salvage it by doing a little more research to find what can work with that niche. If you knew yourself that you cannot stand that niche and you got in it for the wrong reasons then just bite the bullet and move on.

Sean: One other thing about that. If you've done all the research, all the homework, you've built up a list through an opt-in page and you've done everything exactly, the Profit Academy formula in phase 1, and you've taken all that time and you built a business in it. If you built it on a brand, you can actually sell that business

as a whole if you wanted to do that. If you have something that is a fully running business, these are businesses.

If you look at it that way, there would be people interested in purchasing not just a list because it's not going to just buy a list of email subscribers. You want to do it through the way phase 1 does in Profit Academy but you could also sell it as well if you have a fully running business but you're no longer wanting to stay in that niche. That will be another way instead of just completely ignoring the list, dropping it completely as well.

Zane: Yeah, that's actually a very good idea. I have another question here. How often do you need to email your list?

Daily. That's the number one rule. Email them daily.

Also another good way to gauge your list is once you email them daily for a week or two, then you can start experimenting to see which days perform best and which days perform less. Then you can drop these days that you know people are not opening and not interacting. At the beginning, you want to be fresh in the mind of your subscriber, so email them at least once a day, at least keep it up with the autoresponder for a week or two so they'll know who you are. That's the rule of thumb: once a day.

Sean: I have tested different things. I don't get very good response rates on Saturdays normally. Sometimes I take Saturday off just because I know people aren't always on their computer on the weekend, but that's specific to my niche as well. There are other niches that I think Saturdays are actually a very highly responsive day. You'll always want to base off of your data.

If you notice that you go to once a day, if you're not currently sending out once a day and then you go to once a day and your list really does not respond well, you can look at two things. First, should I take a day off here or there on Saturday like I do sometimes with my list? Am I not sending things that keep my list really active? It's not things that they really like too. You have to look at it. You want to make sure that you're always sending content and promotions that your list really likes and responds to.

Some people say, well, once I start sending every day, they're only sending promotions day after day after day. Of course your list will always get burned out if you sent promotions every single day of the week, every day of the year. You always want to mix it up and see what your list responds to best as well. You can always send a message every day.

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Zane: This is more of a statement from one of the students. He says he likes to hear about other people's mistakes because we can all learn from that. He was really appreciative of what me and Sean shared. He just wanted to say thank you. So thanks. I'm going to keep him anonymous in case he doesn't want to be identified.

Sean: There are some technical questions as well with hosting and website. Can I use any of the done-for-you templates that are within the bonus materials with my hosting on GoDaddy?

Yeah. If you're hosting your own website with any of the hosting companies out there, you can use any of the done-for-you templates so you can create any type of website that you want. I think this also ties into the other question I'm seeing with Sendlane and GetResponse and LeadPages. If I'm using all of these, how do I use the done-for-you templates?

Those would be based on your website. You would have to have your own website and hosting, but you don't have to go that route. If you go with something like LeadPages or Sendlane to get your opt-in page up right away just so you're taking action and going for it, you don't have to have your domain and hosting with everything really behind it to get started. You can use just Sendlane or LeadPages to have your opt-in page and connect it with your autoresponder right away.

Zane: Yeah, that's actually a very good answer. Thanks, Sean. Guys, you are overwhelming us with your gratitude. We are truly so touched by how much you love us. We love you too. I'm reading a lot of the comments and they are very, very elaborate with the love so thank you a lot for everybody. We are happy to have hosted the Virtual Weekend. Now that we are answering your questions, it's our way of giving back because we succeeded and we want you to succeed too.

Sean: Absolutely. Thank you, everybody.

Yvonne said I have my two-step opt-in thank you page already. Autoresponder series will be ready soon. First off, congratulations. The question is how should I start on Clickonomy to buy a solo ad?

Once you have all these pieces in place and you already have your niche of course, you will do your research on sellers on Clickonomy. You want to make sure that you know ... If you've gone through module 4 already on Clickonomy or yesterday as well in the virtual webinar, asking the three questions I laid out to any of the Clickonomy sellers and just pretty much making sure that your list, your free gift will be a really good fit with their list that you're looking to via solo

ad from. If they can give you any feedback on solo ad swipe copy and also if they have feedback on your opt-in page, if they think there's anything that could help conversions with it and then seeing what their schedule looks like to get started.

At that point, you just do your research on Clickonomy for the different sellers and then just get started with the person that seems like it will be best fit with your list.

Zane, are you seeing any questions? I'm still going through a lot of these.

Zane: Yes, a lot of greetings. People are very impressed with the live workshop that we did this weekend. A lot of the comments are actually about the workshop. They're more of comments. We can't answer on a comment. We're digging and finding the questions. We'll answer them as we find them, guys.

He says he'll see everybody in Las Vegas. Yes, we will see you there. Okay, go for it, Sean.

Sean: This one is for you, Zane. In this afternoon session, you mentioned that you were able to build your list in three weeks through solo ads. How exactly did you accomplish that and how much of an investment did it take to do this? Whatever you're willing to share on that.

Zane: Yes, definitely. I built that list in three weeks. I invested heavily. I wasn't looking at cost at the time because I knew I could make it back with my autoresponder and with the series that I have in place. I invested very heavily and I built up a list of 11,000 people in three weeks and made 60% back off the initial investment from the thank you page. It was in the personal development niche and I did it mainly in solo ads. I didn't do any Facebook ads or anything else.

Actually, there was a contest and then me and Sean were neck to neck there. That's how I built it up. I just invested heavily with the solo ad sellers on Clickonomy and I bought a lot of large packages. You can check the prices in there so I don't need to go into the prices themselves.

If you want a specific recommendation beside me and Sean on Clickonomy to you get your ads, personally, I love Lily Jensen. She has a fantastic list. Then, after that, I used [Keith Matthews 00:45:57]. He has a list in multiple niches so he's quite helpful. They are very responsive. If you're asking who I use then I use both Lily and Keith and they're both on Clickonomy.

Sean: That's pretty much the same for me. I invested heavily in solo ads. I started out a little bit smaller for the first two solo ads. I started out with a thousand click package just to make sure that my opt-in page converted well. I wanted to make

sure that I was at least over 60% with my first opt-in page. I think it was actually about 68% for my very first opt-in page that I started with. I was happy with that. Like Zane said, there was a competition so I wanted to make sure to get to 10,000 right away. So 68%, I just started going for it and bought a couple of 5,000 and 10,000 click packages in there.

Zane: Yeah. I remember I bought two 5,000 click packages and I got 8,000 opt-ins from that. From there, I just kept emailing the vendors. Okay, 2,000 more solos, 2,000 more until I hit the 10,000. Awesome.

Sean: Exactly. Go ahead.

Zane: I found double questions and it's related to the privacy policy. It's from Erin. She is asking us how to connect the privacy policy to the landing page or to the opt-in page.

It depends on which provider you're using, but the short answer is you have to host the policy anywhere. It could be on your site. It could be on your autoresponder if they allow you to do that. Then, just take the page you hosted. Take that link and link to whichever word in your landing page. A lot of the landing page templates, they have in the bottom a place for legal documents. You just link the word, like let's say privacy policy to the page where you actually hosted the privacy policy itself.

I use LeadPages so I created the privacy policy in LeadPages, took the URL or the link from LeadPages itself. Then, on my opt-in page, at the bottom of the page where it says opt-in page owned by, and the name of my company, right next to it says privacy is our number one concern. We will never share your email. I just linked the word privacy. You have to work with your landing page provider to see what they have in place, but that's the answer.

Is there a specific way you've done it, Sean?

Sean: That's how I started as well. I started with LeadPages so I created my privacy policy on LeadPages as well. On the actual opt-in page, right below the actual box that says get instant access or free instant access, download now, there it just said privacy policy, and I linked it right there through that hyperlink. I hosted it first on that. Now I all host all my privacy policy on my website and link from the opt-in page just to that page on my website, but pretty much it's the exact same setup.

The next question I'm seeing: Should there be products in the same niche? I think what it's referring to is if I'm creating a product that is similar or almost in

competition with other products, ones that I've been promoting or that I'm affiliate for, will there be an issue or will there be a conflict there?

If you look at just the personal development niche, there are multiple products that are similar talking about the law of attraction or things about meditations. When you're creating your product, it's really about you're bringing more value because you have a unique perspective. You have a perspective that you are putting through that product and that what makes people listen to you and why you're going through that effort because it's something that you want to create. It will be different at least a little bit and even though there are similar products out there, it's your voice that shines through. It might be if you look at the marketing end of it, it might just be the angle that you go about selling it.

In some of the later modules, we'll go into much more detail about the product creation and creating the sales material on that.

Even in the personal development space and I'm creating my product, I love when there's good new products and it's not really competition when an affiliate comes out with a similar product to me. If it's a street rip-off that's like I came out with a product or you're just copying word for word someone else's product, of course that would just be plagiarism. For the competition, I love when there's really high quality products coming into the market because that means I have more things that I can promote that I can get behind. Just because not everyone talks the same, if it's video, not everyone is the same in front of the camera so everyone gets something different out of each other's voice for no better word.

That's why there are people on different lists because they connect better to different people at different times just depending on the message that they're sending out. There really is no competition or it won't cause any issues like that when you're creating products that there's something similar out there.

Zane: Also, competition is a really good thing, especially if you personalize it and make the product your thing. I love when there's competition because I know I can add more value. That's my take.

Sean, if you don't mind, I'm going to jump in on this question because I really want to spend some time explaining this to people. This is an urgent question.

Sean: Yeah, absolutely. Go for it.

Zane: Once you read it, you'll see it. Could you please explain where in the privacy policy will say that we won't share emails when we actually swap email addresses on Clickonomy?

Let me be clear here, guys. On Clickonomy, we are not swapping emails. We are not giving you anybody's email. We are emailing on your behalf to our list. Whoever joins our list, whoever take you on your offer, on your free gift, they are willingly going and opting in to your list. If you came to me today and said, Zane, I want to buy 500 clicks, I'm not just going to go and send you 500 emails. It doesn't work like that. Five hundred people from my list click on your link and if they like your gift, they will join your list. If they don't, then you received a click and it wasn't a converting click.

There is no email swapping whatsoever at any point. If you are doing that with anybody else or with any other list owners, then I caution you to stop doing that because the minute the autoresponders and the companies will know that, they will shut you down. They will even ban you from using the platform and they even have the right to take the emails from your list.

There is no email swapping whatsoever. A solo ad is simply an advertisement on somebody else's list. I hope I answered that in a good way. Sean, feel free to jump in here too.

Sean: That's the main difference between permission-based email and a spammer. If you ever do just buy a list of emails then that is pretty much just spamming because they have not given you direct permission to email them. The only reason why this could get a little confusing if you were on earlier and heard my question about actually selling your business that has a list. That would be different because you're selling the entire brand. You're not selling or buying an email list only. You're buying that entire brand.

Yeah, swapping email list or buying email lists, you have to get permission from each person. They have to specifically actually type in their email address and give you full permission to then send them an email. Through a solo ad, I'm just sending an email to my list promoting your free product and then like Zane said, then they would be clicking on that link. If they like that offer and they want to pretty much take you up on that offer and get that free gift by giving you permission to then send them emails so we'll put in their email address into your opt-in page.

Zane: Exactly, yes. There are multiple questions about the badges on the members' area. We can answer one of them. Anyone who's asking about the badges, the same answer applies. They're asking, well, I finished a specific step and on the website, it's asking me to upload something. What do I need to upload?

Let's say you are trying to get a badge for your first opt-in page. Create the opt-in page then take a screen shot of the opt-in page itself, and then upload that into the members' area. What will happen next is we will get an email and then the

admins will actually go and check that this is an actual opt-in page and it's not just a picture of your cat or dog or whatever. Once that is in place then we will approve it and you will get the badge.

This is the same if it's an autoresponder, if it's your first dollar. Just take a screen shot of whatever you're trying to tell us you accomplished and submit a picture of it. In the comments area, you really don't need to add any comment. It's not required but you can tell us like this is my first opt-in page or this is my 10-day email series or this is A, B and C and then upload it. This knocks out all the questions regarding the badges.

Sean: The next question I'm seeing is I can't link my thank you page directly to an affiliate video.

I'm not sure. There could be a couple of answers to this. With thank you pages, there are different ways to link it to an affiliate sales letter or video sales letter affiliate page. You can do where it's just a main page and there's a button that goes to the affiliate video, or you can do what is called a timed redirect affiliate video. That's where there's code on the actual webpage that after a certain timer goes down, it can be short or longer, depending on what's on the page and how long you want it to time down. Then, after that timer hits zero then it will actually redirect you directly to that affiliate product or that affiliate video.

It's a specific code or script that you would put on that page. Depending if you're using something like LeadPages or you're host on your own website or Sendlane, it would be a little ... The code is slightly different for each one and where you put in that code is slightly different. It's a little bit more technical on that end. I believe ... Zane, have you created any of the videos in the modules that we're talking about the timed redirect or was that someone else?

Zane: I did a webinar about it in the past but I'm not sure that I created a video about that.

Sean: All right. It might be one of Jeff Lenney's. I know Jeff was talking about that as well. If you do need that code or script and it's not in any of the videos, you can always send in a support question or right in the forum. Probably the forum would be better and someone can just ... or go to Google and look for timed redirect script and then you'll be able to find that code right there.

Zane: On the forum, I did create a one-page PDF about how to use redirect but it wasn't a script. It was a redirect formula that is HTML-based. I don't know if it'll work for people who are using script or not. It goes with LeadPages.

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Sean: Yeah. If it works with LeadPages, then that same script, it can be in HTML code. I know I just host my own pages and use Wordpress so I just use a script in the header code.

Zane: In the heard code? Yeah, exactly. That's what I do. I take it and put it in the header code.

If you look into the questions, Sean, I'm going to go to the forum and find that actual post and show it to the guys.

Sean: Okay, no problem. I'll keep looking through these questions. Thank you for your patience. As I'm reading through, I'm still trying to find different questions here.

The question is about sending your free gift in the autoresponder series and then the 10-day followup. When am I supposed to send the free gift in the 10-day autoresponder series?

You want to make sure you send the free gift in the very first message that automatically gets sent out. You want to make sure that it's very clear where they can get the free gift that they just opted in for. I do it on day 2 as well. I say, hey, did you miss this? If you did miss this in the first email, make sure you check out your free gift here. I also actually follow up on a week later or on day 7. I follow up and say, hey, how did you like the free gift? What results did you get from it? I would love to hear from you.

It just ties in my autoresponder series with the free gift. I get actually a lot of response. I get quite a few emails from that day 7 message, asking how it went, if they got great results and the success stories with it. It's a great way to interact with your list as well and reach out about that free gift since that's what they originally opted in for as well.

Zane: Yeah, definitely. That's a really good approach. Sean, I did find the actual post I made on the forum. Let me share it with you here. This gentleman, Matthew, he asked exactly about the transition page and how he can resolve the issue. I created this and put it on the site. You create your thank you page and I recommend which one you use. If you're using lead page ... He asked specifically about how to do it with lead page. Then, this actual code right here, you put it in the head tag of your lead page. Then, your page becomes a transition page. After they go into the thank you page, they'll see it for six ... Right here, it's for five seconds and then it transitions into the actual affiliate offer.

It's inside the forum area. Just a quick search will find it for you. It's inside the module 3 area, specifically for the thank you page module.

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Sean: This one is similar to the transition on the thank you page and promoting a product on the thank you page. I have of course my opt-in page completed which offers a free report. At which point do I actually offer something to my subscribers to purchase? Do I do it on my thank you page? Do I do it through my autoresponder series and which one is better? Zane, if you want to take this one.

Zane: Sorry, Sean. Could you repeat the question?

Sean: Yeah, not a problem. I have my opt-in page completed which offers a free report. At what point do I offer something for my subscribers to purchase? Is it on my thank you page? Is it in my autoresponder series? Both and which one is better?

Zane: That's actually a very good question. Always do something on the thank you page. Give them an offer on the thank you page because this is the time when they actually told you that they are interested in your free gift. Hit it while it's hot. They just opted in and took you on your offer and took your free gift. Now is the time to present an opportunity for them to purchase something from you.

We talked about that in the members' area in module 1, I believe. Yes, right here, on the thank you page and how it's important to keep the offer below \$50 because it is the first time they're buying from you and they are interacting with you. Don't try to put an offer that is really a high-ticket item.

You can follow up with the same offer about three, four days after they already opted in to your list and use the same exact offer that you used and tell them, hey, guys, so and so here and just start talking about the offer and present it to them again.

Sean: I do a couple of different things with different offers. I normally don't ... I do things a little bit differently. My 10-day autoresponder series actually really isn't promoting many products. I like promoting all my products through newsletters so those manual blasts that I send to my list. I like having my thank you page offer right there really highly correlated to my free gift. I've seen better results, making sure that that thank you page offer relates to what they just opted in for. I've always gotten the best results from that.

I take that first 10 days to really build up the relationship because I know I'm going to, with my newsletters, I'm going to be promoting in product launches or sometimes I'll be promoting one product for two weeks at a time or I really take the time to really work out my promotions. I do a lead-up to the promotion and then I give some free content that's similar to that type of product that I'm promoting. I've seen the best results when I make almost a week event out of my promotions instead of just throwing them in here or there because I want it to really flow together so they know why I'm promoting the product as well.

Zane: I really want to concur with Sean especially about create an event, a week-long event about a product launch because that's when you actually engage your list very well. I know this might sound advanced but within a few weeks or months, you will be in this position and sharing this with you will help you a lot.

What I do is two or three days before I know that the product launch is, I start to talk about what the product is but not to mention that it's related to a product. If the product is related to meditations, so three days before I start to prep my list talking about the power of meditation, home meditation could really calm your nerves and make you feel more fulfilled, how meditating in the daytime versus at nighttime has different effects on your body, then start introducing the launch.

I don't just hit them with a sale but I actually give them a week worth of content. A lot of the launches actually, they give a free gift during the first few days of the launch. So three days of my free content and then a gift about the launch, a period of a week, I know I have given my list a lot of value and then I will hit them with the sale within the launch period.

That's a really good question. Thank you for the person who asked it.

Sean, I found a question that I see a lot even on the forum. It's regarding to the free gift. We have Jacob and he is asking, I went and looked on the PLR site to find my freebie. Unfortunately, all of them say that you cannot give the gift for free.

Let me explain it to you here. You cannot give the item for free which means you cannot just take that gift and go give it to somebody without taking something in exchange. On the same label right, it says you can use this product to build your list and that's what you're using the gift that you're finding on the PLR. You're using it to build a list. Somebody will not be able to download that gift unless they give you their email. You are in the green and you don't have to worry if you are using it this way.

What they mean by don't give it for free is not just go put it on your blog and anybody can come and get it. That's when you cannot do that. I hope this answers your question. Many of the people who are asking this exact same question regarding PLR and giving it away for free. Did I miss something, Sean?

Sean: No. I was going to actually bring that question up just because a lot of them were about PLR content and not being able to because if you look through the master rights on a lot of those. Yeah, Zane, you answered that perfectly correct on that.

Just make sure that you do look through the rights of any PLR content because there are sometimes different things that you can do. Especially if you're adding

PLR content to your own product that you're building in phase 2, there are certain things that you can do and not do with PLR content where sometimes you can add it as a bonus but sometimes you cannot. Just make sure you look through those master rights, the license for each of the content that you're using.

Zane: Yeah. It's important to read through them because you don't want to give something for free and somebody might come back a few months later and say you gave this for free and you weren't supposed to. Always do your research. I know it might take a little bit of time at the beginning but once you have it all in place then you are in the green and you don't have to worry about it coming back at you ever because you did your research.

Sean: The next question I'm seeing is also a question I get all the time but I want to address it here. I wanted to know how many people you should be adding to your list per day, week, month to start seeing good income. It's very, very difficult to answer this question, but I'll give you my experience with it.

When I am not building my list, I do see my income drop. Building my list is building your business. You always want to have different ways that there's traffic coming to your site. If you see a long period of time where you're not getting any traffic to your site, that is a very good indicator that you want to buy some solo ads. Look at Facebook traffic, look at other types of free traffic if you're doing organic or SEO or anything like that that you want to put the energy and resources because if you don't have a list of subscribers, you really can't make any income.

Of course you can still have a small list and make good income. It just depends the type of relationship you have with your list, the type of products that you're promoting. There's no real answer to the size list you have to have before you'll start making your first consistent income. You always want to at least have some sort of energy or effort or investment and traffic at all times just so you continue building your business because if you look at it. That was one thing that I stopped doing especially when I went into phase 2 as well, with building my list. Not only did I stop emailing my list, I stopped building my list, and took me quite a bit of recovery time because I had to restart all of that.

If I would have had the traffic in place, then it would have been much easier to continue on and my income would have kept growing at the same time.

Zane: That's actually a very good point you brought, Sean. Never stop building your list. Even if you have a 10,000 list, start working toward having 15,000 or 20,000 because list grows should be a continuous thing. This is something that I covered

in detail in the introductory module because your list is your bread and butter. The more people you have, the people you can present things to.

As I said always, add value to people's life so then they reciprocate. Don't just treat them as people on a list. Treat them as customers that you want to build long-term relationship with.

I hope between me and Sean, we answered this question really good for you.

Sean, I found a really interesting question here. It's from Shanty asking, how do I identify a product launch initiated by others so I can become a promoter or an affiliate?

If you found that the product is in a launch mode, a lot of the products themselves at the bottom of each product, they have what they call an affiliate link. You can click on that link and then join that product.

Another way that you can look for launches, actually they have a lot of advertisement when they do launches. Watch your Facebook. Watch your email. If you are really interested in a specific person or a specific company then you can always go Google their name and then launch. Usually they post the dates of their launches online and that's how you find out about them.

Once you actually build a relationship and you are recognized in the market, a lot of times, you actually will get invites to product launches. I got two invites in this short period that I've been in internet marketing to two products that I personally use. I used them in the past and now I just became an affiliate and a promoter. Once you actually build your name and yourself as an authority, sometimes you even get invites to these specific events because they know you add value and you could get them a lot of sales. That's another way to find launches.

Have you found any different ways, Sean, to actually ping a few launches and participate in them?

Sean: Yeah. The only way that I have really done it was I did searches. When I was getting started, I searched for personal development product launches and I found a couple of calendars that had a few of the product launches there, but I started joining a lot of different lists and JV lists. What I mean by JV lists are when you go for like personal development and you look at ClickBank, a lot the ClickBank offers actually have a JV page and then they will say enter your email here to get your JV tools. I opt in to those.

A lot of times, you'll actually see other product launches through those lists as well because they'll say, hey, this new launch is coming up. There's actually another way of getting permissions through JV as well. If you bring on other JVs to a certain launch, then you get a commission of their sales as well. Not all launches do this and not all JV partners do this but some of them do. I've seen all the new product launches by getting on other JV lists. Usually a couple of weeks before any launch, I get a ton of updates with different emails about them.

Zane: Yeah, definitely. When there's a launch and you were on the list of different launches ... not launches. On different lists of people in the industry, you will know that there's a launch happening. You will definitely know and then you can join through the JV part as Sean explained.

Sean: Another question that I've seen a couple of times is with thank you pages. How is the thank you page supposed to jump you right from the opt-in for a free gift to an affiliate offer?

I have a couple of different thoughts on this. There's a couple of different ways you can build your thank you page, your transition page. There are some that are extremely simple that are just saying thank you for opting in for your free report. It will be in your email within the next couple of minutes, but in the meantime, check out this offer. Then, it's just a click timed down redirect and then five seconds later, it takes them immediately to the affiliate offer. I've tried that.

I've used the thank you page as a way to build the relationship and then send them to an offer as well. That I create a video. It's about 20-30 second video of me saying hi, my name is Sean May and I talk about my brand, why I'm doing what I'm doing. I talk about the free report a little bit and why I created it and what types of results they can see from it. Then, I say if you want to really supercharge your results and something that works really ... It's complementary to the free gift that you're going to get in your inbox. Make sure you check out this offer. It's telling them why they're seeing a free gift.

One of the main mistakes that I've seen that really hurts conversions so you won't get as good a return from your thank you page offer when you're investing in solo ads is it goes directly from the ... right when someone opts in, it just takes them directly to an affiliate offer. Why I don't like that is because it actually confuses the person that just opted in because they don't know that the free gift is going to go to their email. They don't know what's really happening and they just were told that they were going to get something for free and then it takes them directly to an affiliate offer that is asking for money. It really hurts the relationship right away if you don't really tell them what's happening so you don't give them that information.

What I found the best thank you pages for me are actually a little bit longer. I actually have a detailed description of exactly how they're going to download their free report. It's going to go to their email. It'll be there 5 to 10 minutes. You'll see this email with this subject line. Make sure you go to your email and find it. In the meantime because it's going to be 10 to 15 minutes, I have something that'll be perfect for you. I almost create my own little sales pitch on my thank you page.

My actual thank you page, it takes about 45 seconds for the time to redirect because I want to give them time to read through that entire page, and then I have a button at the bottom of the thank you page that they can click or if after 45 seconds then it'll automatically redirect them, but that would have given them enough time to read through everything. I've seen the best results with that type of thank you page because it really weaves in nicely to the affiliate offer.

Zane: That's a very good point, Sean. I'm trying to find one of my opt-in pages and show the students live the thank you page that we are talking about so they know what's going on.

Sean: If you can't find one, I can always give you the URL to one of mine as well, but it looks like you're all set already.

Zane: Right here. See guys. Your email is verified and everything is being sent to your inbox. Please allow 10-15 minutes. While waiting, watch for this important video. Then, it redirects them to this offer. For about 7 seconds, they were greeted by me so they weren't sent to a sale immediately and they got time to understand that there is a message after this. This is actually how a transition page and a thank you page linked in together and become one and that's what we call the tip method or the thank you page method. I hope seeing the page live helped.

Sean: A couple of other emails that are similar. What are the best ways to obtain free reports or free giveaway items? How do you get your free gifts?

I've done this a couple of ways. I've done it a little bit different. I've created all my free gifts, whether it be a free report, free audios, free videos, just because I want them to see my face and see my brand right away. You can still do with PLR, if you get it from a PLR site. You can change and edit that material and put in your own name, your own brand and everything. Just make sure that you do a few edits and it really fits into your voice because if your free report is way, way different than your autoresponder messages, it creates a disconnect.

It's like what Zane was talking about at the beginning. If you're copying someone else or you're using someone else's material, that's a big mistake because then

you're not really creating your own business. You're creating a copycat business of something else, and a copycat business will never be as good as an original business that's creating extra value by bringing in your own voice into it.

Even if you are using PLR material, just make sure you take that time to still make it your own.

Zane: Exactly. Always try to improve on whatever you have chosen because that's where people will connect with you. I found that the more I put of myself in the gift, the more positive response I receive from people who are already on my list that I'm just giving them something else or new people.

One of my newest landing pages had a 92% opt-in rate. I don't know if anybody ever had results like this in the past. I was actually shocked when I saw the response. What made this page so different and so unique is I actually started to talk about how on the next few days I will share with you A, B and C and this and that. They actually made a connection with me before even they went to their email and connected with me.

The more you put of yourself, even if you're not using yourself specifically ... You can always use a different name. I could go and become Julian, the meditation guru and nobody would know the difference, but I'm using myself as the spokesman of my niche and my subject. Personalize it so people will connect with it more.

Since we are talking about the free gifts, in module 1, if you guys are seeing my screen, we have created this video, create your freebie. It's an hour long. I actually created that video and it covers PLR. It covers creating your own gifts using iWriter and [guru.com 01:23:17]. It even covers how to create a gift based on finding the offer first and then create the gift. It's like doing it in reverse. You find an offer on ClickBank that you like to promote and then you create a free gift that is complementary to that offer.

Once you create that gift or you find it, then I created this video which is another 45-minute video that shows you how to turn that physical ... It's not physical. That digital piece of property into a link so people can actually download it and put it in their email and the autoresponder and people can start downloading your gift.

I noticed some questions asking how to do that. In the module 1, create your freebie and delivering your freebie to subscribers is the best place to start because it goes in details into how to create each one of these things.

Sean: The next question I saw is what is the best time of day to email?

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I like this question because it leads into a much bigger point with data. I love data because ...

Zane: It's the left ...

Sean: Data will tell you everything. Your data is going to be different from every other business and list out there. Of course, it could be similar on certain things. Everyone will say, okay, best practice is to email at 8am Eastern Standard and 3pm Eastern Standard. That is not always true. If you have tested sending out emails at different times of the day, it could be very different with your list. You could get a much better response at 9pm Eastern Standard Time. I'm just basing everything off Eastern Standard Time in the US just because it's the best standard. We always talk about that even though I'm not on Eastern Standard Time.

You always want to verify what your list responds best to. Every time you send out a new message, look at your open rates, your click rates and start testing different things. For a week, send everything out at 8am Eastern Standard Time, then the next week send it out at 9am Eastern Standard Time and just go through the hours of the day and see for that week if you're getting on average better open rates and click rates.

If your open rates, you're just noticing, oh, that week where I sent it out at this specific time, it just worked so much better, then that for your list is when you to send out your emails from there on out. You want to do that testing beforehand, before you just say, okay, I'm just going to follow what I've been told and do that from here on out. Always make sure you know all the data in your company because that's what you're going to base all your decisions on when promoting products.

We answered something similar. How often should I promote or how many days should I promote a product for? It just depends on what your list is responding to, but this is the same thing. If you don't know your numbers, you'll never know what's going to work best for you and you could be leaving a lot of value on the table because you might be able to double your open rates just by changing the time when to send an email.

Zane: Exactly, guys. Once you start to have a sizeable list, and by sizeable it could be 500 people, start testing the times because each list has actually a very different time of response. Don't take the standards or the benchmarks that they talk about in the market. You have to find that for your own list.

At the beginning of this session, Sean was talking that he actually skips Saturdays. Saturdays is one of my biggest days. I deliver about 2,500 to 4,000

clicks on Saturdays. I didn't learn that by just watching or just thinking, okay, let's email on Saturdays. I actually started to email every week on Saturday at a specific time. If you're asking what time on Saturday, it's 10pm on Saturday. Yes, it sounds crazy. It sounds odd, but for whatever reason, apparently people at 10pm on Saturday, they check their email and they stay up late into Sunday so they check their email. I email on Saturday night every week.

I didn't learn that by listening to all the benchmarks that they're talking about because they say Saturdays and Sundays are the worst. I learned that by checking my own data and checking the numbers, the open rate, the click rate and everything in between, and then I came to that conclusion. Make sure that you do your own homework and email your list on a specific time every day for a week or two until you find the best timing and then go from there.

Sean: Yeah, that's kind of funny because my best time of the week is Sunday at 6am in the morning.

Zane: Wow. It's some odd times that no one would have ever thought Saturday at 10pm to send an email, but it works for my lists. For other people's lists, I can't say the same. Find how your list respond.

There was a question from a gentleman who's asking about the Earn Your First Dollar Challenge. He's wondering if the return policy in place would stop him from making his first dollar.

If you made a sale on ClickBank, then don't worry about the return policy. You actually made a sale. Yes, there is a refund and sometimes you get paid before the refund time is over. What ClickBank will do, if for whatever reason the person asked for the money back, is they'll deduct that refund from your future sales. I asked that question to them personally and they said, okay, so you made a \$500 sale this week and we paid you next weekend, but somebody went and refunded the product after we paid you. In the future when I make sales, they will actually take the money from that sale.

You will see that inside your report. You will see that you made let's say \$400 in sale this week but they only paid you \$329 because \$79 were in refunds. What that meant is somebody from previous purchases asked for a refund and now ClickBank is taking their money back.

Don't worry about the refund. Don't worry about the money. They take care of all of that. If you made your first dollar before April 17 then fantastic, you have succeeded. Now make sure that you put all the badges in the system so you are fully qualified with the challenge.

Sean: It's a side note but you will get sales when you're promoting affiliate. I mean you will get refunds when you're promoting affiliate products and you'll see certain products get higher refunds than others.

One general way to really reduce the refunds with affiliate products is followup. Of course it's not the easiest because you won't have exactly all the data to follow up with people that have purchased, but you could always send out just like after you do a big promotion or a product launch, you could just follow up, hey, everybody that has purchased, please send me a quick email. I just want to make sure that everything is working correctly for you. You have all the login details. You got everything that you were promised. I just want to make sure that everything is good.

Just by taking that little extra step, and not many people do. Not many businesses do when they're going through phase 1, is following up with the people that have purchased. That greatly reduces your refunds because they know that they're going to get support, at least in some form because they know that you do care that they got everything that they needed. That greatly helps reduce refunds as well. Just a side note on there.

Zane: Somebody is asking about the popularity and the gravity inside ClickBank.

There is not actual best number for gravity. We say that anything above 30 or at least find multiple offers that is above 30. That is just because we're trying to put a number for the people who have to have a number. With ClickBank, sometimes I know this myself that if I go with an offer that has lower gravity, I actually get better results because not that many people are advertising it but everybody else is advertising the Millionaire Brain I just showed you on my thank you page.

Don't let the numbers scare you just because the offer doesn't have very high gravity. When you do your research, at least find multiple offers who have some gravity. If you go the niche inside ClickBank and then you find only one offer and it has no gravity at all, then maybe that's not the right niche or the right product. Just keep that in mind and don't let the gravity and popularity scare you away from promoting it.

Do you want to add anything to that, Sean?

Sean: Yeah. I completely agree with you on that one where a lot of the top ... the top products on ClickBank that have the highest gravity I get the worst results with. Don't just automatically promote a product because it has a high gravity without again checking the data because I lost out on ... I sent too many clicks when I was getting started to just the top-performing product in a certain category, and I

didn't get any sales from it. Right when I switched to a different product that had a much lower gravity at the time, I started the sales coming in much more because of that.

Also, because the opt-in that you created it will bring in a certain type of audience so they might not be interested in what's performing the best in ClickBank and what other people are having the best results with because it just might not really work well or ... What am I trying to say? Just your list won't really like it at that point or they might not like it. You just want to test different offers. I've gotten some great results with lower gravity products just because it was really highly correlated to the free gift that I was giving away.

Zane: Definitely, Sean. Some of the products that I promote throughout the week or throughout the month are actually lower gravity products that I just create my own sales pitch to it and sell it. Gravity shouldn't be the only key to look at.

Sean: Yeah, exactly. You brought up a really great point with you created your own sales copy for it. If there's a product that you really like and it has an affiliate product with it, like an affiliate area for it and they have this long video sales letter but they might not have a very good converting sales copy. If it's something that you've gotten great value from, that's something that you can bring the relationship with your list. You can use that and use your own voice to really promote different products with your own copy.

You can create emails. You can create your own video. You can create different things that will help promote affiliate products much better to your list. Because your list trusts you, if you've done everything in Profit Academy, your list will trust you because you built up a great relationship with them. When you do promote something, you can be very transparent, forthright when you're promoting and say, hey, you might have seen this product in the past. You might have even seen their video sales letter, but I'm not going to show that to you because I just want to show you the type of results that I'm receiving with this product. This is the results that other people that I'm working with or other people that have shown me the type of results they getting with it.

You can create your own copy for other affiliate products that you may really like but you just don't like their actual video, sales video or something like that, whatever they're doing to sell their product. I just wanted to bring that up that you can pretty much market other products with your own voice.

Zane: Exactly. Yeah, that's a very good point.

There is a very interesting question. Somebody is asking, what is the initial budget to buy for traffic?

The best answer and the most transparent answer is what is your budget? Whatever your budget is to buy traffic, if you're talking about buying traffic, then whatever your budget is, that's the amount that you can afford and that you can go with. If you're talking about organics traffic then how much time do you have on your hand to spend to write articles, SEO things, guest posts, respond on forums and all this and that. Either way, paid or free, there is some investment cost and it could be in the form of money or in the form of time.

The best answer is how much do you have of each, that will be your budget.

Sean: Absolutely. Just make sure it's not zero because what I did when I got started, this was another mistake that I made. Even though I had the monetary budget for investment traffic for solo ads, I would not spend it. I was scared to spend that and I'm like, well, maybe I'll just spend a little bit more time in some of these other things even though I knew my next step was to start purchasing solo ads.

Make sure that you do set aside that investment, either monetary or time, and really follow through with it. Set a certain timeframe that you're going to purchase a solo ad, the amount of clicks that you're going to do, and always make sure that it's bigger than zero no matter what so you're still building your business.

Zane: Exactly. Yeah. There is another question and it could benefit everybody. Somebody is asking. When we talk about responsive list, what does that mean?

A responsive list is a list of people who are actually interacting with the emails in the form of opening the emails and clicking on the leads. Either one of these actions is considered responsive. If you're asking in term of sales then that could be added as a responsive list. There are some lists that are highly responsive to sales, but responsiveness in terms of lists is that the list is interactive with anything that the list owner sends. Emails, videos, sales, they interact with it because they are familiar with the person and they trust the person. That's what the word responsive means.

Sean: This is another question that I really like. So as an e-marketer, do we stick to a limited amount of subjects in order to have an authority status?

I love this question because I've dealt with this in my own business multiple times and I've debated with this question. What I've come down to and how I'm now going with my company is to really build an authority status, I go after the subjects I'm passionate about. Instead of ... If you're really passionate about a certain thing, go after that because the more that you bring out that you really

care about that, you are putting a lot of energy and effort behind, then you'll be seen as an authority in that space.

If you're just going into very surface-level subjects but you're doing a thousand different subjects in one year then you won't really dive into each and you're not really that excited about a thousand different subjects. At least I doubt you are. If you do a different subject every single day, that means you're not really putting the energy and effort behind each of those subjects. That's why you heard, well, don't go to A here and then D there and then X the next day. I'm just using letters for different subject matters.

If you're passionate about something, go after it because that's where your voice is going to shine through and everyone on your list is really going to feel that. They'll know that you're very ... There's more truth behind it. Anything that you are talking about, you've done your research, you care about it, and it's something that you want to bring to the market.

Zane: Perfect. On a side note and it's actually a question related to this subject. Somebody asked. Okay, so now I built a list and now I have people on my list. Now, how can I keep the list interested in what I'm talking about?

There is a very nice tool. It's a keyword tool that shows you what people in a specific niche are searching for. I believe Dave did a fantastic job in I think module 2 if I'm not mistaken or module 1. I'm not sure, for finding keywords on each specific niche using AdWords.

Let's say you are in the personal development niche, specifically in productivity. You can actually go and do a keyword search for productivity and find what people are searching in that area. When you talk about productivity, you are actually telling them about things that they want to hear about. You're not just talking just for the sake of talking. You are actually telling them about things that they are searching for.

This is how you find interesting topics to talk about to your list. Do a quick keyword search on your niche or on a subject within your niche to find what people are more interested in.

I found out from my research that in the meditation field, people are interested in meditation but they are more interested on how to use meditation because a lot of people, they just sell meditation out there but they don't tell them how to do it. I found out that a lot of people are looking for guided meditations or how to do meditations or what kind of meditations work best for specific events. That gives me a chance to actually create topics that my list have been searching for and deliver it to them.

That answers about four or five questions on the questions area. How do I keep my list responsive? How do I keep my list interested about the topic? I hope this answers your question.

Sean: One of the things that I want to add there is you can also ask your list what they're interested in. You can send out surveys to your list. You can just send them an email asking them to respond. Surveys are great because you can give them just radio buttons that they can select what things that they would like to hear about. That's another way to pinpoint just exactly what you list wants in general as well.

Zane: This is so odd because, Sean, every time you answer a question, I find another question related to it. This question said, okay, you're telling us to ask our subscribers what their interests and what their things are. What if they asked a question that we can't answer for liability issues?

That's a really tricky question and I can't just give you an answer. If you really think that there's a huge liability, I might advise you to talk to a legal entity to give you the best answer.

Your business, you should not have any things where you have a lot of liability questions, unless you are running like a real estate business where they might ask you questions that require some knowledge about the laws of the land where you're performing your business. I've been in real estate before and I know that there are a lot of legal things that real estate agents have to know.

Unless you're in that field, I don't foresee you having a lot of liability issues. If you always fear that you might be in a specific position, just ask a legal entity or a lawyer or somebody that you trust who has an authority to give an answer.

Would you like to add anything to that, Sean? It's an interesting question.

Sean: Yeah. I have had a couple of questions like that where being in the personal development market, it almost came to a therapy session and I am not certified in any shape or form. I do not have any degrees or anything with any type of higher authorities that would certify me that I can answer those type of questions that could really cause liability.

In that case, in the personal development, I still respond with saying, hi, I'm not a doctor. I don't have really any background in that, but I still at least bring in something like I read this book that was great, if that really correlates well, or this video really helped me through a hard time, something like that. If it becomes a liability then just make sure that you definitely need to seek legal counsel before you give any responses.

You need to pretty much point out that you are not certified. You're not whatever you need to release that liability and just say, thank you so much for your question. I cannot answer that because I do not have the certification to answer that. I greatly apologize but thank you for your communication and I'll still try to help in any way or form without going into liability issues.

Zane: That's a really good way too because you can dodge the question if you really are not the expert there by saying I apologize. I don't have the expertise to give you a very good answer here. You don't put yourself in a liable position by giving a direct answer for something that you might not be the best person to answer.

Sean: I just had a question but I lost it.

Zane: Me too. That's so odd. I found another question. It's regarding the forum. Are the members' area and the forum area of Profit Academy going to remain available for us after three months?

I believe so. However, let me make sure that I ask the team and give an answer on the forum because if I'm not mistaken, it should be available for a lifetime. The coaching and the interaction all the time, it's during the three months if I'm not mistaken.

Sean: Yeah. That'll be a question for the team. Zane, I've had that question as well. If you can just answer that on the forum, that'll be great.

Zane: Yeah, I'll ask and make a sticky on the forum about it.

Sean: Perfect.

Zane: I have a question right here. What are your thoughts on the depression niche? Is it too specific?

I know depression niche is actually very thriving right now because there are multiple products but grief and handling depression. Sometimes it even go into suicide and stuff of that nature. However, with that niche in specific, I listened to a webinar once. Usually they look into someone who has the background. Are you a grief counselor? Are you a doctor? Are you somebody who is qualified to help others who are dealing with grief?

If you're not a specialist in that area, you can be a research, but sometimes people look for some ... seek the interest of someone who already knows what they're talking about in that area because let's face it, they're depressed, they need immediate help.

I'm just sharing my thoughts and what I've seen online. It is a niche and it is available. I know on ClickBank, there are like four different offers that deals with depression and grief counseling and things of that nature. I know the niche is working. The specifics of it, you might have to work out and make sure that you qualify for it.

Would you like to add some thoughts to that, Sean?

Sean: Yeah. Whenever it comes to different niches like that, it really comes down to, okay, is there an audience? If it's so specific, is there an audience for it? You can always start out in one niche and then expand out. If you're just seeing it's extremely difficult or it's really expensive to get traffic for a specific niche, so if there's nothing on Clickonomy at the time for a specific niche and you do expand out into other different sources of traffic. It just becomes so expensive to get traffic that's that pinpointed, then you might have to base your decision on whether to expand out into a broader niche or not based off of the actual fundamental finances of what it's going to cost you per new subscriber on your list as well.

Zane: Yeah, definitely.

Sean: This is another question that if we can ask the team and then report on the forum, but about the May event in Las Vegas about the hotel, the discounted rate and if Rio is the correct hotel. I don't want to go into it too deeply, but I'll try reaching out to the team as well and see if we can post something in the forum about the May event just to clear up any of those type of questions. Of course, always reach out. If you have a specific question, please reach out to the support line about any of the live events or any questions like that as well. That will be always the best way to get that information.

Zane: I found a really interesting question, Sean. It's a person asking, can I give a YouTube video for free and how would I do that?

We are getting into a gray area here. You can give the video for free if you own it. If the video is made by somebody, I would not recommend that you go and give that video for free in exchange for an email because then you are monetizing somebody else's work for your own benefit. If you're just sending the video for free as a reference like people on your list, you send them a video saying, hey, guys, I found this awesome meditation. Go watch it. Then, yes, by all means.

If you're talking about using a YouTube video as your free gift to give away to get the email, if you don't own that video, I would not advise you to do it because the person who created the video worked really hard to create it. Trust me. They

will know once they start to see specific hits coming from a specific IP address and they'll know what you're doing. They can come after you and it's not going to be nice. If you want, you can also reach out to the person and ask if they give you the permission. Just keep that in mind.

Sean: There's a couple of questions about the done-for-you webpages but I want to talk about this one in particular. If many of the students are using the done-for-you website with a specific niche, all the students will become oversaturated.

I have seen this before where as a solo ad seller on Clickonomy, there was multiple people coming to me to buy solo ads for the done-for-you webpages all at the same time. Pretty much I'll be promoting the exact same opt-in page and free report multiple times. In that sense, yes, it was a little bit oversaturated by many different students all trying to buy solo ads from the same solo ad sellers. You wouldn't want to have that done-for-you webpage and free gift and promoting it to a list that's already seen it six or seven times right in a row to opt-in for the same freebie.

You can also expand out even if you've done for that. It's like PLR. If you change it a little bit so you have the fundamentals already put together, then you can go in and edit, add your own voice, give more value, change the wording around, change the picture. You can do different things that you can build on the fundamentals that the done-for-you webpages will give you. I think that's the best way. If you're going with the done-for-you webpages, you do want to add that extra effort and that extra value into it and put that into it before you really start investing in traffic.

Zane: That's a very good answer, Sean. Actually, that's the same exact answer I gave to some of the students who were interested in purchasing solo ads from me because they were choosing the same exact offer without doing any changes to it. I just had to be honest with them and say, guys, we created these done-for-you to be the foundation. It wasn't meant for you to just grab it and advertise it. It cuts all the hard work. It just requires you to do some editing, so change the wording of the opt-in page. Change the look of the opt-in page so it doesn't look exactly the same.

If you want to go at a level deeper, you can actually go to the report that you're trying to give and change it up. Change the images. Change the title. Change the number of the pages. Add a paragraph. Add your own personal take, your own personal view to it. Use the done-for-you product as the base and the foundation to expand. Don't just take it as is and then expect it to be just solid because you are correct. Just because you are interested in the niche, that means other people are interested in the niche and they might do the same

exact thing. Try to remedy that by adding your own take and your own point to it.

Rick: Gentlemen, we've got about five minutes left and then we're going to have to wrap this up. If there's one big question that you can fit in for those five minutes, why don't you take that one now and we'll call it a night?

Zane: Thank you, Rick. Thank you. We'll definitely do that.

Guys, we have answered a lot of questions today. For those of you that we haven't got the time to answer their questions, we do apologize because as you know, we get a lot of students visiting on each webinar so we won't have the time to answer all questions. A very good and nice area to check for a lot of answers and questions in inside the forum area right here. There is a fantastic search feature here. I know a lot of people were asking about the free giveaway. You just do a search inside the forum area and you will see all questions and answers related to that specific term.

I just wanted to point out how important it is to actually look into the forum and join it. Coaches like me, Sean, you see right here Ted, Jeff, the other Jeff, even the director of education, Jeff, he's there too. Utilize the forum as an area to seek questions and seek support because another fantastic feature I found inside the forum is the support that you get from the coaches and fellow students in term of emotional support because you are new to this and sometimes you feel overwhelmed.

Some of the threads here, I wish I have the time to show you, you see how supportive the students are towards each other. When somebody feels stuck, sometimes a student actually comes to the rescue before I get the time to answer the question.

I just wanted to highlight how important it is for you to join the forum and utilize it to the best of your ability. One caveat, the forum gets a lot of questions so give us at least 24 hours to answer it and don't get upset if we don't get to you right away, but we are all working around the clock to support you and support your needs. I truly hope that we are meeting your needs and we are doing a great service to you and adding a lot of value both to you personally and to your business because this is what we love to do.

I know I can speak for me and Sean and most of the other coaches, if not all of them. We are truly blessed to be able to help you. This is our way of giving back to you because we were students ourselves in the past and we got help from others, so it's our time to give back and to help students just like you are.

Profit Academy Coaching Support #9

Rick: Well, guys, we're back again tomorrow evening at 9:00 and on Wednesday at 3pm. Those are Eastern times. Tune in then. In the meantime, good luck. Do your homework. Take action. Sean and Zane, thank you very much. You guys take it easy. It's been a busy weekend for everybody.

Zane: Thank you. Bye.

Sean: Thanks, Rick. Thanks, everybody.

How did Donna do?



If you rate this transcript 3 or below, Donna V will not see your future orders