

Anik: Guys, I'm so proud of you for being here. I'm so proud of you for taking action, and just wanting to change your life. We are here now, and we are going to work with you as hard as you can possibly imagine. We're excited. I know you are. Let's do this. Don't stop. Whatever you do, do not stop. Do not get stuck on an obstacle. Come to that training community. Come to the forum, let us help you, okay? That's what we're here for. With that said, Tom if you're ready, I'm going to turn things over to you. I'm excited to see what you've got going. Everybody, I'll be in the back here listening. Congratulations, thank you and I'll see you soon. Tom?

Tom: Good. I'll take it over Anik. Thank you for that.

Anik: Yeah, thank you sir.

Tom: Hi everybody. Hi everybody. Let's have some fun tonight. Let's learn about the Circle of Profit. What I'm going to do is I'm going to go through two of the sections of your training. The first section is we're going to talk about the Welcome Module, which is basically a high level view of the overall business. I'm going to do that for about 20 to 30 minutes. I'm going to just basically cover lightly each topic, so don't get frustrated when you hear me move quickly through this material because I don't want you to think we're going to cover that in great detail.

What I want to do is to start you off with just another review of the whole business, Phase 1 and Phase 2 of the Circle of Profit. Then after about 20 to 30 minutes of that, I'm going to move into Module number 1 and I'm going to cover that in a lot more detail because I'm only doing one module, and that is basically finding your niche, deciding on your own niche. I want you to take notes as much as possible, but I want you not to get frustrated again because I say that to you, I do not want you to think that just because I may go through something quickly or because I may not answer a question that you have at the time, keep in mind that every one of these slides I'm going to show you on these PowerPoint's are for the most part the Welcome Module. I'm going to go through my own slides, which is basically Module number 6, which is a review. That's what I have at my fingertips tonight.

When you go through the videos on the training module itself, on the website, you're going to find that you have total control over every one of those videos. You can fast forward them. You can jump around. You you can back up. You can replay. I don't want you to jump around. I'd like you just to back up if you need to and replay something. I do that a lot. When I'm going through one of the modules, not just in this training, but anything that I'm learning, when I'm learning something brand new, it's not unusual for me to go through and replay 5 minutes over and over and over and over again because I just can't seem to

understand it the first or second time I heard it. Sometimes I'll take a walk. I'll just break for a while and then come back and watch that section of that video again.

That's what's great about these videos that we all put together for you is that they are recorded and on the membership site, and all you have to do is go there, pause them, replay them any way you want to. Don't get frustrated. Just listen tonight, take some notes, and just try to get a mental picture of what really is going on.

I'm getting a lot of questions from you on some of you I know through Skype, some of you I know through Facebook and you're sending me some questions by email, and I'm trying to do the best I can to answer them as all the coaches and the people are on the forum and on the support tickets. There are a lot of questions you have, and I know that it gets very, very frustrating when you just can't seem to pick up something and then you think, "Man, I just can't move on from that spot."

I encourage you to find a mentor in addition to Anik. Find a friend. Find someone that has a little bit more experience than you in some areas that you may be having difficulty in. My fellow students and I, and I say students meaning the people like Zane, Jeff [inaudible 00:04:10] and all the people you've been seeing on these live trainings that Anik has had over the last 2 weeks, we're all friends with each other because we're all learning together. When I have trouble on something, it may be something that Zane does not have any trouble with, so I'll contact my buddy Zane and we'll talk it through. He'll send me an email or support materials. It just helps move me along and it gives me a quick answer maybe than me having to wait for a support ticket to come through.

I want to make sure that you get into the mode where you're making a lot of friends as much as possible. Listen to people. When you have a chance to get someone's email address or their phone number, do it. The live event is absolutely critical for you. You spent a lot of money on this program. I applaud you for that. It's a commitment. Now the commitment needs to extend to the live events, if for no other reason than to build a network of people. Like Anik says, if there's a thousand people at that next live event, I'll be there, Zane will be there, all the coaches will be there, Anik will be there, his whole team. More important than that is all the people that are students of the Profit Academy are going to be there if they're serious about this business, and I encourage you to make friends with as many people as you can for the reasons I'm talking about, okay? It's very, very important that you do that.

Now what I'm going to do is I'm going to see here if I can switch over to my PowerPoint's, and let's get started on the Welcome Module, okay? Let me do the screen share of that, and I'm going to hit the Presentation and we'll get started. Now if I happen to hit the wrong button bear with me because this is the first time I've actually had any controls in the Google Hangouts. I'm usually a webinar guy. I like to run the webinars, and it's always easier for me to do something like that, so if I happen to make a mistake like I just did now, here we go. That's where I wanted to be.

You should be seeing Module number 6, Phase 1, Where Are We Now: A Review. Actually this is what you'll see when you get to Module 6, but like I said, we're going to use this so that we can go over the Welcome Module, because Module number 6 is really just the same thing as Module number 1. In this class, what we talk about is the circle of profit. This circle of profit is a look at the business from a 40,000 foot overview. We're going to talk about the online marketing and purpose and benefits of the business itself, and we're going to discuss Phase 1 and 2, we're going to talk about the 6 steps to launching your business. Again, I'm going to move through this rather quickly, so take notes as you can but remember this is being recorded. You'll be able to replay this, which is the reason why I'm not going to hover over any one point too long.

Now the circle of profit based on you starting your business and working in a circle. You start by building your business and then you launch it, and we're going to talk about that. You're going to feed your business, meaning you're going to send traffic to your pages. You're going to monetize your business by learning how to use your sales funnel to actually get sales from the people that are seeing your pages and then you're going to rinse and repeat, and it's no more complicated than that. This is accomplished through Phase 1 and Phase 2, two different phases of the circle of profit.

You'll see that you start off on the left bottom side there. See that, where it says start. You're going to come in by building an opt-in page and you're going to set up your auto responder, and that auto responder is going to have anywhere from 5 to 14 days of emails loaded into that auto responder, and then after you test this of course to make sure it works, you're going to set up a thank-you page where you're going to have an offer, either from ClickBank or maybe something that you're selling, but Phase 1 is focusing 100% on you becoming an affiliate marketer. That means that you are going to be selling somebody else's product on your thank-you page.

Now remember, what the thank-you page is is the page that comes after your opt-in page. Now many of you were already talking about doing a transition page. That is a page in between your opt-in page and your thank-you page where

it's no more than maybe a 5 second or 10 second or 15 second video of you saying, "Hi, my name's Tom. I want to thank you for opting in. That information that you had requested is on its way out to you by email right now as I speak to you, but I prepared a little something that you may want to see that I thought would be very, very closely related to the interest that you told me you just now had. Here it is." That's it. That's your transition page.

Then immediately the process moves them into the next page, which is your thank-you page, and that's where your affiliate offer appears. Look at Phase 1, opt-in page, auto responder, and then you sell an affiliate offer on your thank-you page, and then it all circles back to traffic that you are going to continue to send to that page and then just circle people around in a mini circle in Phase 1. As you're selling your offers on your thank-you page, people are then making purchases, you are getting commissions.

Zane: Tom, are you on the slide with the Circle of Profit or you're still on the first slide?

Tom: I'm on the Circle of Profit slide where it says Phase 1, Phase 2 and Repeat.

Zane: We're not seeing that.

Tom: What are you seeing?

Zane: I see Module 6, Phase 1: Where Are We Now?

Tom: Where Are We Now? Okay, it didn't move onto the next slide. Let me try something again here.

Zane: Are you using dual screen?

Tom: Actually I'm doing a share screen. Point slide show, I'm starting my screen share.

Zane: There we go. Okay, now we see. Okay.

Tom: Good. All right. Again, bear with me, I'm learning this as we go. Okay, the Circle of Profit, there it is again. Again, I'll just run through it real quick. You have an opt-in page on the bottom left there, right where it says Phase 1, the auto responder is where you put your emails that will automatically be set to send to someone the moment they opt in. At that bottom right, you'll see you have an affiliate support, which is actually your thank-you page. When someone buys your offer, you will receive a commission. If you're selling an offer off of ClickBank. ClickBank will give you that money any way you want it. They will either send a check to you or they will deposit the money directly into your bank

account. I'm a direct deposit guy. I like it going right into my bank account but that's your choice.

Then you drive more traffic, more eyeballs to your opt-in pages, which is where that mini circle comes in on that bottom section there where it says Phase 1. Now when you get that down to the point where you're starting to feel pretty comfortable with the mechanics of everything, building your opt-in pages, building your affiliate relationships, setting up your thank-you pages, collecting your commissions and sending traffic to your pages, then you move into Phase 2.

Phase 2 is where you begin to pick up your own product because now if you'll see when you're starting to circle around there on the right and moving up into Phase 2, this is where you begin to pick up products on your own to sell. It could be a digital product, it could be a physical product. I've had questions from some of you since our last training last week asking could you do both. Yes you can. I do that a lot. A lot of times I'm offering a physical product on my opt-in page. That's what I call my lead magnet if you will. I give that physical product away as a way to get you to opt into my list. Then I will move you to a thank-you page that actually has digital product, or you can switch that. You can offer a digital opt-in page where you're giving away something for free like an e-book or an audio file or something like that, and then you can actually sell a physical product. I also do that. You can change either way.

When you get into Phase 2, what you're doing is you're actually playing on your experience from before where you're beginning now from additional experience where you're not so worried about how to build pages, you're not worried about traffic as much now. Now you're just thinking about improving the offers that you will sell to your people that are looking at your pages. That's what Phase 2 is all about.

Now some of you are thinking, "Gee, I want to do my own physical product right now." As you heard Anik say, move through the material as it's being presented to you. We present you with Phase 1 and we really want you to get that down because there's a lot of mechanics that you just will not learn so well if you skip around. In fact there are critical things that you'll miss. When you're finished with Phase 1, then move into Phase 2. Even though you may be selling a product right now on your own, please work through the material as it's presented to you so that you don't move too quickly into Phase 2, because then you'll be lost and you'll be making too many critical errors.

Okay, you see there where it says Cart Monetization and Your Sales Funnel? The opt-in page and your thank-you page is part of a sales funnel. This time in Phase 2 the thank-you page is not necessarily going to be an affiliate offer; it's going to

be your own offer of either a physical or a digital product. Then by doing upsells that you've heard Anik talk so much about, that's when you get involved in the 5X Profit Secrets and the backend multiplier. You are actually recirculating people through a value loop, if you want to call it that. It's a series of offers made back to back to back.

In other words, when someone buys something from you and they become a buyer, they've turned themselves from a lead into a buyer, immediately they've released endorphins that make them feel good buy something. They got something that they wanted. Take advantage of that good feeling that they're going through right now by offering them another offer right behind it and another one right behind that. That's what Anik talks about in this 5X Profit Secrets. Those backend multipliers will make most of your money from you.

That's when you see that circle on the upper left there, the profit, and then it circles back around, and when someone stops buying from you, then you send them right back to another landing page or another auto responder series. You give them some content to cleanse the pallet a little bit. You've been selling and pushing pretty hard. Now you want to get them back where they're just going to be getting some content from you. Don't just make your business offer, offer, offer. Don't do that. Give them an offer. Give them some content and some value. Come back and make another offer. Then give them some more content. Vary it up. Mix it up a little bit. That's the Circle of Profit.

Now when you complete your product construction of your sales funnel on Phase 2, you'll notice that the reason it is a circle back around to Phase 1 again is because you can now have 2 different sales funnels running at the same time. You can be selling someone as an affiliate, and you could also be selling someone as your own product. You have Phase 1 going on and Phase 2 going on all at the same time. That is what the circle is all about.

Now I'm going to run through this rather quickly here again. The 40,000 Foot Overview is online marketing purpose and benefits. You're going to enhance an existing business or you could be starting a new business. You could be spreading a message, something that you're passionate about. You could be promoting a cause or boosting your income, and there are the 2 phases. Phase 1 is the beginning. It is your affiliate marketing phase. Then you move into marketing your own product sales funnel and Phase 2.

Now I'm going to move through this rather quickly again here because I want to get onto the next. What I want to do is get out of this presentation and move onto the next one now. This would be, let's see, video 6. Now I want to move now into Finding Your Own Niche. Let me go into number 1 here. Now this

module, let me get into the presentation view here so you can see it better. Now you should be seeing Module Number 1: Setting Up Your Business. I'm just going to double check to make sure you can see this. I hope you can.

Zane, if you're still there, tell me if you're looking at my PowerPoint slide that says Module Number 1: Setting Up Your Business, Finding A Good Niche.

Zane: I see you Tom. You flick on the green.

Tom: Okay, let me get out of that.

Zane: No, it goes to [crosstalk 00:17:19].

Tom: All right, let me start again. Okay, let me go to the next one here. I'll find it, just give me a moment.

Zane: No problem, take your time.

Tom: Okay, Video 1, there we go. Okay. I need to click that button every time I change screens.

Zane: Yeah. Yeah, that's the only thing that I noticed in Google Hangout.

Tom: Now Module 1: Setting Up Your Business, are you?

Zane: Now we're back on seeing the module. Yes. Yes.

Tom: We're on Module 1: Setting Up Your Business, Finding A Good Niche?

Zane: Yes.

Tom: Okay, that's what I want you to see. All right, we're moving ahead here.

Zane: Okay, perfect.

Tom: Now what I'm going to do is to break this down in more detail for you because this is the heart and soul of tonight's hangout is to get you into the first step of your training, which is to find a good niche. The best niche for you is the one that is a market where people were already interested in. People were already actively looking for answers to questions or solving problems. Now finding your niche is very important of you not only in Phase 1, but also in Phase 2, because hopefully you've picked a niche that you can find good affiliate marketer in

Phase 1, but then you could also then move into the next phase in your business, Phase 2, without skipping a beat.

If you're interested in crafts for instance and you find a lot of craft offers from other people selling products that you want to sell their product as an affiliate, when it's time for you to go into Phase 2 it would also be nice if you could just continue the conversation with your existing list without having to change niches. You want to work the same niche naturally. Except now they don't know that you've moved into Phase 2 of your business, all they know is that now you're offering them things that are of interest to them. To you, it's very important for you because you now are selling your own products. Your list really won't notice that you've changed from Phase 1 to Phase 2 of your business if you do it effectively.

What I mean do it effectively, I mean picking a niche that has a great following. There are people that are very interested in that niche should be interested whether you're selling an affiliate offer or you're selling your own products.

The only way to find whether that niche is right for you to is to do market and demographic research. You have to learn your market. I want to note to you that Module number 7, as you progress through the training, is entirely devoted to niche selection. What I'm going to do is cover this in maybe a 5,000 foot level for you, not quite the 40,000 that we were just doing on the Circle of Profit.

Niche selection is critical. I have a lot of people that will say to me, "Tom, how do I pick the right niche?" It's real simple. First of all, you have to identify your target audience. How do you do that? Well you have to work on a plan. If you fail to plan, you might as well plan to fail because that's exactly what will happen to you. What I mean is that don't pick a niche that you think you're interested in and then don't do any research, just assume that everyone else is going to like that niche. That's your first failure. Because just because you like something doesn't mean that other people like it, or at least to the degree that you can make a lot of money at it.

I've had many people come to me and ask me questions that are something like this. "Tom, I just can't understand it. It's a great niche. I know they need these products. They're great offers I'm giving them. There are things that they need and I've offered it at a discount, and still they're just not buying. I don't understand why." The why is real simple. You're trying to sell somebody something that they think they need as opposed to offering them something for sale that they're already buying or they're already looking to buy or they're looking for an answer to a question in a certain area and you're somewhere else. You're not listening to your audience. That's failing to plan.



What you have to do is not what you like. You start with what you like and then you do some research. What you have to do though is make sure through verification and research that your market is also tuned into the same message that you are. You start by saying, "What subject are you interested in?" This has to be something you are interested in by the way, or if not you'll get bored with it. I've chosen some niches where I've gotten bored and I've lost some time because I just got tired of talking about that subject. I made a mistake. Don't make that mistake.

You have to also decide if you want to focus on a physical or digital product. Now remember this can be also in Phase 1. You could be selling a physical or digital product in Phase 1. Don't think you just have to do digital. You can do physical. You start your research there. In the area that you're interested in, you pick your product that you want to sell and then you start looking. Now what do you research. You want to first of all find out is the product I want to sell monetizable? If you want to go into the craft niche for instance and you want to sell something that is not trendy or you're trying to sell something to people who are not really buying or maybe the niche is too small, you're not going to make a lot of money and we want to make money.

Look to find out in the craft niche what are people interested in. What are they buying? What questions are they asking? What are they already looking for? You'll find it, if you do your research people. This is what I found every time without fail. When you are researching properly, you will start off with a thought as to what you're going to sell in a certain niche, and by the time you're done researching you're probably going to be selling something altogether different. Because if you're a smart marketer, you're going to go in the direction of where the market is going. Don't force your products and your ideas on the market.

Mark Lane from Australia, one of Anik's very good friends, is a very successful online marketer, and he did a talk at Anik's last event in Vegas last year and he made a comment that just hit me right between the eyes with a 2 by 4. He said, "Learn to surf the ocean, not try to redirect it." That is so true. The surf or the direction of the current is your market. They're going to go where they're going to go. You can paddle against that all you want, but what will happen is you just get tired and you end up drowning. You won't make money at it. Go where the people are going. Be willing to change.

Now you want to also go where there's a long audience. I've had a lot of people say to me, "Tom, I picked this niche because I was going to go with this other niche originally but I found there was too many people there and I didn't want to go where all the people were. I wanted be different, so I decided to make a pivot and I went to this other one. There's not as many people there." That's a big

mistake. Never be afraid of where your audience is. The larger, the better. Never be afraid of competition. You want to go where the competition is. Look, if there is not a lot of competition in a certain area, I don't know what that tells you, but it tells me that there's probably not a lot of money there. There's probably not a lot of people that are buying something in that area and my competition is staying away from that. They're going where I'm finding a larger audience.

If I find a lot of competition selling a lot of the same things or in the same areas I'm looking to sell, that's a good place to be. That's where the money is. That's where the people are. That's what they're looking for. Don't fight it. Don't paddle against the current. Go where the large audience is. Now how do you differentiate yourself, well you're in Profit Academy. You're learning from the best. You're learning from the best that is out there right now. That's why Anik is so successful. He's showing you what to do that makes money. He doesn't shy away from the competition; he goes right at them, and he sells things better. He sells things maybe cheaper or he builds more value and he sells it more expensively or for a higher price, and he still gets his share. Go where the people are.

What questions are these people asking? What are they looking for? These are the things you need to be asking yourself when you're doing your research. What are they already buying? Critical. People are buying things that you're looking to sell, that's a good place for you to be. That means it's monetizable. That means that people are spending things in that area that you're already looking at. Then you need to find out where they are already buying these items and what are they already paying for these items. If you're going to sell a quilting kit in the craft niche and everyone else is selling their quilting kits for \$20 and you come in selling yours for \$40, you better have built awesome value into that or you're not going to sell a lot of them.

You have a choice. Either build a tremendous mouse trap to selling that niche at a higher price or cut your costs slightly or throw in some bonuses. Sell it for the same price but give them a little more value. If they tune into your message and like you, they'll buy from you. These are the things that you need to do when you're choosing your niche. This is the most critical point I can make to you. Be as specific as possible as to what you're selling. I see too many people saying in the meditational niche, "Learn to change your life through meditation 6 different ways." That doesn't tell me anything. It's too general. Why don't you tell me how maybe using affirmations can actually change my next meditational session in 20 minutes. Do you see how that's a lot more specific? That is what gets people to opt in. Find their need and then solve it.

Now here's what you're looking for. You're looking for market and demographic research to learn your market. You're going to build a customer profile or an avatar. I want you to write this out, what is your best customer. Who is your perfect customer? That is your avatar. That's what you're looking for. Is it a woman? Is it a middle aged woman? Is it a younger woman? Is it a older man? What are you selling? If you're selling something in the craft niche, it's probably primarily a woman. What demographic is that? Is it a middle aged woman? Is it someone with a higher education? Someone with a little more disposable income? Where do they shop? What are they looking for? What are they buying? These are things that you need to decide, not only the product and the niche, but what your perfect customer is.

When you decide who your perfect customer is or your avatar, now you're moving in the right direction. Now you can craft your message too, that avatar. Where do the people go? Where do people who are interested in your niche shop? What do they do? These two things you need to be looking for. What are their interests? Get to know your market. What does your typical list member look like? How old is he or she? Where does he or she live? Where do they work? Where do they go to school? Where do they travel?

Now your competition, this is critical. Look at your competition because they've already been there before you got there. What are they selling? How are they selling it? What are they selling? What prices are they charging? These are critical things that you need to know about your competition, and why be so different than them? Build more value or reduce the price or throw in some bonuses, but know what your competition is doing. Now I always start my research on Facebook. Why? 1.4 billion people can't go wrong there, that's where the people are. Tap into Facebook and look at some of the pages in the specific niches that you're looking for.

You want to also go to Amazon Books. I love Amazon Books because I go to the niche that I'm looking in. If you're into craft, go to the book section on Amazon.com and look for craft books. Now look at the Table of Contents. The most popular books that you can sort for, Table of Contents will tell you exactly why they're popular. Tap into that message. The reason those books are selling and are popular is because your audience, your customer avatar is telling you, "Hey, I like that book because it's talking about X, Y and Z." Tap into that message.

Also look for physical product ideas on Amazon.com and sort by the most popular items in a particular genre. Then go to eBay, do the same thing. Cross check what you found on Amazon and see what you find selling on eBay. Look at the prices. I also like to go to Magazines.com because then I can see what is on

the front cover of the most popular magazines in a certain genre. If you're into crafts, there are a number of crafts, which right away tells me that that could be a monetizable niche because they actually have magazines talking about that subject. While you're on Magazines.com, look at the front covers of those various magazines. What do people that are publishing magazines do? They want to put their most popular content on the front pages of those magazines because they want you to buy the magazine. They're going to throw the best at you on that very front cover. That's all you really have to look at, and tune into the messages on those front covers. What are they pushing on those various magazines.

Go to Google. Type in various search terms on Google. I like to start off, let's say for instance that I'm on Google and I type in crafts because I'm looking at the craft niche. I'll type crafts and I'll pause for a second and Google automatically will give you a drop down of some of the more favorable terms using the word or containing the word crafts in it or craft. See what pops up. That's Google's way of telling you what is actually a popular search term based on the craft niche. Also go to SimilarSites.com. Let's say for instance that you find a site like, I'll just say something off the top of my head like Crafts.com. You would type Crafts.com into SimilarSites.com and it will bring up various sites that are very similar in nature to Crafts.com. I don't even know if there is a Crafts.com, but you get the point. Whatever your chosen niche is or whatever website you're looking at of one of your competitors, type in that website URL into SimilarSites.com and see what it comes up with. It's a free site to use, so you get an idea as to how to do some research on your niche.

Remember, you're solving their problem, not yours. Be willing to change your niche ideas if your research doesn't confirm your first choice. If you're too hardheaded and you're not willing to change, you're going to be making a mistake. You're trying to paddle against the current. Stop. Don't do that. Just because you know something is good for people doesn't mean they'll agree. I sell a dry mouth product; that doesn't mean that everybody agrees that they have dry mouth. If I try to force my message down someone's throat, I'm just going to turn people off. What I have to do is find out what they're interested in and try to craft a sales funnel around what they want. Sell to what they want, not necessarily what you think that they need to have. That's so important. Learn to surf the ocean, don't try to redirect it, okay.

Now it's also important to identify your target audience, and it's interest as specifically as possible, remember that? This will allow you to cater to your members needs. Because if the member is interested in a specific thing, which is why they opt into your landing page, then talk to that subject. Don't make the mistake of getting them to opt in and then, "Ah ha, I've got them on my list. Now

I'm going to do whatever I want to with them." They'll opt out. They unsubscribe from your list. If I'm not interested in what you keep talking to me about and you keep talking to me about it three, four days in a row, I'm going to get bored with you and I'm going to just unsubscribe. Don't do that. You want to cater to your members as much as possible and the best way to do that is to know as specifically as possible what they're interested in, which will improve your engagement and limit your turnover in your existing members.

Now review. We've identified the target audience. We've planned thoroughly. We researched the best niche. We did our market demographic and research, and we learned the market. Now I'm going to go onto the next PowerPoint presentation, and now I'm going to see if I can remember to click the proper buttons here. I'm going to go onto number two. Now I have to go back here to the Hangouts, and I have to pick the right one. Let me see where I do that at. Just bear with me a moment. Okay, here we go. Okay, now you should be seeing Module number 1: Setting Up Your Business, Opt In and Hosting. Zane, I hope you're seeing that. I'm going to ask you as I go from screen to screen Zane to make sure that I'm doing this right.

Zane: I see Opt In and Hosting, but please make sure that when you transition through [crosstalk 00:35:00]...

Tom: Okay, let me go back to that one again. Okay, say that again Zane. I lost you buddy.

Zane: Okay, I said that right now I see the first slide, Opt In and Hosting, but when you transition [inaudible 00:35:20], sometimes it doesn't work [inaudible 00:35:25].

Tom: All right. Okay, so I'll do that again. Let's see here. Let me do it one more time. There we go, Video 2, screen share. Okay, Setting Up Your Business is what you should be seeing. I hope you are.

Zane: Yes.

Tom: Okay, good. Another 10 or 12 of these sessions and I'll have this down, right?

Zane: Well it is your first time.

Tom: It is, yeah. I'm happy. I hope you're all learning from this experience because everything that I do on Internet marketing is new to me for the first time too. Here we are. Okay, now we're going to work on setting up your business.

Zane: [Inaudible 00:36:13] make sure it's working.

Tom: Okay, I'm going to move onto the next slide. Is it working now in this class, is what you should be seeing? In this class?

Zane: No, right now we're still seeing Module 6.

Tom: You're still seeing what sir?

Zane: I still see Module number 6, Phase 1, Setting Up Your Business.

Tom: All right. Okay, I'm screen sharing. It says Zane, so I'm not entirely sure why you're not seeing what I want you to see. I'll try it again.

Zane: I think what's happened Tom, when you make it a slide show, it opens in a different screen.

Tom: Okay, let's see.

Zane: When you do a slide show, then you click on the green arrow and maybe there is another one.

Tom: Let's see. I really don't see that my friend. They're all the same. Module 6, Video 2.

Zane: Yeah, click on that. Click on that.

Tom: All right, what are you seeing now.

Zane: I see Module 6, Phase 2.

Tom: Okay, and now what do you see?

Zane: Still Module 6, Phase 2. Is it on screen share right now?

Tom: All right, we're going to forget about this PowerPoint presentation mode. I'm just going to go back to this mode because that's the only thing that I can get you to see.

Zane: Okay. Okay. That might be a better choice for now.

Tom: Can you see all my slides on the left side there?

Zane: Yes. Could you click on the second one?

Tom: Yeah, I'm just going to do this, all right?

Zane: Okay, perfect. Now I see everything.

Tom: Yeah, we're big boys and girls, so we don't need to see the full presentation. I hope you can see this okay.

Zane: Yes.

Tom: All right, because I don't want to waste time here. I want to get down into the meat of this. All right, now in this class what we're doing is we're actually going to set up our opt-in and your hosting. This is a critical part of setting up your business. Now that we've decided on your niche and we've picked the product that you're going to sell, and I'm going to assume at this point that you're still in Phase 1. That means that you're selling someone else's product as an affiliate. You still need to set up your opt-in page and your hosting for your opt-in page. You need to set up your auto responder. You need to set up your thank-you page, that's what TYP stands for, the Thank You Page Method Making Instant Money, and we're going to talk about building your email list.

Let's move onto that. Now in this section what we've done is we've identified our target audience. We've found a good niche. We went through the points of where to research, what do we research, what we're looking for and so on, what our competition's doing. Now we need to set up your opt-in and your hosting. To do that, what you do is you set up your page. Now you can do that a number of ways. You can outsource setting up an opt-in page, or you can create your own page. You can do it yourself. If you're [inaudible 00:39:53], then that should be easy for you to do. If you're not, if you're like me and everything is new, then you either outsource it or as I did, I started using some outsourcing software where I could still control the production process, but I was using someone else's templates. I have to be honest with you, I'm still doing that to this day.

Now many of you that are you using Get Response for your auto responder, Get Response has a landing page designer in their software. Now I'm very familiar with lead pages and I'm just going to talk about lead pages right now because that's what I'm most familiar with, and I use lead pages a lot. It's LeadPages.net. However, Anik has some other tools for you to use. I want you to make your choice as to what you think is easier and best for you to use in your circumstance, but do something that won't get you hung up on this. I chose what I chose because I wanted to not spend so much time on a learning curve of learning some complicated software, so I went with what I thought was a solution for me that was easy, it got me into still being able to control my own pages, learning curve. You have to make that decision for yourself.

Now when you design a landing page, you also have to go look on Amazon.com for your physical product ideas if you're going to do a physical product type configuration or a digital product configuration, and then you continue to move through the process. Now here's how you do it. You set up your auto responder and you create your page and you outsource it or you do it yourself. Now you set up your own auto responder by following the videos. If you're using Get Response or a third party auto responder company, Aweber, Mailchimp, there's a number of them out there and the different tools that Anik recommends you use. Again whatever your choice is, the support on these major third party outsources or third party applications are very easy to follow. They have videos for you to follow. It's pretty easy for you to get familiar with it once you spend some time with it, but don't get frustrated in 15 minutes. There is a learning curve. Look at me, I'm probably going to bump my nose here for 90 minutes on Google Hangouts for the first time because I've never controlled Google Hangouts before. I usually just shown and talk, and then I disconnect. Well here I am, I'm learning.

I'm not going to get frustrated. I'm going to keep trying to learn and learn and learn as I go. Same thing for you when you're doing your landing page, when you're setting up your auto responder and writing your emails. Now when you are using an auto responder, the admin settings are usually different from company to company so get familiar with those. All you're doing though is you're creating a campaign. Each landing page you build will probably be a separate campaign. What we mean by that is you're going to offer a certain message on your landing page. You're going to offer a certain product for sale on your thank-you page. That is a campaign. That's what we call a campaign. Most of these auto responder solutions will use that terminology. You're creating your campaign.

Now you have to know the difference between double and single opt-in. Double opt-in you're familiar with I'm sure. If you went to a landing page and someone says, "Here, enter your email address," and you do that and you click the submit button. If you get an email back saying, "We want to verify that this is you and that this email address works, so please verify the link to click this as you." If you click the link, then you will get back an email saying, "Welcome to whatever this was that you opted in for." That is a double opt-in. That requires you to take 2 actions.

The first action was to place your email address in and hit the submit button, and the second action was for you to receive that email and then verify by clicking the link that that was you. Anik and I and Zane and most of the coaches do not recommend that you get involved in double opt-ins. Yes, it's a more secure way of knowing that you're getting a very good opt-in, but when you ask someone to



do two things instead of one, your conversion rate on your landing page is going to go down significantly. Significantly. It could be 30%, 40% that you'll lose by asking them to do the double opt-in.

Now I had used Get Response for quite a while, and I'm familiar that Get Response has a procedure that yes you can go into the admin settings and set each individual campaign with a click of the mouse a couple of times, that you could then go to single opt-in and I would recommend you do that. That means that when someone enters their email address and hits the submit button, it immediately goes on your list in that auto responder company and they collect your email for you and then they will automatically send out that email that you have loaded in your auto responder to be sent out to everyone that opts in. I recommend single opt-in.

Now creating your AR series or your auto responder series is a matter of personal taste, and also it has a lot to do with what you're selling. We like to see you do any work from 5 to 14 days on an initial auto responder when someone opts into your landing page. Now that is not locked in concrete. You don't have to do just 5 or you don't have to do anywhere between 5 and 14. You don't have to do 14. You can do 3. You can do 1. You can do 3 weeks if you want to, it's up to you. You have to decide for yourself at what point do you want a machine to stop talking to your list and where do you want to pick it up where you left off or where the machine left off. I like to put an auto responder series in place for a number of days that make sense for my thank-you page offer, and it allows me to deliver what I'm promising to deliver someone when they opt in and may vary by the campaign that I'm running.

I have campaigns where I'll be offering them 10 free things and I'll send them one thing a day for 10 days. Well there right away I'm going to have at least an auto responder series of 10 days. Then after those 10 days and the auto responder series ends, I'll pick it up where they left off or where the auto responder left off by sending email blasts to my list and then I will continue to be able to communicate with the people that opted in. That's up to you. You have to decide that for yourself.

Split testing is real easy to do in most auto responder companies that you'll subscribe to. They usually will have an AB or split test where you can split various messages on the same campaign or you can try different images on your landing page. For instance, if you're doing crafts again, I'll pick on that niche, and you're selling quilts, you could have one image of a quilt on one landing page and then on the [inaudible 00:46:52] you could have a different image altogether, but still it's the same message. You can see which of the 2 landing pages generates more conversions. Then whatever the higher conversion rate is, you'll know that's the

better image to you. Then you can try different colors of the submit button or different headlines. Whatever you want to do to change, that's what a split test is or an AB test.

Then you look at your statistics. I'm not going to get into statistics a lot tonight because that can be a whole one hour just in itself, but we'll move on here. The thank-you page method is nothing more than selling something on a page that they will see after they've opted in. The tip method is what Anik called his thank-you page method. That is the page that you're displaying after they opt in. Normally just says, "Thanks for opting in." That was wasted space in Anik's opinion, and it's a brilliant move because it gives us a chance to then make a relevant offer to someone based on the subject that they just said that they were interested in by opting in. It gives you a chance to get multiple streams of income because not only are you forced then to sell them something through your auto responder, through emails, but you can make a quick buck right off the bat by selling them something on your thank-you page.

Now the transition page I mentioned very early on when we were talking about the Circle of Profit, that transition page would be somewhere between your landing page and your thank-you page. Remember that, where it's something that you can just have text and it only displays for a few seconds, which is a good idea because if someone opts into your landing page and you immediately, as soon as they click the submit button, send them to a video, they may be confused thinking, "Well wait a minute, I thought I was going to get a special report or an e-book and now you're playing a video for me." Someone will opt off your thank-you page thinking maybe they made a mistake. That transition page is a very good idea and it says nothing more than "Thanks for clicking the submit button. We're going to be sending that to you right away. It's going to be coming in your email. Here's something else I thought you'd be interested in relating to the same topic." You can either say that in a video or you can have an audio playing at that page for a few seconds, or you can just make it text, but it's a good idea to have a transition page to eliminate any confusion from your new subscriber.

Then you have your page creation options. Building your email list all starts by you launching your lead funnel and the lead funnel is what I'm explaining to you. You drive traffic to your opt-in page, and remember the traffic is going to be talked more about in Module number 4 in your training. Then I use what I call the OVO method. I make an offer through my landing page, they opt in. I give them value through good content in my emails. I give them value in the form of additional conversation. I give them value in the message I'm conveying to my list through my emails and maybe webinars that I'll do. Whatever you want to do. Maybe you have a blog page, and you want to, through your email auto

responder series, you want to give them links to various blogs that you've written on your blog page, that's also value.

Then the last O on the OVO method is making an offer. I'm going to get them to opt in, I'm going to give them value, and then I'm going to make them an offer. I do that over and over and over again. That's what Anik calls rinse and repeat. You just keep doing the same thing over and over and over again. That's how you build your email list. You mix it up. You use various campaigns. Don't do the same thing every week, mix it up. Vary your message. Don't let your people think that you're predictable because they'll get bored and they'll unsubscribe. You want to deliver niche related content. Don't get them to opt in on something having to do with quilts and then try to sell them something on meditation in your thank-you page. It just doesn't make any sense.

You want to make sure that your opt-in page looks just like the offer that you're sending them to on your thank-you page. Give them the same type content because after all that's what they told you they were interested in. That's why they opted in. Now we could again send a lot of time talking about finding your voice. Module 2 in your training is going to do exactly that. Make sure you focus a lot of attention on that.

Now I'm going to get out of this one and I'm going to move onto the next presentation here, which is the next step in our process of building your business. That's Module 6 and that would be number 3, so let me find that. Let me find that. Just bear with me a second. Okay. All right, I don't know that I'm clicking this right here Zane, but we'll find out buddy.

Zane: Okay, good.

Tom: All right, I'm going to number 3, which is building your opt-in page. Now I'm going to go back here and I'm going to click on this link and make sure that you all followed me. There we go. Okay, you should be looking at Module number 1, Setting Up Your Business, Building Your Opt-in Page.

Zane: Yes.

Tom: Okay, excellent. All right, now what we're going to do is we're going to talk about building that opt-in page. First of all, we're going to build the opt-in page and the landing page, and then here's what we're going to do. The objective of a landing page is to get email addresses. Period. You want to get someone opted in and get their email address. Now when someone is looking at your opt-in page they're going to be asking themselves 3 questions. What do I get? When will I get it? How will I get it? You need to write that down. If you're building a landing

page or you've already built a landing page, I want you to write these questions down right now and go back and answer those questions by looking at your landing page. If you built a landing page and you can't answer these 3 questions, you're going to lose conversions. You're going to get a lower conversion rate on that page because you're not answering the questions that people are looking to have answered when they're looking at your page. That's very important that you do that.

Now the next thing here is you want to look at the page elements. First of all, you want to show them on your landing page a show stopping headline. It's a call out maybe. "Men, are you tired of trying to get dates and getting shut down?" That's a call out and that's a headline that will get men to stop in their tracks. Maybe one for the women, "Ladies, are you having trouble sleeping at night?" A headline gets people to stop. When I'm doing a landing page, I'm always thinking that my audience is like the water coming out of a fire hose turned on full. I mean think about that. You're traffic, the people that you're trying to attract is the water coming out of a fire hose going full speed. What you've got to do is stop some of that water and get them to look at your page. That's what that landing page has to do. The first thing that you get a chance to stop some of that water with is your headline. If you have a poor headline, you could have the greatest message in the world on your landing page, it'll never get seen because they won't look at your landing page for more than a second and think, "Eh," and they'll bounce.

You've got to answer their one burning question. You've got to provide one, not 6 or 10, one simple solution, which I call the bait, you have to offer more value than they are being asked for. In other words, you're asking them for their email address. That's pretty valuable to them. If you're asking me for my email address, you better have something pretty compelling for me to give it up because I'm tired of spam and I'm tired of my inbox flooding in the morning when I open my email client and there is 50 messages in there from everybody in the world talking to me about things I don't want to hear about. I want to know what is the thing I'm interested in. You better give me a quick message, answer that one burning question, provide one simple solution and do it quickly. You better give me more value than you're asking me to give up in return by asking me for my email address. Then tell them how to get it. In other words, what do I have to do?

If you offer me a simple solution, if you're telling me as a man, "Here's how to get more energy in your life" or "Here's how to get that date that you're looking for," now tell me how to get that information. What is it? You're going to give it to me in an e-book; well how do I get that e-book? By opting in. I'm not going to go over examples right now because I don't want to take the time. It's in the

video that you're going to see. Remember, I'm just reviewing with you in person here what you're going to see in these videos. Now you need to have a decent hook on your landing page. A hook is something to get them to stop. It will get some of that water firing out of that fire hose to stop and look at your page.

Case studies are wonderful. How to write blog posts that generate 300,000 social shares and 150,000 search clicks per month. That is a hook. If you saw this on a landing page, and I'm aiming this at you, who is looking to generate shares and clicks if you're in the internet marketing niche and you're trying to build an audience, here's a case study that you're going to see. This is my hook to you, how to write a blog post that generates 300,000 social shares and 150,000 search clicks per month, free instance access. You see how it's specific? It's to the point, and it's telling you exactly what you're going to get. That's to the point.

You want your headlines to be as specific as that. Now I could have made this worse by saying, let's say that I'm going to be offering you something on blog posts. I could say, "Here's how to write better blog posts." Would you opt into something like that? This one is telling you that I'm getting 300,000 social shares and 150,000 search clicks per month. If I'm offering you a case study, that says that I must have already done that. That's pretty specific, isn't it? That's the way your landing page hooks need to be. If they're not doing that, then you're not going to get the conversions that you're looking for.

Here's a good hook. This is a call out to guys. "Guys, how to know exactly when she is ready to be kissed." That's pretty specific, isn't it? Now I tell you what you're going to get, a one page case study. "Yes, tell me now." That's the button you would click. That's how simple your pages need to be, and if they're any more complicated than that, other than maybe 1 or 2 bullet points of benefits you're going to give someone or a nice image to go along with showing what you're actually going to be giving them. Maybe in this case on my page here, I might have the front page of that case study, it shouldn't be any more complicated than that. I've seen a lot of landing pages in my time, and these landing pages are pretty bad because they're too general. This is a good example of a landing page.

Here's some additional tips. You want to relate your bait to your thank-you page offer. Make sure that you give them something in your opt-in page that is related to the offer you're selling. If you change your offer on your thank-you page and it pivots too far away from the central message as to why I opted in, I'm going to bounce from that offer, and you're not going to make any money. Yes, you got my email address, but I can just as easily unsubscribe. What did you really gain?

You want to keep your bait, in other words what that thing is you're giving away

on your opt-in page, you want to keep that as simple to consume as possible. You want to frequently use the word free in the copy as much as possible. Good tips on good things to give away on your opt-in pages are cheat sheets, audio files, case studies, demo videos. Those are great things that work. E-books are getting a little tired.

I'm noticing that as I continue to offer e-books, my conversion rates go a little lower and a little lower. Some of the things that I've listed here are the things I'm getting the highest conversion rates with. I would strongly suggest that you put together something that can be given away that someone can look at very quickly and consume it without having to read a 40 page book. I know a lot of you are putting a lot of effort into these 40 page e-books, but I got to tell you, if it takes longer than about 10 minutes to consume, your parties are not going to consume it all. They're not going to read all 40 of those pages, and you're just not going to give the value that you were hoping to get, and therefore you're not going to be getting the follow-up sales on your auto responder series that you were looking for.

Just to review what we covered now, you're going to build your opt-in page and landing page using the elements that I talked about, keeping it as simple as possible, being as specific as possible and making sure that you relate your thank-you page to your opt-in page offer, okay? Now we're going to go onto the next one here.

Now we're going to talk about the auto responder. Zane, I don't know what you're seeing on my screen. Could you tell me right now buddy?

Zane: Right now I see Let's Review, How To Build An Opt-in Page.

Tom: Good. All right, let me go back in here now, and I'm going to select Video number 4. Here we go. Okay, now you be seeing Setting Up Your Business, Setting Up Your Auto Responder. Are you?

Zane: Yes I am.

Tom: All right, excellent. Woo-hoo. Okay, I don't have a lot of slides on this because this is more narrative than anything. When you set up your auto responder, this is going to take you some time. I have to tell you that I get a lot of questions from students at this point in their career because auto responders for some reason seem to be the big bugaboo in your progress. That's why I want you to spend a lot of time on the particular support page of the third party that you're using for your auto responder and go through their videos and learn as much as possible about how to use the mechanics. Because I get as many questions about

mechanics on auto responders as I do about how to write a few emails. I'm not talking about writing the emails right now, we'll talk about that later on and also it's in your training as a separate module.

In here, in setting up your auto responder, it's important to know what it is, what it does and how to do it correctly. The first thing is to set up your auto responder and it's individual based on the one that you're using. You want to set it up so that it is easy for you to follow campaign to campaign. Each campaign that you run, remember a campaign is a separate landing page and a separate thank-you page offer. Every time you change your thank-you page offers, I recommend you change a campaign. You can duplicate that same landing page, but separate campaign in your auto responder so that you can track the sales. That's very important. A lot of you are going to change thank-you page offers and keep using the same landing page, but you don't create a separate campaign in your auto responders. What happens is let's say for instance you were offering a really nice thank-you page offer and it was selling like hotcakes. Then you thought, "Okay, well I've been selling that for weeks now. I'm going to change that one to offer number 2."

Remember, you didn't change your campaign, so now you're sending new email addresses into the same campaign in your auto responder and you're mixing up emails coming in from one offer with emails coming in from another offer. How are you going to be able to track what your different campaigns are doing conversion rate wise or sales wise? I would recommend that before you change offers on your thank-you page, that what you do is you go into your auto responder and create another campaign, you can still use that same opt-in page, but then change your thank-you page offer.

Now when you get emails coming in from your second thank-you page offer, you can tell what the sales conversion rate is on offer number 2 compared to offer number 1. This may be a little confusing to you, I understand, but when you get into your auto responder you'll see that when you create separate campaigns, just remember what I'm telling you and then go back and review this in your training, that you want to set up separate campaigns every time you change your thank-you page offer. If you are offering 5 different products, you would have 5 different campaigns. You still could use the same opt-in page, but just make sure that the opt-in item that you're giving away for free is related to your thank-you page.

Now an auto responder is what it sounds like. It is a auto sequences that will release emails automatically to your list based on various things happening. I'm going to take a sip of water here for a moment. The first thing that happens is they opt into your page. If you have your auto responder set to send out an

email immediately when someone opts in, that's the first email in the sequence. Automatically the auto responder, bing, it just sends that email out to someone. As soon as they opt in, within seconds they should be receiving back your email. This is what's great about an auto responder. This goes on when you're sleeping or working or going to the dentist or running errands or on a vacation. If you set up an auto responder series based on these various events that are taking place automatically, these emails go out. It's great.

You set them up by running various campaigns and setting your settings in your admin area, and also in your campaign area. Again, just review your auto responder platform that you're using as to how the different events are set up. In Get Response, for instance, the one that I had used many times before Anik had begun to set up some of these other properties that he's offering you now, Get Response has a thing in there where you can actually set your auto responder to send emails out based on events, like someone opting in, or on a sale or when someone doesn't open an email you sent them. There's all kinds of events that your auto responder can be sent to react to. Also, you can have them set to go out various times of the day. I always like to have my emails go out anywhere between 9:00 and 11:00 in the morning, Monday through Friday, and if it's a Monday I might even send that first email of the week out on a 3:00 to 4:00 schedule because I know that people are very busy, getting back into the swing of their week and I don't want to be one of the first ones in their email box that might get deleted on a bulk delete.

All of these settings are available in your auto responder. That's what this thing is. It's actually like your personal assistant to send these emails out for you. Naturally you would have to write your emails in advance based on what event you're going to be setting that sequence to go out to. You have to think about everything, about what you want to say. You can put links in your emails that we've all seen, we all get. These links send us to various follow-up sequences or offers that you want them to look at. Get familiar with the settings in your auto responder, but this is one of the most valuable tools you're going to have. It behooves you to spend the time to understand how this works. Here it is again, double versus single opt-in. Make sure that you set your auto responder for single opt-in.

Creating your AR series, creating your series has a lot to do with what you want to do and what strategy you're going to set. I'm going to give you a real brief strategy that I would recommend you start with, because I notice as a coach I'm getting a lot of questions about this. The first week when someone opts in is a good week for you to talk about the product that you offered them when they first opted in on your thank-you page. If they saw that offer on your thank-you page and did not buy it, you can still talk about that in your follow-up email



campaign for that next week, but I wouldn't recommend you do it much longer than that.

The second week of your email auto responder series I would switch and talk about something else. Why? Because if they didn't buy it the first week they're probably not interested in it. Don't bore them again the second week by keep talking about the same thing. Switch. Do another product the next week. Give them content. Remember, OVO. Opt-in, Value, Offer, and mix it up. On the first day that they opt in, you send them the deliverable email, the email that gives them the item you promised them on your opt-in page. Then the next day you might want to say, "Hey, did you happen to see that thing that I showed you or shared with you yesterday? Here it is again if you missed it. It's really awesome," and then tell them something about why it's awesome and talk about it. That's an offer.

Then the next day you can just talk about something related to the offer, but don't hammer the offer. Just talk about it. Give them more reason as to why they need to have it or why would be good for them to have it. Then in a PS you could say, "By the way, if you were looking for that link as to what I'm talking about, click here." It's not really in their face, but you're continuing to talk. Then the next day, don't offer them anything at all. Just give them some content related to the offer. Just talk about more of why they need to have it. Give them a break from an offer. Then the next day you can offer them a direct offer. You can say, "Look, this is really awesome. I give it to you to look at because I thought you needed to have it. Here's why I use it. This is why I wanted to give it to you." Just come right back at them with another offer. Then the next week, knock it off. Go to something else.

That's a strategy I would recommend you do. I wouldn't recommend that you give them any more than about a 14 day in their auto responder because then you want to start sending them custom emails just to them, okay? Now the statistics I'm not going to get into because I don't want to take the time tonight. You're going to see that in the training, so I'm going to move on here.

Now the next video is number 5. Let me find that. Okay, just a moment and then I'll switch it on your screen. Just give me a moment here. All right, my man Zane, I'm going to go back here and find my video, and now you should be looking at Setting Up Your Business, The Thank-You Page Method, Making Instant Money.

Zane: It sure is. It's right there.

Tom: Woo-hoo, I'm getting this.

Zane: Success is yours.

Tom: I'm getting it. Okay, now what we're going to talk about here is obviously we're going to talk about making instant money with the thank-you page. I'm going to go over this quickly because I've been talking a lot about that and I'm going to move through this pretty fast. The thank-you page method is nothing more than you using it to create another stream of income. Transition pages are what we already spoke about earlier, and I'm not going to touch on that again. You got that before, I know you did. Here is the thank-you page strategy in a nutshell. You want to convert leads into buyers. It's nice to build a list, but then when you come to me 3 or 4 or 5 or 6 weeks later and say, "Tom, I'm not making any money," you know why? Because you're not implementing the right thank-you page strategy and the right auto responder campaign strategy.

You've got to focus on this. It means a lot. The moment that you can get someone to turn from a lead into a buyer, you've got it. Then you can continue to offer them more and more and more. I got to tell you that the moment they buy from you, they'll be 10 times more likely to buy from you again. What's great about this is that it offsets your costs. You've got cost involved here, especially if you're buying traffic. If you're getting free traffic that's one thing, but the moment you start buying traffic, like from Facebook ads or from solo ads and so on, you've got an expense now and you want to ROI that expense as quickly as possible. You want to get a return on your invested dollar. It's critical for you to have the right thank-you page strategy. The best way to do that is to have a landing page that is extremely focused and then it ties directly into the offer that you're going to make on your thank-you page. That will help you a lot. That's the beginning of your sales loop, because once they buy then they will buy again and again because you can continue to offer them more and more offers as they go.

Also you want to vary your thank-you page strategy. You want to make low cost offers to begin with. When I first learned from Anik, he taught me that on my thank-you page be happy with a 10 cent offer. Sold. He said you'll get a lot more opt-ins that way and a lot more people turning into buying customers. Now you may think, "Gee, 10 cents, that's not a lot." Yeah, but if they spend something for 10 cents or a dollar, remember what I said, they are 10 times more likely to buy from you again. How many buyers do you think you'll get out of 100 if you offered something for 10 cents versus \$50, or if you offered something for a dollar versus \$20. Think about it. I want to get as many buyers as I can.

If you're into retail or are familiar with the retail business, that's what a loss leader is. They want to get you in the store and they want to get you buying. They want to get you in the buying habit. That's what the thank-you page strategy is all about. You want to make low cost offers and make higher cost

offers later on after they've bought your lower cost offers. You want to offer content only to set up higher ticket offers later. These are all possible. These are different strategies that you can use on your thank-you page.

You can set up product launch campaigns. Anik does it all the time. Anik will give you an e-book and then he'll send you to a video and then he'll take you to a webinar, and before you know it, you're getting out your credit card to buy something. That's a product launch campaign, and these are all strategies using the thank-you page method. Set up webinars, you can do an affiliate sales offers, all from these same pages.

Now you can set up your thank-you page by using an outsourcer or you can also do that yourself, again, through your various auto responder companies that have templates that you can use, or you can use, as I do, LeadPages.net or you can use the various products that Anik is offering you, but you can find a template for a thank-you page just as easily as you can find a template to build your landing page with. I recommend that you use some type of a template to do that, to start off with. It's so much easier.

Now after you build your thank-you page, you want to then look at a VSL, a Video Sales Letter. That video sales letter, or it could be a written sales letter, is another way to use your thank-you page strategy. All of you are familiar with a video sales letter. You know that when you opt into something you immediately are sent generally to a video sales letter, but vary it. That video sales letter doesn't have to be a fancily produced product. I started that way when I was building a product to go on ClickBank. I started off with something that was rather elaborate because I wanted to learn how to do it, but then later on I put together my own videos using my own computer and my own cameras in an afternoon. I'll stand in front of the camera and I'll talk and I'll make a sales pitch right on video, so when someone opts in, immediately they're looking at me talking about why I want them to buy something right away.

These are just things that I've learned to do on my own and that you can learn to do too. If you don't want to, you can outsource it. Where do you outsource it at? You can go to Fiverr.com, F-I-V-E-R-R, dot com or other like sites where you can find people with various talents to do things very inexpensively for you. If you're into copywriting and you can write a decent sales letter yourself, then do a WSL and put something together that they can look at on a page. It's a web page with text. It just doesn't have a video on it. That's all. I'm not going to do a demonstration; I do that for you in the video that you'll see in your training.

Now some best practices here, don't ask for too much money too fast when you're first getting someone to come into your lead funnel when they go to your

opt-in page. Don't ask them for too much too quickly. You want to give them a chance to get to know you first, so offer some lower cost offers and then scale up as you go. Use an auto play if you're showing a VSL on your thank-you page. If you're doing a written sales letter as an option, then fine, then you don't need to worry about your auto play and your VSL. You can do a written sales letter with a 5 minute video of you talking about that product. You can do that too. I've done that a lot. You can get templates to use to actually insert a video that you can create, host that video on a landing page by following the instructions using the template. I'll give you some examples of that in the training when you're watching these videos.

You want to have an exit page strategy. Now an exit page strategy, I'm not going to show you any examples right now, but you'll know the exit page strategy I'm talking about soon as soon as I tell you about it. If you're on a landing page or thank-you page and you move your mouse close to the top of the page where you're almost going to click on the X to get out of that browser window, there is software that will detect the movement of your mouse so that when someone gets close to that X it will pop up a window that will say, "Hey wait, don't go away. I'll give you something else," and you can offer them something of value to get them to actually opt into you without losing them before they bounce from your page, or as soon as they click on that X, you should have a setting in your landing page software that you're using to set up that page where you can actually have something else pop up, another message. That's your exit page strategy. You should always employ those.

The thank-you page strategy, I'm not going to get into that. I'll go on to the next one here. Here is a quick example. I'm going to just cover this in a couple slides so you can get an idea as to how to offset your costs of any ads that you're paying for to run traffic to your landing page. If you're spending a dollar per click, you can see the math here, and you're only getting 50% conversion rate, then what you're doing is you're basically paying \$2 a lead. Because if you're paying \$2 a click but you're only getting half of those people to opt in, then if you pay for 100 clicks and you end up with 50 people, you spent \$100, you paid a dollar per 100 clicks, that's \$2 a lead. Then you can see the math here. I'll just let you walk through this yourself. You can see that this is a way of formula for you, and I show it to you more in an example in the training, and I would rather you just take the time to watch the training and pause the video to get your head around this. It takes a few minutes to this.

This is a business folks and this is what I'm trying to show you. You're trying to ROI your ad costs as quickly as possible, and this is a way to do it. The whole strategy here is to have as low cost to start with as possible by doing the things

that I'm telling you to do and then you'll have less money for make up for when it comes time to ROI.

The next slide here is talking about another example and I'm not going to cover that too much here. The last thing is on the transition page. You want some good will between your landing page and your thank-you page, you want to introduce yourself. It could be used to deliver your bait, but I don't recommend you do that, meaning you could put a link on that page, someone could click on it to actually download whatever you promised them. I like to send them a link in the email. That's the way I like to do it. It eases your subscriber into a VSL offer with no confusion. That's the biggest thing I like to use transition pages for. That is the whole thing in a nutshell tonight, and I'm going to stop there because we are about out of time here. We're already at the point we need to stop.

I'm going to encourage you now to go back to the training videos and follow the training videos, because in there you're going to find that not only then can you pause on those videos and fast forwards, as I said, but you'll have a chance then not to have me talking at you so much and so fast. You can actually have a second to stop and think about what you're doing before you do it. Zane, was there anything that you thought you might want to add to that?

Zane: No, not at all. I just want to mention to everybody to continue their training, take a lot of notes, and to just stay connected to us via the forum, so we can help you as much as we can. Remember, we're all here together, we will make it together.

Tom: Good points. Good points. Now what I covered tonight for all of you was the welcome section, Module 1, which is talking about building your niche, building your landing page, setting up your business, your thank-you page offer, your auto responder. There's so much material in there and I apologize for asking you to go through this very quickly in an hour and 10 minutes, but I wanted to just have you hear it from me directly as we go through this material, but you're going to find that those videos are very easy to follow. Zane and myself and Dave and Jeff and all the people that were involved in putting these together, Sean, spent a lot of time putting these slides together for you and doing these videos in such a way that would give you this information in bite sized chunks.

We only wanted to release so much to you at one time. Now you can see this is Module 1, and I didn't go over everything that I had in Module 1 for you. There's a lot more in there, and you'll find it in those videos. If you went through Module 2, 3 and 4 all in the same week, you're not going to get anything out of this because you're just going to get bogged down with too much information and that's what Anik was warning you about in the beginning of this tonight is don't bite off too much at one time. Take a little bit at a time. If you have any

takeaway from my message tonight, it's to study each video and then act on it before you go onto the next video. Because you'll see I'm talking about landing pages, and then I go on and I talk about auto responders and then I moved into your thank-you page. If you just watch the videos and don't do anything and then go back and try to work on your landing page, you would have forgotten everything, or you're going to have a poorly produced landing page with a poorly produced hook. Then that water coming out of that fire hose is never going to stop long enough to look at your landing page and you're going to be upset.

Take the time to do your research, get the right niche, find the right product, build the right landing page and lead funnel, and you'll do great. I know you will.

Zane: Fantastic.

Tom: Anik, if you're there, I'm pretty much ready to take it back in my friend.

Zane: Anik won't be here. I will be closing the session today. He wanted to come and cheer everybody up and get them all revved up.

Tom: Okay buddy.

Zane: Know that he's there in spirit, and he will always be there for you.

Tom: All right.

Zane: He also mentioned that he wants you to take action. As Tom and I already said, take the time to go through the modules, do the training. If you have any question, ask us on the forum, because me and all the other coaches, we monitor these closely, and don't feel alone at all because you know that we are on the other side waiting for you and waiting for you to take action and see what you're doing. Just to mention and give a big shout out to 2 people on the forum, 2 people that has already created their opt-in pages and they are now trying to go and buy traffic. I want to see more messages like that. Take action and keep on the good work, okay guys?

Just a reminder, the next module will be released this coming Thursday and that's Module 2. I am sure you have a lot of information gathered from the intro module and Module number 1, but keep your eyes open because Module number 2 will be jam packed with a lot of great information to make sure that your business is going in the right direction and that you are moving towards the right direction. With that, I end today's session and have a lovely evening. Have a good one. Bye Tom. Thank you for your time.

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