

Profit Jump Start Workshop #1

Anik: Hey, everybody. What's up? This is Anik Singal here and we are about to get started any minute. We've got a bunch of people piling in here. I'm going to put up a quick message on my notepad. Let me just do that real quick. We're going to get started. I'm super excited. Welcome to Profit Jump Start. We're going to have a lot of fun today starting in just 2 minutes. Let me just get this message up. Let me change our screen. I'll be right back, hang tight. I'll be right back.

Hey. Again guys, if you're just joining us, give us just a minute or 2. We're going to get started. We still have a lot of people coming over of course because of the GoToWebinar mix up so we got a lot of people going to GoToWebinar first then come in over here, so just give me a couple of minutes. Come on screen so you can see me.

What's up everybody? This is Anik Singal. We're getting ready for Profit Jump Start. We're going to start in about 2 minutes, again, because a lot of people went to the GoToWebinar setup first so we're just making sure everyone gets over from there to here. Hang tight with us for just a couple minutes then we'll get started. Thanks.

Everybody hang tight. We're going to get started here in another minute. I'm still hearing that a lot of people have been sent over to GoToWebinar so we're just going to give it another minute or 2 then we'll get started so just hang tight with us.

We're going to get started in just a minute, guys. It is exactly 3:06, so we're about 6 minutes delayed. I'm going to give it until 3:08, how about that? I'll give it another minute and a half on my phone. It says the time is 3:08 we'll start and everyone else can just join us as we go through the process. Get ready. Please make sure you've got something to take notes with and of course get excited. We've got a lot of great stuffs to go over today and I will talk to you at exactly 1 minute.

About 30 seconds left then we'll get started everybody. 30 seconds left then we'll get started. I'll be right back.

Let's get started. What's up everybody? This is Anik Singal, so excited to have you here. Welcome again and I have been here and all those stories about all the great success that has already begun to come out of Profit Academy. I have to tell you I am proud. You guys rock. Thank you so much for all your hard work. We're thanking you because I got to tell you there's nothing better to make our coaches, myself, the team happier than to see all of you applying for your badges.

Profit Jump Start Workshop #1

How many people ... Every day we're getting 3, 4, 5 new students who are earning their first dollars. We got a few students now who've earned over \$100. We have a lot of students that have earned a batch of opt-in page and autoresponder and getting their free report on and that is excellent. Again, congratulations and thank you so much for all your hard work. This is exactly what we worked for and your results are what we worked for.

Guys, I want to let you know that we're going to get started. The Profit Jump Start is a series you're going to do directly with myself and it's today. It's on Thursday also, so in 2 days and again on a week now, Tuesday. We're going to go over basically all of what is entailed in phase 1, in-depth our feet into phase 2. I got a really big announcement that I've been making today so you get ready for that and I will just check that ... We still got people coming in. I know that there's that mix-up that's happened with GoToWebinar. For all of you just joining us, what's up? This is Anik and welcome to Profit Jump Start session number 1.

Guys, in the future, we may still have this mix-up once or twice. I'm really sorry about the whole thing that GoToWebinar and then with Google Hangouts. The main reason is because we get over 1,000 students and when we do that we don't want anyone being left out. Any training where we fear that we might get over 1,000 students we move it to Google Hangouts so that we can have unlimited number of people watching it.

What's going to happen soon enough is we will start doing our open ... We'll keep doing our open office hours at GoToWebinar and then we'll just do our big training sessions at Google Hangouts. We're fixing it all up in the backend so that you don't have to face those issues anymore.

If you guys are ready, I'm going to flip over to PowerPoint. I'm going to turn it on so you may not see my pretty little face for some time but I've got great stuff to share with you. Please, please take a minute right now. I've got here ... I've got a couple of green tea with me, so I'll take a sip. I've also got a bottle of water right here. If you need something to drink or if you want anything you need, grab it now. You also need to have ... I don't have it in front of me because I'm presenting. You need to have a notepad and pen probably as well because there's going to be a lot of things to take notes on. I'm going to give you a lot of URLs and websites that I might want you to go to.

Let's get started. Let me just go here and I have to just put my PowerPoint on. Bear with me for one moment. Let me put this out. Start screen share. There you go that seems to be working just fine, so you guys should be able to see my PowerPoint now and we're going to plow right through. Let me do a quick systems check to my share my team and says everything is working. One second, I'm just checking with them.

Profit Jump Start Workshop #1

[Only reason 00:11:56] is right now I can't see your comments. I can only see how many people on but I can't really confirm that you can see the slide. I'll check with my team. We are of course working on this. We're getting a really awesome technology-built and we're going to acquire something that's going to allow us to really up the amount and the quality of training we do because when we're on goggle Hangouts, we'll be able to actually talk to you and see you and you'll be able to also respond and in live we can see your questions, so that's coming up.

Guys, welcome to Profit Jump Start session number 1 where we are going to focus on making your first commission on the internet. When I found this, I want to align the entire community on 1 goal. I want to align our entire community around 1 major goal and that goal should be to make our first commission in the next 30 days or less.

Why would I say that? Why am I talking about making your first dollar? The reason I'm talking about making your first dollar is because that is going to be one of the greatest tipping points in your life. You need to understand that sometimes what we really need are drastic results to get out own mind to work in favor of us. I don't care who you are. I know you've invested in Profit Academy but the big chunk of you probably still have a piece of you that has in doubt and here's the deal.

Instead of avoiding it or ignoring it I'm going to acknowledge it and tell you that I understand. I know your fears and I you're scared. A lot of you are wondering can I really do this, does it work, but so any more of you have already started and I'm proud of you. You're taking action. You're getting your pages up. Every single day I'm getting a chance to see who's under new badges, how many people in the community are really just pushing forward in taking action that makes me proud, makes me work harder for you guys.

Those of you who are still may be lingering on a little bit or little nervous and haven't taken action this 30-day challenge is most of all for you. If you really want me to coach and guide you into success, you have to take the following 30-day challenge very, very seriously. The reason you need to take it seriously is because this will be the greatest tipping point in your online entrepreneurial career. This will be the greatest tipping point in your online entrepreneurial career. I repeated it just because you want to know that.

Many of you are going to go on to make thousands more than just a dollar in the next 30 days and that's the point. I want right now, you and I, I want you to close your eyes and I want you to make a commitment to me. This is you and I directly. This is huge annex single directly. You are going to make a commitment to me that you will do whatever it takes to complete successfully the 30-day challenge.

Profit Jump Start Workshop #1

Now of course there are no costs involved in this. You're already a part of Profit Academy so there's no cost. It just something that you and I are going to do together. It's something you and I are going to do together as a team and all of us are going to do together. We're going to give you specific instructions, specific goals and I'm telling you right now that in the next 30 days or less, you will have earned your first dollar on the internet. The light bulb will have gone off and you will be off to the races making money and building your business and changing your life.

We're going to get into that 30-day challenge in just a second but of course I can't stop to say action, action, action. Tons and tons of your peers inside Profit Academy are succeeding. Obstacles will come, of course they will. Push through them that's what we're here for. We're going to help you through it. All the students who are already succeeding inside Profit Academy didn't start their success or didn't attain their success through zero obstacles. Of course, they had obstacles and fought through it.

Now last but not the least, a lot of you are forgetting to show us your badges that means you're forgetting to go inside of Profit Academy and actually fill in and actually request your badge. Please make sure you do that. It really shows us exactly where you are and where you're progressing. It allows me to stay in touch with you and hint some of our top performing students are going to be getting calls from me in the next 10 days because I want to really push and help.

If you're taking action and you're taking it seriously and you're showing us that you're working hard, I want to help you and add any resources to you that I possibly can and I mean that. Don't forget to show us you've earned a badge. For those of you who don't know how to do that, I'll log in a little bit later after I'm done with the presentation and we'll go through it.

The big announcement coming is our 30-day challenge which begins today. Today is, what, March 17th. It is officially beginning on March 17th. It will go until April 17th and here is the goal. Excuse me, I'm sorry.

You have to earn your first \$1 badge and all the badges that are below it that basically means the opt-in page badge, the autoresponder badge, the free report badge, all things guys that are in your control, the niche badge. You have to generate all those badges and your \$1 badge and you have 30 days to do it. I'm telling you right now I could complete this challenge every day for the next 30 days. You can all do this.

Many of our students by the way have already successfully qualified for my 30-day challenge. Of course, you already did it, congratulations. You're already a part of this new team that I'm creating.

Profit Jump Start Workshop #1

Now I don't really know the details of it yet. Let me just tell you something. We're going to do something very, very unique for our students who are able to earn their first dollar badge in first 30 days or in the next 30 days I should say. First of all, I want to create a special team. I threw out the name of the team and it was Team Profit Action and that wasn't doing credibly popular with the people that I asked, so I'm open to names. We'll come up with a name probably by the next session, so probably by Thursday I'll reveal what the name is.

We're going to give you guys really cool stuff. You're going to get a certificate from us. You're going to get a pin from us. We're going to give you a really cool Profit Academy hat. More than just that, we're going to put you as a part of an exclusive team within Profit Academy that basically gets all the special treatment.

Now you might say, "That's not fair, Anik. Why would you do that?" I would say, "What do you mean that's not fair?" You have 30 days. I'm pushing you here that's my job. I'm your coach. I'm pushing you by incentivizing you for something. I'm not leaving you out. This isn't a contest. It's not the first 10 that get there. It's everybody who attains their \$1 badge in the next 30 days will qualify automatically to be a part of our special action team. Guys, I'm telling you there's going to be a really, really cool benefits of being a part of this team.

Right now there's nowhere for you to send an email, nothing. Actually, you know what? Let's do this. Let me change something. Let me get out of this real quick and let me bring out this to 1 set. Here, I want you to send me an email to profitanik@gmail.com. I want you to use the subject line Challenge. I just want you to tell me that you're in that's why I'm doing this.

Now we're going to take a minute to do this. I'm actually going to take a minute to do this, because you know what I find? I find that we are all a lot more committed to things when we verbally go and committed to them. Right now guys, you have exactly a couple of minutes. You're going to send me an email to profitanik@gmail.com; that is profitanik@gmail.com. Let's see, you should be able to see this. I think you can.

Let me zoom in it for you. There you go, profitanik@gmail.com with the subject line Challenge. The second I see ... There's about a 30 seconds delay from you hearing my voice and seeing my screen of what's actually happening. Right now, as far as you're concerned, I'm about 30 seconds in the future and I could tell you it's a bright future from here, so send me that email.

A second, I get the first one. I know you guys can hear that part of my voice that part of my message and I will go ahead and move forward. Right now guys, send

Profit Jump Start Workshop #1

me an email to [profitanik@gmail](mailto:profitanik@gmail.com) and I want you to accept my challenge openly. Out in the open, I want you to accept it that way you're committed to it.

We got a bunch of people ... Wow, that bunch of people. Guys, you can use your iPhone. You can use whatever. Don't get distracted and go off into email now. Just send me that 1 email and come right back. We've got tons and tons of people. Good for you, guys. I want to keep this up for about 30 more seconds; 30 more seconds, [profitanik@gmail](mailto:profitanik@gmail.com).

By the way, don't ask questions here; questions not monitored. Please don't write questions. I literally do not monitor this email after we're done with the webinar so I just want you to send this email. If you have any questions, you have to use our exact system that we've been talking about and work through that one. We've got tons and tons of people. Good for you, guys.

Let's get back to our presentation and let me make sure you can indeed see it. You see my face again, sorry. I just have to switch over. There we go. That officially has begun. You have until April 17th, guys; until April 17th and we are going to make our first commission.

Now virtual profit workshop, coming up this weekend. Make sure you have registered for it. The registration URL is right there, ProfitVirtual.com. Do it now, guys. Take a second right now if you can and just make this happen. Go to profit ... I lost it. One sec here [inaudible 00:22:03] go. ProfitVirtual.com, that's www.ProfitVirtual.com. Go there right now and just fill in the form. It's just a GoToWebinar registration.

Now that event I think more than likely has to run on GoToWebinar for various reasons, so that's hopefully not going to switch out. If it does, again, you'll find out. As soon as you log in to GoToWebinar, you'll see the link up but got to go to www.ProfitVirtual.com, please register. It's going to be from 12pm to 5pm both on Saturday and Sunday. It's led by our very own Andrew Lantz. I'll also make a couple of appearances. We got a lot of really cool training.

Guys, I'm telling you right now I've been helping Andrew come up with the entire curriculum. It's going to be absolutely excellent. We're going to go through traffic generation. We're going to go through opt-in page building. We're going to go through modernization strategies.

Really this virtual workshop is super important because it's going to basically seal up phase 1. After this, we're going to start getting into phase 2 so that's why I've issued the 30-day challenge now because once we get into phase 2, you really don't have chance of making money in phase 2 unless you've gone ahead

Profit Jump Start Workshop #1

and at least made your first dollar in phase 1. I really want you guys to stick to the program and stay there.

Let's continue forward here, ProfitVirtual.com. Last but not the least, I have not yet issued any information about Profit Academy Live and people have been asking. Just so you know, we've already got about 300 seats that have gone and we've not even talked about it. Here's the details as best as I ... You can go to ProfitAcademyLive.com.

Let me freeze my screen here for a second and I'll bring myself on screen. I just want to show you the page because it's not updated yet, but the dates are May 1st to May 3rd. Of course, I can't find my URL that I need to. Here we go, Profit Academy. If you guys could go to this page with me please, it's going to be very important for your training.

Now let's put it on to this. You can see it. We've got exactly 45 days coming up here and I have just started to confirm our top speakers. I've confirmed our keynote speaker. Let me tell you, you guys do not want to miss this event. It is going to be amazing.

Right now what we want you to do basically and I want to be changing all the content on this page, all of it. I want to be putting speakers, their names, all kinds of stuff. What I want you to basically do is go ahead and register your free seat. When you click to do that, it's going to basically ask you to put down a \$97 deposit. Just so you know, Profit Academy is indeed free for you. I'm not charging you to be here. This isn't party or training. We've got some of the most amazing trainers coming in that are going to really break things open for you. If you're serious about year business, you need to be at Profit Academy Live.

Now all you do is click register my free seat. You put down a \$97 deposit. Why am I doing that? \$97 deposit guys is just so that we save your seat and we know you're dead, dead serious about coming. You got 45 days but here's the ting I got to tell you. You need to get your seat right now because we just found out there's a major fight happening in Las Vegas. There's a huge event happening. Hotels are booking up. Our room block is going to book up very soon.

If you want to be able to get lower price tickets and lower price hotel, at least the hotels; airline is not as urgent as hotels, you can need to book it right away and all the information of where to book and how to book is once you register your free seat. We are expecting hundreds and hundreds of people there. You're going to absolutely love the event. It will be amazing and it is just for you.

May 1st, 2nd and 3rd, I'll be there. All your coaches will be there. Our staff will be there. Best speakers around the world will be there. We're bringing in

Profit Jump Start Workshop #1

vendors so that you guys can meet some of the best tools and technology that you can use for your business.

Right now if you could go to ProfitAcademyLive.com, you can bring a guest with you for free so you can put down a registration for yourself and your guest. Please do it immediately, guys. It is that urgent. It is that important. I wouldn't ask otherwise. Make sure you're there. We're going to have a time of our life and it is the final event that seals up the training that we're doing.

Profit Jump Start, we're about to get started. Today is obviously you're here. You can see me. We are recording this but I don't want you to rely on that. I want you to be here live for the discipline if nothing else. Thursday, again, at 3pm Eastern Time right around now we'll be on in 2 days. We'll be doing the second session. Then Tuesday next week at 3pm again, we'll do the third session of Profit Jump Start with me privately. Then obviously we have the whole weekend; we're doing our first virtual workshop, so tell me something.

Are we or are we not taking care of you, guys? Right now we are throwing every form of training that we can get our hands on that we find is going to make impact on your life. I hope you see just how hard we're all working for you. I hope you see just how hard my team is working for you. I really, really hope you guys see that because we truly are. We are doing as much as we possibly can for you. Of course, I'm having PowerPoint issues now, aren't they? There we go.

In this session, guys, we're going to over profitable niches. How do you know if a niche is profitable plus a list of the most profitable niches? I'm just going to hand them right to you. We're also going to go over finding affiliate programs. I'm going to give you some great URLs and I want you to write down at places where you can find amazing affiliate programs to not only promote but to learn so that you could potentially use that information for when you create your own product, which is of course what we get into when we go to phase 2.

Then of course autoresponders versus broadcasting; learn the difference and how each plays an important role in your business individuality. Autoresponders are awesome. Broadcasting is awesome. Today I'll show you ... Specifically, I'm going to show you how I use them. There's really no right or wrong, guys and that's the thing to remember. There's really no right or wrong. I'm going to show you how I use them and I'm going to let you go from there and figure out how you want to use it.

I'm going to really speak a lot about building relationships today that's going to be a key part of my presentation. I'm going to give you live proof and example of why building a relationship is so important when you're building a list. It's actually the number 1 thing I focused on above and beyond finding affiliate

programs, sending emails, autoresponders, broadcast, opt-in pages, free reports the number 1 thing if you learn to focus on that will make the biggest impact on your business is building a relationship.

Then of course we are going to talk about emails. More specifically, I'm going to go over the things that you have to get used to, some terminology that you need to get very used to because we're going to start using it all. We're all about to stop being newbies and we're all about to enter the intermediate internet marketing community that means you're going to start hearing me say terms and terminology and we're going to start talking like business owners. I want to go over what those are, so let's get started.

Guys, when it comes to profitable niches, I'm going to give you a generality. This is not 100 percent always the only case but most profitable niches fall into 3 major categories. Category number 1 would be something like dating and relationships. We'll say things like parenting, marriage, online dating. Relationships covers even things like how to build better friendships or how to build a better relationship with your wife. There's a lot of different things and basically people are very tuned to getting better at their relationships, maybe how to save a divorce or how to get your ex back. There's a lot of these niches that are very successful but they often fall into the major category of dating or relationships.

The second major category is personal development, so fitness, weight loss, spirituality, nutrition, health and disease, law of attraction. Things like how to organically cure diabetes that is an example of personal development. In the world of personal development, it's typically looked at as things like law of attraction and all that but really I believe personal development to be anywhere where you're trying to physically or spiritually or emotionally improve yourself. Things like again ... We all know fitness and weight loss are massive markets; spirituality, health is a huge market. They all fall into personal development.

Then of course number 3, business and money. We are looking at entrepreneurship, management courses, investing, real estate, stock trading, internet marketing. These are all how to make money, business opportunity. All of these fall into business and money. This is one particular niche. I have a tremendous amount of experience and that I can tell you there's a lot of money in the space as well.

Profitable niche, again, you can write any of these down. They're inside already in Profit Academy area. I'm trying to give you the wide array of diversity that is there when you look at profitable niches; weight loss, diet and nutrition, parenting, dating and advice, diabetes or really any other major health condition can potentially be a great niche.

I'm assuming obviously you've got great information that can really help people. This is me talking from a person who has a health condition. I have Crohn's disease and having that condition I've always thought about launching a business in it and really going out because I've learned a lot. I've survived the condition for 15 plus years but until I'm ready to provide that niche with tremendous value, I won't go into it. I haven't gone into it yet because I don't have the time. I do want you to think guys, please. If you get into niches like health and all of that, take it very seriously. People do trust you and they read your word and they'll take you for it, so don't just create stuff that's not true.

Survival. Survival will be things ... It's a really big niche and it's basically people who are afraid that the world is coming to an end and so they learned about the things that they can do to survive and that's survival.

How to learn instruments, languages, singing? Languages are big niche. One of my closest friends Mark Ling was great marketer, really monetized on the language market. He even did it with instruments all on ClickBank.

Number 2, video games or video game guides.

Number 3, finance and investing, so anything from option trading, forex trading, stock trading, mutual funds. There's tons and tons and tons of things in the finance and investing; internet marketing. Look at dog training, so people love to spend money on their pets. We didn't talk about sporting guides like golfing and tennis. Golfers spend a ton of money on becoming better golfers. Muscle gain, I guess that fits into fitness.

Really look at this list, guys. It goes on and on and on. If I didn't cover it, it doesn't mean it's not a great niche. I'm just giving you guys an incredibly small sample of the wide array of the niches that you can really go into and you [inaudible 00:33:53] doesn't work just as well in all of them.

There's really 2 critical keys to profitable niches. Number 1 is people already spending money in the niche. People are already spending money in the niche. You got to make sure that you're not out there trying to create something brand new. Guys, if you're out there trying to create your own niche, that's well and good and I'm proud of you and that's awesome, but I really think it's the wrong time to do it. I really think it's the wrong time to do it.

Then of course the number 2 one would be the abundance of offers, products and services so that you can sustain long-term profits. There are certain niches where people do spend a lot of money in but there's like 6 good affiliate programs. Now that's not a bad place to go in and make a few hundred thousand dollars but you're not going to be able to build ideally easily at least a multi,

multimillion dollar business if you've only got 6 affiliate programs that you can really promote.

I'm not saying you can't build a multimillion dollar business. You probably still can and it will just be a little bit harder. I want you guys take things the easier route, so the easier route basically means you should find niches that are for lack of better words already super competitive, that's what you're looking for. Niches that are already super competitive are going to be your key niches to go into.

Key number 1, plenty of biting fish. People are already spending money in the niche and raising their hands. Basically what they're saying is, "Yes, I'm interested in this type of offer, information or solution," then we know the following. We know that there's a demand for that information and the segment of the population at least is willing to pay for it.

Now the question really is, how do we know if there are people in the industry that are actually saying these words? How do we know if there indeed is a demand? How do we know if there is a certain segment of the population that's willing to pay for it? How do we find evidence of this?

We go to something we call bait shops. We go to the sources that provide the offers, quote, unquote, "bait" and/or cater to the needs of the market, quote, unquote, "fish". For lack of better explanation, we go to marketplaces. We go to the bookstore, really where do people usually go when they want information. They go to the internet or they go to the bookstore then read books. Books have become one of the biggest businesses in the world.

I have found that one of my favorite bait shops in the world is Amazon.com. Look, if you can just go to Amazon.com, you can quickly learn so much about your market. Not only can you learn a tremendous amount about what selling and what isn't, but even more so you can learn about ... You'll get ready to learn a lot when you get ready to move to phase 2.

Phase number 2, by the way, is all that creating your own product. A lot of times people say, "What should be in my product? What should I talk about," and et cetera, et cetera. This is what we're going to go over. You search the books and the kindle books categories to really research what titles and subjects people are spending money for. This is a really important place to go.

Just look. This is a screenshot from Amazon. If you look at that, you'll see exactly where you can go to start looking basically. Number 1, you go to shop by departments. Number 2, you click on books and audible. Then number 3, you will see selections for books or kindle books and that's exactly where you really

want to go search. Both are the same, guys. You can do either ... I really do both but I guess force of nature I just go to books. I don't really know why.

In this case, we went to kindle eBooks. See, it looks the same. We went to kindle and second step is once you go to kindle what you want to do is click on the tab that says, "Bestsellers." You could see it's circled on my screen there and just want to click on bestsellers. When you see click on bestsellers, you're going to see a category listing. It's going to ask you which category do you want to look at.

Now you can actually go in and see the bestsellers by category. If you want to do business and money, health, fitness and dieting, parenting and relationships, you would have the ability to really, really, really, really quickly see your market very easily.

Number 2 bait shop. Write this URL down, guys. The first URL I want you to go play with after we're done here is I want you to play with Amazon.com. The second one I want you to play with is Dummies.com. It's D, U, M, M, I, E, S dot com; Dummies.com. If there's a dummies book on a subject, then chances are very, very high that that information is in demand; believe me. If there's one company that seems to have figured this out, it is Dummies.com. They are pros about this. They are pros about this. They spend millions of dollars getting a book published so there's no chance they would do that without knowing for a fact that indeed there is a big demand for the market.

If you go to Dummies.com, what you're going to see is following. See this website? You'll see right here on the corner it says, "Shop for books and more." There's a red arrow pointing to it. Look at the top right side of the screen and you'll see shop for books and more. You'll click that and now, again, doesn't that look familiar? You're getting a list of categories.

For those of you who are out there saying, "I can't find a niche to be in," nice. They are all over the place. Reader research this is super, super easy. It is easy, so you guys would go to this and search by category and that's what you want to do. All titles right here. We got arts and photography, automotive, business, computers, cooking, crafts, education, electronics, fitness, games, green living, health, home and garden, music.

Dummies thinks that there's quite a few topics out there that is worth spending millions of dollars in publishing a book for that probably means that it's worthy for you to start building a digital business around. Dummies is a really great, great source and so, again, you can review the titles to discover sub-niches. They click on parenting and here already within just the first screenshot we've seen that there's adoption, we've seen that there's baby and toddler meals.

Profit Jump Start Workshop #1

Now remember when we come to niches, sometimes it's best to get into sub-niches as well. Sometimes it's best ... You might think I'm going to make ... my niche is going to be children. Yes but what age children and what about them? Are you going to be teaching parents about children behavior, children activities? Is it toddlers? Is it infants? Is it elementary school? Is it high school? Is it ... I don't know. Are you talking about, like I said, behavior issues? Are you talking about how to make your kids smarter?

There are so many sub-niches but, again, Dummies is a great place to go to discover sub-niches because if they found the sub-niche big enough to write a book about them, it should make you feel a lot better. Write again, I'm going to show you the URL. It's Dummies.com, write that down; D, U, M, M, I, E, S dot com, Dummies.com.

The next one we're going to go over to here is going to be ClickBank.com. Now ClickBank is the world's largest digital product marketplace with over 30,000 sales a day across 190 countries. Again, you can imagine this is pretty big, so digital products.

So far we've been talking about physical books, Amazon and Dummies.com. Now we want to really get that last check. Sometimes you will find some niches that are really big on physical books but not nearly that big on digital. You're going to come over to the digital world and crosscheck your idea once also. You write down ClickBank.com and we're going to look for a few pieces that will really give us the evidence.

To find evidence of specific in-demand interests and proven, quote, unquote, "sellers" within ClickBank, we'll search by category and sort by gravity. We'll search by category and we'll sort by gravities. What we're going to do when you got to ClickBank.com, you're going to see something like this. Now what I want you to do again is pay attention to the top-right corner where it says, "Marketplace." There's an arrow pointing to it and I want you to click that marketplace tab.

Now, again, you get to search by category and again it breaks things down into subcategories. Is that not cool? How instrumental is this going to be in helping you find the niche of your choice of your dreams? Now that the 30-day challenge has started, it's time we finalize that niche.

Guys, remember. Whatever niche you choose right now, it doesn't mean that that's the niche you're doing for the rest of your life. For at least the purposes of learning the system with the Profit Academy students, I think it's safe to say that you should go ahead and choose something at least qualify for the 30-day challenge and we'll go from there.

Marriage and relationships, self-defense, survival, whatever it is you choose narrow further down by going into a subcategory and boom, now you're going to see something really cool. You are going to see a list of products come up and you're going to see a little tab that says, "Popularity." Click on it and choose gravity and then make sure you choose high to low. We want to see the products that had highest gravity.

The products with the highest gravity means they have the most number of affiliate endorsing that product and that don't ask me why for now. Just believe me that in the future that will be instrumental in your business just to know that you are in the niche that has that high number of affiliates that actively promoting that niche. The higher the gravity means the higher the sales that product has.

It's a big myth out there what gravity really means. Recently, someone from ClickBank actually told me that I've been teaching it all wrong, which made me very sad and so currently this number on your screen might not be right. Gravity base ... What all you really need to know about gravity for to make sense in your business which this part is not wrong; this part is 100 percent right, the higher the gravity of it the more affiliates that are actively promoting it. Nobody has ever argued that.

What I always thought was a gravity of 135 meant that at least 135 unique affiliates have had at least 1 sale in the past 30 days for that product. I've come to learn actually that the number may be a lot higher than that and it's not 135. It doesn't really matter since we're just looking at it to see which ones are most popular and it doesn't really matter at the end of the day. We want to make sure we're going into markets that have tons of affiliates that's all, because eventually when we do phase 2 and we build out our whole business we want to have tons of people [routing it 00:45:11].

Again, now you'll get chance to see the different titles, the different products. Here you see ... What did I just do? Sorry, guys. Let's skip ahead there. Now you'll get a chance to see that this particular product called Text Your Ex Back has got a gravity of about 108. You can click the link and see the sales page and see what you think about it and what you feel about it.

Key number 1, subtest, summarize. Key number 1. The first key to discovering profitable niches is to prove whether or not people are already spending money and telling us what they're interested in. Once we know this, we need to prove key number 2.

Key number 2 if you remember is ... The second key is that we must have an abundance of offers to market to this fish, which are our audience, so plenty of

bait. Now if there are limited number of offers in the marketplace, then our income is going to be limited and our business will be short-lived.

How do we check for the number of affiliate offers available in the market? What you want to do is search the top affiliate networks and marketplaces that are out there. While searching, pay attention to the volume of offers available and of course pay attention to how to sign up and get your affiliate link.

Here are the most popular sources. We already discussed ClickBank. ClickBank is by far when it comes to digital products by far one of the best, guys. You won't earn the highest commissions on places like ClickBank.com far more than you would earn on physical products. Again, I will share a bunch of affiliate networks for physical products with you as well because when you're doing a research for a market, you should do an all-encompassing research, not just a little bit.

You're going to go to ... When you go finding affiliate programs, ClickBank.com is one of them and let me just skip right forward here because we've covered this stuff here, guys.

This is all about how to get your affiliate link. Guys, I'm not going to walk you through this. I'm going to skip past this because this is very easy and certainly don't need me to walk you through this. When you go to ClickBank.com, there's a sign-up link. You can actually sign up. It takes 2 seconds. It's 100 percent free. There is no cost to it. You do have to put in your information. They ask you to confirm the email address.

Then after that, there's any product inside ClickBank, any product at all inside ClickBank. All you have to do is click the promote tab. Click your nickname in which ClickBank will give you when you sign up and hit create link and boom. You get a custom affiliate link that you can use to promote any of the 10,000 plus products that are inside ClickBank. Really, it's amazing because you can promote thousands of products and just get 1 check from ClickBank every week.

Here are some other great places that I want you to write down. I'm going to keep the screen up for a minute. I want to let you write this down. I want you to write down ShareASale.com, CJ.com, JVZoo.com, and WarriorPlus.com. That again is ShareASale.com, CJ.com, JVZoo.com, WarriorPlus.com. These are by no means the only additional places you can go to. They are some of the best ones but they are not the only ones.

Again, I'll give you 30 seconds. Write these down ShareASale.com, CJ.com, JVZoo.com, WarriorPlus.com. who knows in the next 6 to 8 months Profit Academy may have our own. I don't know. Let's see. I'm working on something and that would allow us to have our network for you, not only for you to use to

sell your products but for you to use to find other products. How cool would that be? It's a lot of technology. It's not easy and it's not the most profitable business in the world, but we're looking at doing something like that just for you, guys, so it's best for you.

Now we're going to move on to knowing the numbers. Here's what I want to do real quick is I want to slip over to me. What's up? In what I want to do is, again, I'll pull up this. I want you to ... We're about, what, 45 minutes into the training. I probably got about another 30 minutes left and we really kill our stuff.

We're going to start talking relationship building. We're going to start talking about emails, open rates, click rates and then when we get to data we're going to start talking about terminologies and words that you really need to learn and master so as we move forward in this internet marketing training you'll become a knowledgeable person. You literally understand advanced internet marketing lingo and that's going to make a big impact in your ability to go off and make millions of dollars when you decide to do that.

One thing I want to do guys, this is the first time since you became a Profit Academy student that you and I are sharing such an intimate training together that I'm really ... You're on here. We've got about 1,000 people again on this session which is just incredible. Seriously, it's honoring that you guys are that engaged in paying attention. Congratulations for that. It really is a sign of big things to come and you've accepted my 30-day challenge.

I want you to send me ... This is from me, so let me flip the screen on in a second. This is more from me. What do you think so far about Profit Academy? What are your feelings? Here's what I want you to do. Just send an email to profitanik@gmail.com. Let me put my screen up here. What I want you to do is send me an email that says the word, "Profit Academy." In that email ... I'll tell you why I want you guys to do this. I'm going to share these emails with my team. I'm going to ask my team to log in and I'm going to ask them to at this.

Guys, I don't know if you see this or not but we have been working. My team has literally been working around the clock. I'm talking about 24 hours a day. We have a team dispatched at any point, any time. They're working so hard just to make sure that we bring you the best customer support. We bring you the most success and we answer any question you've got. Everyone here takes things very seriously. We take your success very, very seriously. It's like freakish how serious everyone is here about you guys and you succeeding.

I would love to take a second to hear what you guys think if you could send an email to profitacademy@gmail.com, subject line Profit Academy. Not only it

would really help me, but I think it would be so nice for our team to be able to see what you guys are thinking and how you feel. (Verbal sound).

I'm going to give it just a minute here guys. I want to give it just a minute. We got a bunch of you guys that are starting to send emails. Again, there's a bit of a delay so we're taking just a minute break here to go over this, so send me an email to profitanik@gmail.com, subject line Profit Academy. Just tell us what you think. Are you getting the help you need? Are you happy? Are you impressed? Are you excited?

Again, like I said, I want to share these with the team today so that everyone just sees what students are saying about how hard everyone is working here, so looking forward to seeing that. Obviously, put a little bit of a quote inside the actual email. Just a few words that explain how you feel, I would be really, really appreciative. I'll give you guys exactly about 30 seconds to do it.

Wow, it's amazing. I started to get some stuff back. Here's what I want to read to you guys. We've got Andre who writes, "I think this is a great place for people [who rate opt-in 00:53:31]. You guys really have support down for your students. PA is awesome." Thank you very much, Andre.

We've got Gigi here who says, "I really feel connected to a new community that takes care of each other." That's brilliant. Thank you, Gigi, for that.

John says, "So far the very best program I've ever been involved with." Thank you, John. Thank you so much, John. I really appreciate that.

We've also got another John here who says, "Thanks for being so concern about our success. I'm still confused but I'm getting better." You know what, John? That's okay. It's all right because you know what? That's what we're here for and we're going to keep working. We're going to keep teaching and keep training and keep helping you as much as we possibly can.

Keith writes, "I'm really thankful for this opportunity. This is seriously the answer to my prayers." Then honie mollie, I just had 30 come in when I hit refresh; wow. You guys are awesome. Thank you so much for sharing that. I can't read through them all right now. I want to go back to the training but I really appreciate that. I didn't expect such a huge influx of results or reviews.

Let's get right back to it guys. We're going to start talking about some data now. We're going to start talking about numbers and things that you really, really need to understand.

Let's talk conversion because we have to know conversions. What's a conversion? Conversion is ... You see all these people here? These people come to your website. When they get to your website, you have to get them to do something. Maybe you get them to give you their email address. Maybe you ask them to buy something. Essentially, it's a goal. Every time someone comes to your website, you have a goal.

What you need to do is have ... so that's conversion. That's it. The number of people to your website total divided ... Actually, it would be the number of people that complete your goal divided by the total people that come to your website that would be your conversion. Let's say you had 100 people come to your website and your goal was to get email address and you got 50 email addresses. You have a 50 percent conversion rate.

What click to buy conversion rate can you expect? This is a little bit further down the road type of data we are talking about. A lot of times when you hear conversion, someone will say, "How well does your sales page convert?" How well does your sales page convert? What they're really talking about is if I send you 100 visitors, how many of those will become buyers? In any market, on the average rate it's going to be between 1 and 3 percent but now it can really be higher in certain markets because there are so many things that influence that conversion rate. I'll show an example here.

If you look at this data here, you're going to see conversion rate as high as 17, 15, 22, 13, 10 percent. It's because this is from a targeted market. This is from a very targeted market where people that are your affiliates have small highly targeted lists. They have small highly, highly targeted lists and that's incredible by the way. They have a 15, 20 percent conversions like nuts. If you have 1 to 3 percent, you're doing great.

What factors affect conversions? Guys, you need to understand conversions nothing other than the fact that when you're an affiliate and you're sending traffic to an offer, you need to understand conversion because that ... I'm trying to put the words in my head and I'm getting lost.

The reason you need to understand conversion is because your money is based on conversion. When you're an affiliate, you send traffic to a website or to an offer. Let's say you send 100 clicks and you convert at 3 percent and your commission is, I don't know, \$100. Heck, that's awesome. For 100 clicks, you just made \$300 because you sent them 100 clicks. You had 3 sales; first sale \$100, \$300 versus let's say you promote a product. It's conversion rate is 1 percent and its commission is \$50. Now suddenly you've basically only made \$50 for 100 clicks.

When you understand data and conversion, it can help you choose better products to promote and save you from losing money, save you from not making money. The kinds of things that will affect are obviously the sales offer, whether it's a video sales letter; that's what a VSL stands for, video sales letter or it's a written sales letter, whatever it is. The higher it converts ... The better it's written the higher it will convert.

Number 2, quality and responsiveness of leads. Quality and responsiveness of leads. Not every affiliate, not every source of traffic is the same. If I send you traffic, it will be a hell of a lot different quality than a random person from another niche. You see I have a high level of relationship with my lists. They trust me so when they see an email from me, they tend to be much more responsive and high quality than certain other lists. The quality and responsiveness of your source of traffic makes a massive difference. Of course, you can't really control that other than just choosing better quality traffic.

Then of course mix of big difference of the leads coming in cold or warm. What is an example of that? Let's say you do an ad on Google. When that guy clicks an ad and comes to your website, he doesn't know who you are. He was just on Google. He clicked the random ad. He doesn't know or even know how the heck he ended up on your page. That's a cold lead. That's not a bad lead it's just a cold lead. As a matter of fact, the more and more you learn how to master and monetize cold leads the greater of a millionaire you're going to become.

Then you've also got what we call warm leads. Warm lead example would be for example let's say I promote you and I warm them up. They get an email from me that says, "Hey, listen. Victor is awesome. You really should look at what Victor is doing. I've reviewed his product. I really believe in it and I think that his product can change your life." Now that lead goes onto Victor's page thinking, "Oh, shit. This guy must be something. Anik told me that I should pay attention."

That's a warm lead and that's why we're going to talk so much today about relationship building because I want you to be able to send traffic that is warm. The warmer it is the higher the conversion the more money you make.

Now let's talk about EPC, EPC, EPC. This might become the most heard word you will ever hear from us. You are going to hear us say the 3 letters E, P, C more than any letters in the entire alphabet for the next years to come together. Guys, EPC is everything when you are online business owner and it stands for earnings-per-click. What do you earn per click? Without this number your entire business falls apart. Without this number you absolutely cannot continue to build your business.

By the way, I wish I could show you guys this. This is incredible. We have the amount of feedback that I'm getting is just nuts. I have to show you guys this. Check this out. I don't know. I'm blown away here so let me show you this. You guys are awesome seriously. You are absolutely awesome because of the fact that you are just writing and you took it seriously. Just look at this. I think you should be able to see this. Just look at the number of people that have written in, just the number of people that have written in [Profit Acad, Profit Acad, Profit Acad 01:01:54] and these are all feedback that we're getting and it's incredible. Thank you so much seriously. Thank you so, so, so much.

It warms ... I'm just so excited. I'm stumbling on my words because I love seeing that. What we're going to do now is we're going to go back. We're going to work harder for you. I'm going to get even more great resources for you and I want to show that to the team. They'll work harder for you because guys, do you understand something? I want you to understand something. This is really me talking to you directly and you can look at my eyes and you'll know I'm not lying.

We really care. If there was a better way to put that on one other way there's put ... Your success is our success. If you are not out there succeeding, you're not making money, then we failed. We do care and we are going to work hard. We just need you to work hard alongside us. I know that there's a lot of information coming up. I know that there are times you get overwhelmed. I know there are times you feel it's hard. We care and we'll be there, so come to us.

Now again, we're humans. There's no machines running this program on the other side. It's myself, my team, there are actual people that are working hard for you around the clock, but we make mistakes. Please also, as a community, one of the things about being a family and being a community is that we have to be forgiving as well. That's the other thing I'm going to ask from you is that when we make our mistakes, please be forgiving and after that let that go. We'll never make so many mistakes that will completely truly anger you.

Sometimes we'll make little mistakes here, support tickets and things fall to the cracks. Sometimes all these things happen that's why more and more we tell you focus on the community. Focus on the community. Take your questions to the forum into the discussion board so we can all help each other and things will fall to their cracks. So far you guys have been a tremendous pleasure and a joy to work with and I really want to say that and I appreciate all of what you've done to bring us joy and to bring us the excitement we need and we hope to do the same for you.

We really are community. We are family and we are all going to do this and we're going to do it together. Since I interrupted our presentation, let's go back to the presentation.

The importance of EPC. Knowing your EPC can help you determine whether you can afford to invest in traffic. This is a really big key. All of our students, all of our most successful students that are succeeding all of them, I mean this, all of them, not 99.9 percent, all of them have done so because they learned how to successfully and risk free invest in traffic. You will need to build that mentality. You will need to do that. You will really need to build the mentality of doing that.

I'm not saying you have to. I'll get ... Maybe you don't want to start right away. We'll get you there in time but you absolutely need to be opened to the idea because the only thing that stands between you and millions of dollars and a brand new life is you getting comfortable with the concept of investing in traffic. When I show you the way we do it, you basically get almost all the money you invest back within like, I don't know, a week, 2 weeks, 3 weeks max. The more you scale that the bigger your business gets.

Now again, to be able to do that you need to know your EPC. For example, if you know your sales are averaging a dollar earnings-per-click, then you know you can spend up to a dollar per click advertising and you won't lose money. Let's say you know for a fact after all your test that you generate a dollar per click when someone comes to your website and you find the source of qualified targeted traffic that's selling to you at 60 cents a click. Boom, you got yourself a winner. It makes decisions really, really easy.

EPC also helps you estimate what profit you'll make from your email marketing. When you are able to send out traffic, you can calculate about what you'll make. For example, let's say you know that your list performs at about a dollar EPC. When you send other people traffic, you know you make about a dollar EPC. Knowing that, let's say you know, "Hey, you know what? I have an email list that's big enough that I can generate 300 clicks per mailing." Congratulations. As long as you know what your average earning-per-click is, you pretty much know that every time you hit the send button, you're going to make about \$300.

Now guys, think about it. If you could do that every day for 30 days, you'll be making almost \$10,000 a month that might be double of what a lot of you guys make. That might be double of what you guys out there can make in your job, so that's incredible, that's why EPC is so important.

How do you calculate EPC? Calculate EPC by just revenue over clicks, that's all it is. Let's say you do a promotion and you're able to generate \$1,000 or ... In this example, let's say you did a promotion. You generated \$97 and you had sent them 100 clicks. You earned \$97 after having sent 100 clicks, so you would do 97 divided by 100 and arrive at a 97 cent EPC, basically a dollar EPC.

Let's say you had generated or earned \$400 from the hundred clicks. Now you will have made a \$4 earnings-per-click EPC. That's one of the first numbers you got to know. You really need to know that and what's going to help you get your numbers up is relationship building. Treat your email list very, very well. Prove that you really want to help them reach their goals. They will trust you and when they trust you they will listen to you and when they listen to you they will buy more of the stuff that you recommend. It's just human nature.

Think to yourself. Let's just say you've got your best friend. Right now imagine your best friend in your mind. Your best friend comes to you right now and says, "Dude, I just bought this ..." I don't know. I'm thinking something. This happened to me recently. I'm using live example. I had a friend of mine come to me, "I just bought this mouse for computer," like the computer mouse, "It's the best mouse ever. You have to buy it." I just so happened to be in the market I wanted a new mouse. I didn't like mine anymore it wasn't working. I said, "Really?" He said, "I love it." I said, "Okay," and I went and bought it.

Now imagine if the same thing happen and a stranger, someone who I don't know and who I don't have a relationship would have told me the same thing. I might listen to them, but would you agree that I have a better chance of listening to my best friend versus listening to a stranger? I do. That's the relationship aspect, so you've got to learn how you can make yourself into a friend of everybody that's on your list but doing so by only using email and you can indeed do that.

This is of course going to require you to send out more than just buy-this-now emails. You even want to survey them. You want to learn what they want to know. You got to learn what they want to learn. Really it's just a matter of ... I'm so sorry guys. I'm completely distracted here because I'm getting all of your emails and it's ridiculous hundreds of emails coming in, so cool.

Building a relationship. What I want to do is I want to go straight through giving you guys an example. Let me bring myself on screen on here and I can give example. Rather than doing slides here, I think it's better I just show you tell you an example and can verbally walk through it and I think it will make sense.

I went on my honeymoon September of last year, so it's just months ago. I have a habit of making videos from pretty much anywhere I travel. I'll be going to San Diego in a couple of days and I'm pretty sure you'll start getting videos from me in San Diego and I'll say, "Hey guys. I'm here in San Diego. You can see the beach behind me and here's what I did today and I wanted to tell you and I met so and so person," and I don't know, go over stuff like that. You're maybe wondering, "Anik, I don't understand; what, why, where, how." How has that helped? Why did I do that?

Guys, it's almost as if you're taking a journey with me. Think about it. When I'm talking to my friends, do you think my friends know where in the world I am? I might be texting them, calling them. I'll be telling them what I did, where I was, who I saw something cool that happened. If I take that same psychology and I give it to you, so when I'm traveling you travel with me. I am in San Diego looking what I'm seeing and I took the camera and I show you and I say, "Today I met this really cool guy." I met so and so and I learned so and so. Today I went to Sea World and I had a bus.

You're going to think, "Anik, I have an email list about diabetes. What the heck is that person who want to know about this?" It just makes you into a live person. It makes you into someone making actually have a relationship with. They can't have a relationship with a computer. They can't have a relationship with your email. What they can do is how the relationship with the person behind that email and that's where you come in, that's where these videos and that's where these little things ... You don't want to do videos, fine; pictures.

You can send an email out with pictures. Here's the picture of the killer whale I just saw today. Funny story about how this killer whale snacked up on me when I was standing by its tank. All these cool things that you can tell that your list will love they'll really feel they get to know with you. You're not just always the teacher. You don't want to be that boring teacher in school that's just there teaching all the time then walks right up. The students don't care for the teacher. They have actually no emotional connection.

If get the chance to see the teacher and they're not [element 01:12:07], see what their hobbies are, you get the chance to see what they do in their own time, see where they're going, you going to learn about their personality, now suddenly you have an emotional connection with that person Not only are they going to be more responsive to when you try to ask them to buy things, but more importantly they're going to be very responsive when you just team. They'll be more open to your teaching. They'll listen to you more.

Prime example, this actually happened. It was really funny. I went to my honeymoon with my wife in September and we were in Venice and we were on a gondola ride. We were enjoying it and that was one of wife's dreams by the way. She wanted to be on gondola in Venice. It was a glittery wonderful childhood dreams.

We're sitting on that and I look at her and I said, "Hey, honey. Can you make a quick video of me on this iPhone," and she said, "Sure." I move to the other side of the gondola. She hold up the iPhone and I spoke for about exactly 45 seconds. Excuse me, I think I got something coming down ... I'm coming down with something.

I spoke on the other side of the gondola 45 seconds. She made the video. I said, "Thanks." I took that video. I uploaded it that night using the internet of the hotel and then I sent a link to the video to my entire list. We're talking probably about 3, 400,000 people in the world who received an email and tens of thousands of people watch the video and it just shows me on.

On the video, it starts something like this. It says, "Hey, everybody. This is Anik Singal. I'm from my honeymoon. I'm in the beautiful Venice. I'm in a gondola ride with my gorgeous wife who has got the camera on the other side and she's been gracious enough to let me do some work and to do a video real quick of you." Then I tell her to ... She scanned the camera around shows where I am and is ay, "Hey, look. I've got something coming up. It's really important. It's so important that I would actually take permission from my wife to do it during the honeymoon. The great webinar I'm putting on you've got to be there. We're going to teach you boom, boom, boom, boom, boom. Make sure you're there, et cetera, et cetera." Done, 45 seconds.

Guys, got one of the best reviews, most watches I've ever done. Then I was at the live event at Inbox Live, just like the Profit Academy Live that you're going to be in May, I was at the Inbox Live event and I have not 1, not 2, not 3, I'm talking 15, 20, 30 people come up to me and to my wife independently because she would be there hovering around the room and someone will come to her and say, "How is Italy?" She'd say, "What? How did you know I was in Italy?"

People came to me and said, "Hi. How is Venice?" I was like, "Whoa, that's freaky. How did you know I was in Venice?" Am I dumb but completely forgot that I actually sent them an email with the video in it. What I'm trying to tell you here is people feel connected to you. People feel like they know ... and they'll come to you ask you just like you would ask your friend. If your friend just came back from Italy, you'd say, "Hey Joe. How is Italy?"

You want to build that relationship off of your list. You want to do it using stories. You want to show them where you are, send them pictures. If you're not a world traveler, it doesn't matter. What if your dog did something funny today? What if your dog was caught chasing his tail for 35 seconds it wouldn't stop and you got it on a video?

Then you can actually send an email to your list and says, "The loudest of laugh in 10 years," that would be the subject line. Then in that video you say, "This has nothing to do with what we usually talk about, but I just thought I would show how crazy my dog is. I've got one of the best laughs I've had in so many years and I felt so great afterwards. I wanted to share some of that laughter with you." Click the link and it just goes straight to a video where your dog is spinning in

circles. As simple as that, guys, that will build a strong relationship between you and your list. You have no idea. Let's get back to the presentation here.

Keys to affiliate marketing. I just went through all of this. Don't be afraid to show your personality. Don't be all business in your tone. You guys probably see from me that goofed off a lot with you guys. Even when I'm on videos I make mistakes. I make jokes at myself. Not all business because at the end of the day that's not who I am. I'm just a person. I feel and you can correct me if I'm wrong, but I feel that you are probably much more comfortable with me knowing that I'm sitting here in a suit on the other side running some corporate workshop.

Really I'm just a normal guy sitting in my 10 by 12 home office, which is half torn apart because it's being remodeled in a sweatshirt talking to you exactly how I would in a normal day when I work. I don't feel you need to be all business. You see people buy it from the people that they know and trust to be that person. I gave you an example of that already.

There's 2 ways to talk to your list. There's the autoresponder and there's the broadcasting. We've gone over this. Autoresponder is a sequence of emails that you schedule on autopilot at a specific daytime or interval. You might do a 10-day autoresponder and that's typically what I'd like to do. That means for 10 days the person will get an email every day based in when they joined your autoresponder. You could schedule an autoresponder to be delivered immediately after someone subscribes and then you can set up a schedule of series of automated emails that goes out to deliver whatever you've created.

One of the things here I wanted to mention is I prefer when I call the 10 to 15 roll. I never write more than 10 autoresponder emails to date. That's just a personal preference if by no means that that's what you have to do. I never write more than 10 or 15 autoresponders. It's just because I like to send out broadcast. I do email my list about at least 5 times a week. I definitely keep in touch with them very, very often but I don't do it through autoresponders.

Again, is there a reason why? No, I guess I'm different every day. I have different feelings, different programs going on, different things in the market. I feel I can stay more in touch with what's really happening. Since email market is 98 percent of my business, it's like I don't want to just try to automate the whole thing.

Now, what is the rule of the first 10 to 15 days? The rule and the reason 10 to 15 days is 2-part. I use the autoresponder sequence to build relationship. My first 10 to 15 messages will really focus around trying to get the person to get to know me and trust me and like me. Not my business, me. I want them to feel they have a relationship with me.

Second is I try to use the 10 to 15 roll to help me recover any of the money that I may have invested in advertising. Basically, all the things that I do inside of ... I lost my train of thought. I lost of my train of thought.

Let's say I invested in traffic. Let's say I just invested in traffic and I ended up investing about a dollar per lead. I ended up putting up about a dollar end per lead. I will set up about 10 to 15 autoresponders because I know for a fact that in about 10 to 15 days I would have recovered that dollar back. Really the autoresponders are there that helped me build relationship and promote another product just enough so that I can recover that \$1 investment I put in and then after that everything I make from that list is absolutely pure profit and just mine.

There's obviously 2 ways to talk to your list. We talked about autoresponders. The second way is what we call broadcasting. A broadcast email is one that you send out to year entire list or segment that you choose on demand. I can do it right now. As a matter of fact, every single one of you can check your email. You got an email from me at 3pm today that said, "Hey, I'm live. Come join me." Every single one of you got an email from me today at 3pm that say, "Hey, I'm live. Come join me," and so that's a broadcast. I sent that out on demand to all my students inside Profit Academy.

This morning I sent out email that went to everybody, including my Profit Academy students and that email basically ... Actually, no. I think I may not have included you as a student because I don't want to distract you, but that email talked about the beauty of writing a book. We've got this program right now that I'm sending everybody, too. It's a 3-minute video that teaches you how to write a book.

I literally probably sent out about half a million emails this morning by just hitting the submit button. I think I have 3 difficult autoresponders from my internet marketing lists and obviously I have a bunch of other lists like personal development, this and that but I only hit my internet marketing lists and about half a million emails went out by just clicking a button. How cool is that?

Types of emails. You can send out content emails. Examples would like 6 tips to reducing debt or success story from student or whatever. It's just basically content. It can be an article. It could just be an article, nothing crazy. You can do breaking news. You can send out coupons. You can do an interview. You can make a quick video and you can share the video. You can send out promotional emails, which could be product for use, product demonstration. It could just be a straight-up promotion.

Guys, the reason I'm skipping pass all this stuff is because I wanted to get to this. Because all of this is already in your course, you guys got an entire module dedicated to teaching you how to write great emails and the di0ff kinds of emails and all of that stuff. I don't want to go through that again right now and waste your time. What I want to go through now is the data. There is data that we need to get you very comfortable working with. I want to ask you to finish up here in about 10 minutes and before we finish up I just want you to have this final bit of data.

When you write emails, there's going to be 2 major things you've got to learn to focus on; 2 major things you've got to learn to focus on and pay attention to and that is going to be open rates. The sole purpose of your subject ... Sorry. 2 things folks honor the subject line and the content of email which both serve their own purposes which [I'm going to 01:23:02] in a second.

Subject line and the content of the email. The sole purpose of your subject line is to get the open that means your subject line is supposed to do nothing more than to get them to open your email. I'll give you a prime example. Go look at your email inbox right now. You have probably received emails from me. You have received emails from other people. You might be on other marketer's list. You might be on other people's new letters.

Now to be honest with me you have not opened everybody's emails. You picked and chose which one you want to open. What got you to open them were 2 things. One is who sent it to you because that makes a big difference and second is that click rate. How many people ... Sorry, I just said click rate because I'm reading a note my team sent me guys. I'm so sorry. I'm not losing my mind. I'm reading the note and I got clues sidetrack; so the subject lines what I meant to say, the subject line and the relationship with the person.

The subject line may have said something really intriguing and it got you to open it, so we got folks on open rate. Then of course the actual content of the email is the main goal is to get your click. I'm going to slip ahead a little bit here because a lot of this was just basically telling you the same thing. I do want to go over 1 source thought with you, so I want to do this real quick.

We're going to talk about what open rates are. We're going to talk about what click rates are. We went over EPC. We went over conversion. These are all data points you're going to really, really, really need to understand. A lot of times people say, "Anik, how do I write a good subject line?"

You know what? I found this 1 source that I use a lot and I want you guys to go to this source and I want you to look at ... I want you to use this source to start learning how to write some of those brilliant subject lines and be very, very, very

careful because when you get here, can I get roped in for heck an hour. I've never been able to go to this website and I don't get roped in for at least an hour, so check it out. It's Weather.com, so there's another URL I want you to write down in addition to all the URLs you wrote down today. I want you to write down Weather.com.

When we go to Weather.com, check this out guys. How can you not click these links? 5 health secrets hidden in your nose or 8 health secrets hidden in your nose. Like, "Really?" Like, "I always click that." I always click that and then it says, "11 health problems hidden on your face."

If you will read these, I can change these all the time. It says, "8 health secrets hidden in your nose." I could change that to 8 wealth secrets hidden in your email. How cool of a subject line would that be? 8 wealth secrets hidden in this email. I damn well guarantee you, you would open that, so this is why I love using Weather.com. This is why I love using Weather.com because you get great ideas for subject lines.

Open rates and click rates. That is going to be the 2 terminologies you are going to use very, very aggressively. What's an open rate? It's the percentage of people that receive the email that actually open it. I just sent out 500,000 emails this morning. Of that, let's assume 100,000 people opened it. If 100,000 people opened my email, I will essentially have a 20 percent open rate because 100,000 divided by 500,000 is 20 percent. It's the number of people that open your email divided by the number of people you sent it to to begin with. Write this down guys. This is what you want to achieve.

Great open rates. I'm talking about epic open rates, open rates that you should be damn well proud of or about 25 plus percent. Good open rates which by the way still excellent is anywhere from 10 to 20 percent that is still very, very good. Don't get me wrong, it's excellent. That means if you sent 1,000 emails, about at least 100 people opened it. That's a good open rate.

Average open rate is going to be your 5, 6, 7 percent and that's okay. It's not horrible but by no means any that great either. That open rate below that ... If someone we're to tell me, "I got 3 percent open rates," there are things that need to be done to fix that because that was a bad open rate and so there's probably some issues or it's just really, really bad quality leads in the list. Either is there's something that needs to be done to fix it.

Now it's like, what, click rates. Great click rates will be 15 percent or higher. Good click rates will be 7 percent or higher. Average click rates will be about 3 percent. A bad click rate will be when you're getting about 1 percent.

Profit Jump Start Workshop #1

What's a click rate? Click rate means you sent out 100,000 emails and 1,000 people clicked it that's 1 percent click rate. If you sent out 100,000 emails and 10,000 people clicked it, now you have a 10 percent click rate. Of course, the higher the click rate the better off you're going to be.

Now Google, Yahoo, Microsoft, AOL, all of the major email services track your open and click rate guys. They know everything about your ... They know everything about you who is sending the email and they certainly know everything about who you're sending it to. When you start to have very bad open rates and very bad click rates, it truly, truly hurts your reputation which means your email get harder and harder to deliver.

Now there's a lot of things that can affect your opening click rates other than just the emails and the subject lines. You've got to mail at the right time. The day of the week and the hour of the day can affect your rates drastically. The 2 best times that we have found to mail somebody are at 8am Eastern Time or at 3pm Eastern Time. Really you can even go as early as 6am Eastern Time. If you want anywhere from that 6 to 8, try to get that email out to them before 8.

The reason is people reach office. They reach their work and the first thing they'd be able to do is check their emails and boom it's right there in front them and they usually will ... When we get to work in the morning, first hour we're just drinking coffee, chatting up with our colleagues and just hanging out. We're not really at work time so that's a great time for someone who will take time to read your email.

3 pm we found to be another amazing time because 3pm Eastern Time people are winding done their day. They're probably taking a break because they've probably just been working all day and they're tired mentally. If you're in the West Coast, it's lunch time 12pm. You might be taking a lunch break. They'll check their email real quick. For UK, that's evening. People are home. We found that 8am Eastern Time and 3pm. This is by the way statistically tested; statistically tested to work.

Then of course we have Friday and Saturday. Those are the worst days. They're not bad and I still mail my list on Fridays; Saturdays I don't. I give them a complete rest. I think Friday what happens guys is everyone is just in the whole thank-God-it's-Friday mentality and they just do not care. They're finishing up work. They want to go relaxed. They want to decompress and they just want to have fun.

Saturday most people are out doing stuff, that's fun. Literally that's the first week. Then on Sunday, people get back into their [sun 01:31:28] get ready back for Monday. Sunday is really a relaxed day and almost all roads, all country. It's

the day that people really do spend time on their couch. They watch TV. People go to church.

What I found is Sunday if you want to mail, mail after 12pm Eastern Time. It's a great time to mail, but don't mail it in the morning because you've got a big portion of the world that's going to worship and so they aren't going to catch that email. You just wait until percent 12 or 3pm. In that way people are back home and back into their relaxation period and they'll look at your email.

How often should you mail? I like defeating the old myth here, the old myth of that you should not mail too often. Ideally, I think you should mail often. I mail my list at least 5 times a week. The key is not to mail less often. The key is to mix up the types of emails that you send out. If you're always sending out emails ... For example, if you're always sending out emails that are short and promotional, it's going to be boring. You're going to start to see a lack of results from your list.

If sometimes you send out emails that are long stories that really connect with your audience and sometimes you send out short emails, sometimes you might just send them a link to a video, sometimes you'll send them a link to a Facebook page and you really mix things up, sometimes you'll send them to a blog post where they can interact, maybe you'll do a little contest, you mix things up that's going to make the difference.

If you start to decrease the amount of times you mail, you have no idea how many times I've dealt with students who have sent an email, I'm sorry, who have taken a week off, 2 weeks off, 3 weeks off. This happens with even our Vault students that are part of our most aggressive program where we give them hands-on personal coaching, like literally they get a 1 hand-on coach for about 90 days.

One of the biggest things I've see there that they bring up to us, they'll go off to vacation for 2 weeks and not mail their list at all. When they come back, their click and open rates have dropped by half. You want to make sure you're always staying in your list space that we should be seeing it in. You will be forgotten if you're not. They will move on. It's just weird mentality of human beings. This old myth of don't mail often, mail very infrequently is a lie. It's a total lie. Don't do it.

Guys, we just summed up our first session. I've got a couple of things left here before I wrap things up. I've got a couple of sessions left here before I wrap things up. What I want to ask you to do right now is ... I've got seriously so many emails that were sent; I just drop my glasses, one second. I've got so many emails that were sent to profitanik@gmail that are just raving about Profit Academy. I really appreciate you guys doing this. It really means a lot to me. I think you guys might hear back from me very soon. I might actually respond to

some of these emails because I'm so touched by the fact that each of the time you write it. I really appreciate that. Thank you so much for doing that.

The second thing that I want to do right now; let me get out of this presentation real quick here, is ... We have been getting a lot of requests from students for a program that is going to be a lot more hands-on. People are saying that they would like to have a 90 days hands-on coach that literally is not just 1 call or 2 calls. It's one-on-one so it's not open Q&A hours. It's a one-on-one training with someone that is on the phone with you and helping you who is, by the way, who is an active business owner who is actually building the business.

For example, some of the coaches that you hear from that run these open office hours there is an option. People are asking us, "Can I work with that coach one-on-one?" Can they help me build my business where it's just me and that person on the phone and talking and guiding and showing me and helping me get to the point of making 10,000 a month or whatever is the goal? Obviously, there's no income guarantee and we can never do that.

We are thinking about it and then we thought ... We didn't know the demand would be this high so we've been working on trying to make it possible to bring on more students but really we don't have enough time of the day. We don't have enough coaches. I've been getting really ... My team has been telling me that we're getting hit hard for it.

I want to do something here. What I want you to do if you're very serious about this, I'll tell you. First of all, if you're happy being in Profit Academy than as actually excellent, stay here we will support you and we will help you every step of the way that we promised that we would and that we are. Some of you just want that next level. Some of you are saying, "Look, I'm ready to go. I've got additional investing capital. I want to move fast and I want someone out to do it with me and I don't have the time to be on all the Q&A webinars and everything."

That's the case because the program I'm talking about that might be available for a few students, I'm not sure we keep gauging how many seats we have. I'm trying to open it up again. Just the demand has been overwhelming so I'm trying to open it up again for a little bit. There is additional investment required.

If you're open to that and if you really, really want someone who will get on the phone doing work with you, right now we have a few seats open so I'll try to filled in. Maybe by Tuesday of next week, I'll have more seats and which I'll do an actual presentation because right now I don't have anything specific to show you. We have so many of you just asking about it.

Profit Jump Start Workshop #1

What I want to do is let's do this. Let's see here, let's do this. I want to show you my screen real quick. What I want you to do is send an email to profitanik@gmail.com and just put, let's say, put the word vault. Put the word vault. I needed to be different so that I can actually see it.

Now here's a few things here. When you do this, I will respond with a link. You have to qualify. I want to make sure you understand. You have to qualify and there is additional investment. This is not for everybody guys. This does not affect all of our students who are working here. We are working with you. This is only to the percentage of you who have literally blowing up our support systems asking for this. Usually what I find is that there's 1 person in the support system asking about it. There's at least another 10 or 20 thinking about it.

Right now we've probably got about the ability to bring 5 or 6 students on and those 5 or 6 students would get basically a hands-on coach. Obviously, you have to cover the expenses that come with that. You have to cover the expenses that come with that so you'd have to ... Again, there's an additional investment required. This is really for those of you who are like, "Man, I'm ready to go. I need to do this faster, Anik. I don't care. Let's just get started."

We've got about 5 or 6 seats left and what I'm going to do is I will make it available. I think we're going to work on getting a couple more coaches on opening some time. I might have to take 1 project then completely remove it and push it back. Then perhaps by next week, we have more seats. Right now if you want to hear more about it, you'll actually get a chance to talk to someone on the phone and they'll qualify you. They'll tell you all about the program. They'll tell you all about what we can do and what we can't do.

Again, send an email to us with the subject line Vault at profitanik@gmail.com. I don't want anybody to get upset when they find out that there is indeed an additional investment for that program. I'm being very transparent and open with you right now. If you are tapped out, I would, rather you spend your time and energy working on the Profit Academy system in building your business. If you're in a situation where additional capital is available and you really just want a hands-on coach and you really want to pick up the speed of things, then I would say send me an email to profitacademy@gmail.com with the subject line Vault and I'll try to see what we can do for you and we'll try to see if you qualify.

Again, if you don't, you don't. It's just my team wanted me to publicly address this because we're getting bombarded with people asking about it, so rather put it off we will do that. Send that email. Obviously, if you send the email, it's going to take me a day or 2. What's going to happen is this. You send an email. I'm going to respond to that email and in my response what I will do is give you a link, so you have to.

If you want to do this, you have to fill out the application on the link page. You have to do it. Guys, don't put it off because, like I said, we've got very few seats left to this and then what happens is people get upset. Then they get upset and they say, "Hey, what the heck. I didn't get the opportunity and you filled up your seats." That's the only way we can know if you actually qualify is if you fill out the application form. We're doing this for your benefit, that's all guys.

I don't want you to sit there and extend yourselves. If this is not the right time for you, then I don't want you to do that program where we have our hands-on coaching program. We only have about 5 or 6 seats left for it. I want to make sure that you're absolutely a good fit and that you're the right person for it and that you're not putting yourself under any financial risk by doing it. Otherwise I've got more coaches and more resources than you can possibly imagine here for your Profit Academy. Just like I am right now, I'll continue to teach you and train you. This is just to help address your questions.

Let's go over what we're going to be. I'll leave this up for about 20 seconds more because I'm still seeing a bunch of people come in. By the way, we might have just had over 200 people write in. That's crazy. That is crazy.

Let's go back to our PowerPoint here. Hello. It always switches back to my screen but I want to switch screen so you could have the chance to say, "Hi."

Guys, in our next session we're going to go over opt-in pages. We're going to go over examples and conversion dissection and we're going to really get into all of that stuff. We're going to do thank you pages so we're going to go over the 2 options that you get with thank you pages and how you can start monetizing very quickly. We're going to talk about how to get your free gift done, the types of content to give away, where to outsource.

Then of course in the next session we're going to do using social sites for relationship building and then of course I want to talk how to turn yourself from an authority into a person that has massive fans. The next session is ridiculously important, ridiculously important. It's Thursday, 2 days at 3pm Eastern Time. Be there or be swear.

Now one last thing is I got a challenge for you. Today right now what I want you to go do is I want you to apply for all the badges you applied for. You guys just haven't known that you can go do this. What I want to do right now is I want to log in to Profit Academy. I want to show where to go. You have to log in to Profit Academy, so let's do that, and I want you ... For any badge that you qualify for, I want you to go in there and do it. Remember our 30-day challenge has begun and you've accepted it.

Our 30-day challenge has begun. For all of our students who generate their first dollar in the next 30 days, I'm going to personally see this and I'm going to respond to some of you asking for you to give us testimonials, your videos and all that stuff, which means you get to be a bigger part of the community. We're going to make a whole special team and get you all the school gifts for taking action, so this is going to be our team action. Now, again, the team here at VSS Mind is out of fan [inaudible 01:44:10].

Let me show you when you log in here, so let me show what happens. Here we go, see my screen. Let me zoom in here. You guys can see my screen right now. You can see my screen right now and (verbal sound). Right here, first thing I want to go over guys, make sure you're signing up for all the coaching hours you possibly paying. You see this calendar. Make sure you're signing up for everything we've got. We have a lot of coaching that we want to put you through. We have a lot of open office hours coming up here.

For example, [Richard Cornellas 01:44:55], you're asking right now. You say, "Hey, one of the selling points for this was coaching and was with training. What do you think we're doing?" This is all part of that, guys. You have access to the entire community. If you look at the forum here, for crying out loud it's been insane. It's been awesome. I have so much fun just looking at it. If I would just click it properly.

We show you exactly how to get access to it, so obviously this account is a fake account. I haven't signed up yet so I can't show you anymore. Guys, we've got a ridiculous community with a tremendous amount, tremendous amount of activity going on that I need you to make sure that you're there participating. I challenge you to participate and start helping each other because that's what a community is and that's what family does.

Now to earn your badges, here's what you're going to do. You see right here? It7 says, "Our badges." I need you to ... As soon as we're done with this webinar, I need you to go log in to Profit Academy and go to our badges, click on that and these are all the badges that we're currently giving. Now we're making our entire user interface look even better. We're working on it right now. We're going to make the interface look far, far, far better and that way we'll be able to highlight and show all of our badge winners.

Right now, let's say you've created your first opt-in page. You will go to this page badges. You'll click on badges and then you will go right here to where it says, "Create first opt-in page." You will click on that. You'll actually give us ... You'll basically either give us a picture of it or give us a link of it. Put that in here and you'll hit submit. Once you hit submit, we will get your request. We will review

your request. Once we review your request, we will then give you the badge and you will have earned your badge.

Now there's all these badges so you tell me which one you've gone ahead and done. Autoresponder account setup, have you gone ahead and set up your autoresponder? Complete a 10-day autoresponder series, have you written 10 days of autoresponder messages? Get your free report connected to your opt-in page, have you done that? First solo ad, first 100 opt-ins, 1,000 opt-ins and then of course the \$1 earned, so all of these you have possibly already done.

There are so many of you I know that have completed your first opt-in page but have not got in and actually just put that request in to get the badge of it. Do that we'll approve it today before the day is even over and it will be awesome and you're going to get ... I'm serious here guys. You'll get ... It's going to make it a lot more fun for you because we're going to track what you're doing and our goal here ... There's even more badges by the way you can load them here, but our goal right now is get your first dollar in 30 days or less.

Right now all of you are making that commitment that as soon as we're done with this session you will log in to profitacademy.com. You will go to the badges section and you will start to earn your badges and on top of that you will also go to the forum section right after that. If you've not already begun participating in forums, you will do that starting today.

Let me bring myself back up so I can just say, "A profit get bite you." Guys, thank you so much for being here. It's been a tremendous honor of course always is to work with you, to train you, to teach you. We've got a lot more really cool stuff coming up in the future sessions. I'm excited about it. I know you are. I know all of you are watching. I'll get of your responses here and I'm just seeing everything you're saying and I got to say I'm impressed by how hard everyone is working.

For all of you who wrote vault, I can send that in. I will respond. You've got to give me a few hours. I believe it's St. Patrick's Day today because I just found out when I'm going out tonight.

Let me just ... I'll get it all done before that but for all of you who wrote Profit Academy and send such sweet notes back to us about this whole program, thank you so much. That's a heartfelt thank you from me. I appreciate that. I might write back to some of you. If you don't mind sending us a picture of yourself and a quick testimonial, I would really appreciate that. It will be very sweet of you to do and that would mean the world to us.

It just helps us in the future. Maybe 6, 7, 8 months down the road if we were to ever open up a second class just helps us market. It helps use show the world

Profit Jump Start Workshop #1

and prove to the world that we are either good people and that our students are happy just like you are.

Thank you so much. I'll see you on Thursday and then I'll see you this weekend during the Profit Virtual Workshop number 1; very, very important and of course Profit Academy Live. Let me just show you these URLs again actually, because you guys need these. If you've not already signed up for them, I want you to do that. Let me ... Let's go to the top here.

Number 1. Make sure you've gone to ProfitVirtual.com and signed up. Of course, it's actually free. Mark it on your calendar Saturday 12pm to 5pm, Sunday 12pm to 5pm. That's 10 hours with our very own host Andrew Lantz. He's amazing. I love Andrew Lantz.

Then of course go right now, don't wait, go right now. Go to www.ProfitAcademyLive.com. Save your free ticket. You can bring a guest and bought 2 tickets if you want. It's a \$97 deposit. I promised you I'm good for it. I'll give it back to you. It just makes us feel better that we know for a fact you're going to be there so we can save the seats and spend the money and be save about it.

We're expecting a tremendous turnout. It's going to be one of the best. It's going to be the best that I've never done that's for sure. I'm spending about \$350,000 putting it on. You want to be there. You're going to learn a tremendous amount of stuff. We're going to have a lot of fun. It's going to be killer. You want to make sure you go to www.ProfitAcademyLive.com and I'll talk to you guys on Thursday.

Thank you very much. You guys go have a profitable day. Work hard. Get your badges, earn them. Put that request in into the site just know I'm watching it, tracking it. I love to see it. Guys, I will talk to you very, very soon. Thank you very much for being here and ... Let me split. I'll see you guys on Thursday. All right guys, talk to you later. Bye.

How did Jonel do?



If you rate this transcript 3 or below, Jonel O will not see your future orders

