BLOG MASTERMIND BONUS CALL

Yaro Starak with Will Swain

Yaro: This is Yaro Starak from Blog Mastermind doing a special bonus interview call with a long time friend of mine, William Swain, or Will, and his company, Marketing Results.

Will and I actually go back a long time certainly in terms of internet years. I met Will almost at the beginning of my internet-marketing career. I can't remember the exact year, but I was not even blogging at the time so it's at least over four years ago. I think even probably 2001-2002.

Maybe you can remind me, Will, when it was, but we met at the time we both had start-up businesses, I guess you could call them -- internet businesses -- that were just at the beginning phase, just building some traction, some momentum.

We just had a shared interest in internet marketing and pretty much kept in touch. Initially, Will was embryonic with his business which was still the same thing.

You were doing marketing of some shape or form on the internet and I was running my proofreading business at the time, and got introduced through friends, started talking to each other about internet marketing and kept up since then. We've both watched each other grow our businesses but as time continued, I've actually hired Will but we'll talk more about that in a moment.

Will, thank you for making the call with me.

Will: You're very welcome. It's great to be here.

Yaro: For the people listening to this call, it's the same rules as usual. Because it's an interview, I will hold off opening up your line until we have a break in the discussion or when Will finishes answering questions. However, if you do want to ask a question, you are welcome to ask at any point in time.

I do encourage you to take the opportunity, because obviously Will's a very busy person and usually to get in touch with him you have to give him a lot of money.

This is a great chance to ask him anything. No question is too easy or hopefully not too hard. To ask a question all you have to do is press the 1 and then 1 again on your Skype phone pad or your normal phone dial pad and I'll get a little hand up on my control panel that indicates that you want to ask a question.

I will wait for Will to finish, press the button, and you'll be told that you can ask that question. Just introduce yourself, say your name and ask away.

Now that we have that out of the way, we'll jump straight into it, Will. That's the background. What I was more interested in, not just our relationship, but what's your background story in general and how exactly did you get into the world of conversion, and of course, how did you come up with the idea to start the business that you currently operate?

Will: Well, it was a bit of a step-by-step process. My background is in statistics and EnglishlLiterature, actually. I studied those two things at University as a double major. So it's a little bit of an unusual combination, but after Uni I actually spent some time in Japan. In Japan, I got a job with a direct marketing company. By direct marketing, I mean like mail order and direct mail.

That company actually grew very quickly. They grew from zero to $100 million dollars in sales in about five years. They ended up doing an IPO on the Tokyo Stock Exchange and generally being very successful. That was my first introduction to direct marketing.

At that company, I did a variety of things, but one of the things I did was what we call database marketing; looking at a large database of nearly a million customers, analyzing the trends, and working out how to give more value to people on the database, how to fragment it and treat different people differently in order to increase profits.

After I left that company I came back to Australia. In Japan we were doing a fair amount on the internet, but it was early days. It was in the '98-'99 time frame and at that time, compared with now, it was nothing like now in terms of the volumes of transactions being done on the internet.

Basically, when I came back here, pretty soon I started my own internet consultancy. Well, it was actually more like a direct marketing consultancy at that stage.

The aim was to help small businesses, mainly small businesses, use direct marketing principles to increase their sales. But within probably the

next year, basically, I started to gravitate more and more to the internet for a few reasons.

One is that the internet is just getting bigger and bigger, of course. The other one is that the internet is even more testable and more trackable than direct marketing, more traditional direct mail.

I really liked the idea of really being able to track exactly what you're doing so you know it's working and you can keep what's working and get rid of what's not working in order to quickly increase your results. From that point of view, it really fit in my skill set, and I gradually gravitated more toward that side of things.

Yaro: Now, as we were talking about before we began the recording, I do think it takes a special kind of person to enjoy the process of testing and tracking.

There's a lot of looking at numbers and tweaking headlines and all these things we can talk about in a moment, but I'll be honest with everyone listening, I actually don't enjoy doing that. I find it quite boring and it's a very repetitive task. In my case, I don't find it very creative. So let's work this as two ways.

Why is it that you enjoy this? What's unique about your makeup that you are good at this and you enjoy it? I'll let you answer that one first and I'll jump in with the next one next.

Will: Sure. What I actually do and what Marketing Results does is we actually help product and service businesses generate more sales from their websites.

We work with SMEs -- what we call SMEs or small businesses – and also with quite large, household name type corporations.

The conversion side and the testing/tracking side is really just one sort of element of what we do. Even for me, if I was doing that 100% of the time, I'd probably start to get bored with the narrow focus, but what we actually do is we use a variety of traffic and conversion mechanisms to increase sales for our clients.

From my point of view, there actually is quite a bit of variety in what we do. It's not just looking at numbers all the time, and the testing side is really only a vehicle to increase sales for our clients.

We also have quite a lot of creative input into the actual marketing strategy

in order to do that, because you actually have to have something to test.

So if we're testing one sales letter against another sales letter or one name squeeze page against another one, you actually have to come up with a new version that's going to increase results, hopefully. The testing side is really just to verify what's working and what's not.

For me, I find there's actually quite a bit of variety in what we do and it keeps it interesting for me, but yeah, I understand that it's not everyone's cup of tea. To do this sort of thing, you've got to be a bit of a weirdo in some respects probably to enjoy doing it.

Yaro: Yet, it's still unbelievably critical to do that. I'll be honest, there's always parts of every business that you don't enjoy doing, but it's simply mandatory that you get it done if you want the kind of outcomes that we all desire.

Let's bring this back on complete focus though. Most of the people listening to this have a blog or a business based on blogging or that incorporates a blog into their traffic funnel or their business model.

How can people who have blogs make use of conversion testing and why is it even relevant to blogging?

Will: Well, I think testing and conversion is relevant to any business or any internet-based business. In the case of blogging, just like any other type of internet business, bloggers have outcomes they want to achieve.

They want to achieve more traffic, more sign-ups, more RSS subscriptions, more sales, bigger newsletter list, all sorts of outcomes like that.

What appropriate testing and tracking allows you to do is to basically increase your results faster by knowing what's working so you can focus on that and knowing what isn't working, so you can stop wasting your efforts on stuff that's not effective.

The reason why you should do it is because you can get to your outcome three or four times quicker by engaging in this process.

Yaro: Or, in fact, turn what would be viewed as a bad outcome into a good income or something that satisfies, which I think is an important point. A lot of people spend a lot of time not getting a result and yet they become very frustrated because they feel like they're putting in a lot of input. I think

testing, in a lot of ways, is the Holy Grail to getting out of a rut in a lot of cases.

It's probably important for us to even talk about what elements we can test on a blog to help us move forward so, if you can, Will -- I know it's not necessarily something you work on everyday because not everyone has a blog, but you obviously work with my business and my business is based on blogging .

What are the critical elements that you should focus on if you were to test your blog?

Bearing in mind there's probably two levels of people listening to this; those who are not technically savvy and doing much testing by themselves which is going to be difficult, and those who have the resources to do higher-end testing. Let's start with the basics, the beginner stuff.

Will: Sure, sure. I think blogs are a bit of a special case for a couple of reasons. Firstly, blogging software typically – not the software but blogs – are dynamic. When you test a traditional sales letter, the sales letter is on the page and you test it for headlines, and there's software and services that do that.

In the case of a blog, your content is always changing, certainly in the main content area, whereas some of the blog is static, like the banner area, maybe the top static segment and sidebar or something like that. It's static and the rest is dynamic. That makes traditional conversion improvement activities slightly tricky.

The second thing about blogs is that you often don't have a defined conversion outcome in the same way that you do when you have a sales letter. When you have a sales letter, you want to make sales. If you have an opt-in page, you want to get in opt-ins. You can test different elements in order to achieve those outcomes.

In the case of a blog, it's a little bit more amorphous. You might have subscriptions to a newsletter or a blog feed, but most bloggers are probably concerned with building traffic, building RSS readers, and maybe getting subscriptions or sign-ups, in the early stages anyway. They can then monetize in other ways.

That all means that that there are ways you can test blogs even though they're dynamic, but the technicality of them are well beyond this call. It's

not something that I could even explain over a call because it would just confuse the hell out of everyone.

Let me just explain the sort of things that are proven to have a big influence on the results of websites, and relate that back to blogs. Some of the things that we know are very important and influence the results of any website are, first of all, the top banner on your website or blog and the tagline. By experimenting with different banners and different taglines, you can definitely get different results.

If people come to your blog and they immediately see a tagline that piques their interest or the subject they're interested in, they're more likely to hang around and start reading than if it's something that's not what they're interested in.

Secondly, a lot of blogs have popular articles at the top or most popular post, something like that which are normally some hard-coded links, four or five articles, or some people have more at the top of the blog.

What you actually put up there can also have a big influence on how many people start reading and how long they spend on your blog.

Other things to test would be the sign-up box. If you have a newsletter subscription or a free report or something that you'd give away in exchange for an email address, then the content of that can be very important.

Lastly, you have your key pages on your blog; "About Us," maybe a page that has your best posts or your best material on it, maybe recommended resources or reviews, things like that, and those major pages can have quite a big difference on your results.

Later in the call we're go into more detail and we'll talk about specifics on how to test some of these things, but those are the main things. If you're mindful of what can have an influence, then you're probably going to focus more on, "Okay, how am I going to structure this to get the best results?"

Pay attention to your metrics. If you've got a FeedBurner account, which probably everyone does, log into that every so often and say, "How am I tracking? Are my RSS readers going up or are they static? Okay, they're not. What did I do that was differen?t," and things like that.

With blogging also, I've really noticed that posting consistency is extremely important. If you just post consistently a couple times a week or even

every day, if it's good content, which I'm sure it is, you tend to see a trend of gradually climbing RSS readers. If you stop and you don't blog for two months, you tend to decline. You tend to lose momentum.

That regularity, I think, is really important as well. I know we're going to talk in more detail down the course so I'll stop there and just let you direct the call.

Yaro: Thanks, actually yeah, I was going to say if anyone had any questions, now's a good time to probably break. It's little bit technical maybe and difficult to apply specifically until you have a goal in mind.

Is there anyone who is maybe thinking about what they're trying to achieve and if you want to ask Will how would they go about best testing that? Just press the number 1 and 1 again on the control panel and your hand will go up. If not, I'll move the call to the next question.

Not looking like it, I don't see any hands going up yet. Okay. Nope. As always though, if you do want to ask a question any time, you can press 1 and 1 and your hand will go up.

Let's take it forward then, Will. That covered the basic elements. You know what, I'm going to jump ahead to the next question because this might make more sense to people rather than jumping on to more advanced topics. Let's dive into what exactly you're doing right now for me.

Obviously, I'm paying you some big money, at least in some people's terms, to do something for my business and it's based on a blog so there's a lot we could talk about in this area.

In fact, I'm going to find this interesting too because I don't know everything you do for my business. What do you and your team do, and what exactly do you test in my business?

Will: That's a good question and I think you're right. This type of thing will be a little bit easier to understand because everyone's very familiar with websites obviously, but in the case of your business, basically, it's all based around your blog. So the blog is really the way that you've built traffic. You've created pre-eminence and you've built your list.

Then beyond that, really it's more like a traditional internet marketing funnel because you have the Blog Mastermind course and it's, I guess, your core product.

As most people on the call will know, that was basically marketed through a variety of channels, but the basic idea is that people would first download your Blog Profits Blueprint from a landing page or a squeeze page.

Then for most people, there was a bit of a wait. The launch had not happened yet so they would read the Blueprint and you'd follow-up with a series of emails and keep them in touch with the launch process.

Then on the day of the launch, you basically open the gates, people go to a sales letter, read all about Blog Mastermind, and then they purchase, and that's why people are on this call.

So with that process, we basically tested every stage of that process in order to optimize the results. On the main squeeze page, or the opt-in page where people could get the Blog Profits Blueprint, we used a system or a program called Google Website Optimizer, which is Google multi-variate testing service and it's sort of connected with Adwords.

If you have an Adwords account, there's a section in there which gives you access to Google Website Optimizer, and we use that to test things on your sign-up page such as the headlines that you use to get people opting in for the Blueprint, the sign-up box and what it says inside the sign-up box in different copy variations, and also testing different elements in and out.

In the original version of the squeeze page, you didn't have a side bar or a little section about yourself, a little photo of yourself, and a little caption. In the next version we tested that in, and we tested different types of testimonials in and out. So it is quite a few elements that were tested.

In the case of that sign-up page, your sign-ups are all really very good because people from the blog knew you and etc., but by testing a few of those elements, now I think we increased the conversion rate of that page by at least 50%.

Basically that means if let's say you send 100 visitors to that page. Instead of 20 people opting in you get 30 people opting in, so obviously that's going to have a big influence down the track on your eventual sales.

Yaro: Let me stop you there, Will, just so I can clarify this for some people. Most people listening to this call probably are not at the stage where they're selling an information product yet, and they may well have that to do very soon.

Obviously it's a great thing if you can get that going. As I've said before, it's usually the greatest source of consistent money you can make is selling your own information products.

If they've gone through the advanced lessons of Blog Mastermind, you would have seen me talk about the sales funnel. Regardless of that, if you are moving towards this model, there's two things you're probably going to do or have already done. You're going to have an email newsletter opt-in on your blog, and that will give away something of value as an incentive.

In my case, the Blueprint was my incentive and that's given away on my blog in the right corner, in the newsletter subscribe box.

You also have what's called the squeeze page or the landing page which is a stand-alone page that also offers the Blueprint in exchange for them joining my newsletter.

I'm sure most people are aware that that is at www.BlogMastermind.com, and you've probably all been through one of those two ways to get onto my email list and eventually joined my program.

What Will does is he would then go to this landing page and take certain elements he just talked about, the headline etc., and test it to improve the number of people who actually take the action I want them to take, which is to join my newsletter and grab the Blueprint.

Will, maybe this is a good point now for you to explain exactly, step-by-step, how you would go about testing that landing page. It's a little bit easier to explain than say testing on the blog because the landing page has one purpose; get the person to subscribe. The message is very simple. It's a bit of copy, a headline, and an opt-in box.

Let's start with the headline. How did you test the headline? What tool do you use to test it, and how long do your tests work?

Will: Right, okay. We use a tool called Google Website Optimizer, and I can probably just pull up the data as well and I'll have a look and I'll be able to tell people what sort of headlines are tested.

Yaro: For anyone listening, Google Website Optimizer is completely free, so anyone can use that tool. It does take a little bit of getting used to the interface and you have to add some code to your website but basically it will do all this for you, right?

Will: Exactly, yeah. Look, it is free and compared with some other tools, it's pretty simple to set up and the documentation is very good. If you aren't at all technical, you'll probably find that it's beyond you to set it up so you'll need to get your developer or technical person to set it up, but for a technical person, it's pretty straightforward.

Eventually what Google Website Optimizer does is – let's take an example of a headline here. So if you have a squeeze page and let's say you want to test four different headlines.

What it'll do is it'll actually rotate the headlines so that roughly a quarter of the people will see Headline 1, a quarter of the people coming to the page will see Headline 2, and so on.

As it shows the headline to each person coming to the page, it sets a cookie to say they received Headline 2. Now if they go away and then come back again, they're not all of the sudden going to see a different headline for the first time.

Then what it does is it tracks how many people actually took the action we wanted them to take. In this case, that's sign-up to the newsletter or the report.

At the end of the process, it tells you how many people looked at each headline and what percentage of those people signed up to the newsletter or the opt-in.

That way you can see which headline is most effective at getting people to opt-in, and then once you've identified that, you can obviously choose the best headline and put it in place.

In answer to your question of how long you have to test, it's a function of traffic. If you have a lot of traffic coming to the page, it's going to be quicker to test. If you have not so much traffic coming to the page, it will be slower.

That Google Website Optimizer actually has a bit of a graph system, and it basically tells you when you've had enough data to get a result, and that's when you stop the test and move on.

Yaro: How long do you do this for? I understand you need a certain amount of traffic, but do you test the headline forever until you're constantly improving your headline or is there a point where you can go, "Yes, I'm happy. My headline is as good as it needs to be. Let's do something else?"

I guess for people who are beginners, they don't even know why we're testing the headline. What's the logic behind that?

Will: Well, there are a few things that have been proven to have a really large influence on your results on any sort of marketing. Number one would have to be the headline. The headline can have a big influence on how many people take the action you want them to take.

There are other things as well on the sales letter, like the guarantee text is pretty important, the pricing can be important, the first paragraph can be important, the closing paragraph can be important, the PS can be important.

There's many things you can test but I originally just start with the headline because the headline is the most important, and that's the area where you're going to get the most results.

I think that was the second part to that question, and it just slipped my mind for a second.

Yaro: No, you answered the second part. The first part was how long do you test for?

Will: Well, often in the case of a launch, you're driven by a launch date. If I know that I'm going to launch two months from now, I'd recommend doing some testing to try to get my results a little bit higher.

You'll probably do one, maybe two, rounds of testing, hopefully get some improvements, and then lock that best headline in. If you keep on testing, then the new things you're testing might actually be worse than the old, and your average result will go down prior to the launch, whereas you want to actually lock in the best headline and then drive all the traffic you can in order to reap the rewards of that testing.

If you're on an ongoing sales page or an opt-in page that's going to go on forever, then you could do multiple tests to see if you can tweak it higher and higher. Basically, if you did one testing to three or four headlines, you'd be streaks ahead of most people that don't do any testing at all.

Yaro: Okay. Can you maybe break down some of the other things you're testing for me? Anything else you want to mention regarding what you do for me?

Will: Sure. The opt-in page side of things is just one variable in your process. There are other variables as well, such as the sign-up form done on your different websites. You've got a sign-up form on Entrepreneurial-Journey. You've got another one on Become a Blogger on different pages.

We also track where the opt-ins are coming from because they all going into one list in AWeber. You have an AWeber account at www.AWeber.com and you have multiple forms actually feeding that list, so you can actually put a little tracking code on an AWeber form which allows you to see with the interface where they've actually come from.

The purpose of that is just to verify, "Look, which forms are actually feeding the most leads," so we can concentrate on optimizing them. There's only so much time in the day.

We know which one is actually providing me the lion's share or which one might be a lot weaker than the other. We can investigate and see what's different, and then try to boost results further or fix up anything that's not performing as it should.

Then, of course, there are other things we were testing like Adwords. Adwords is one of the vehicles that you use to generate traffic and that was actually quite successful at generating opt-in to your Blog Profits Blueprint.

If you know anything about Adwords, there's lots of things you can test. We were testing different key words, different ad versions, and even different manipulating or altering bids based on the time of day and the day of the week.

Some days of the week are better than others. Tuesday morning at 2 am, as a rule, won't drive as good of traffic as, let's say, Friday 5 pm. That's one of the variables you can track there.

Also the country of origin, US, UK, Australia, New Zealand, those countries tend to drive pretty good traffic and have relatively strong currencies and people are prepared to opt-in and they eventually buy products.

In certain other countries, you can spend the money and get people to the site, but they might just opt-in for all the free stuff and not actually purchase anything down the track, for a variety of reasons, which means that you're just throwing money away. There's a few things we were testing there for Adwords.

Finally, you have the sales letter itself. Now in the sales letter, we tested some headlines, and we also tested some different copy versions. With your sales letter, the way it was constructed initially was a little bit unorthodox, I guess, compared to the normal online sales letter. It had your video up at the top, for example, and the structure at the beginning was a little bit unorthodox.

About halfway through the launch we said, "Okay, let's test this against a more orthodox version," so another copywriter provided a more traditional version, if you like, of that sales letter and we tested those two against each other.

It was really interesting because in the case of your sales letter, it basically went (and most people will remember this), there was the sales letter and then at some point in the sales letter you click, "Yes, I'd like to buy," and you go to an intermediate page where it basically gives you three options of which course you want to purchase.

You select your option and then press Click, then you go to the checkout page. It's like a three-step process.

What we actually found is that the new copy, the more orthodox copy, was actually significantly more effective at getting readers to click through to that intermediate page and start selecting which course they wanted to opt into. It was about 65% more effective.

Potentially, that's going to increase your income from the page by 65% or more but then when we actually tested it – not just the click-through to the intermediate page, but actual purchases between the two versions – we actually found that there was no difference. If there is any difference between the two, then the new version might be say 5% better than the old version.

Whatever you're testing, you have to test it right through to the final outcome you want to achieve, which is the sale.

I guess that's a summary of the major testing elements. It's an ongoing process and you're continuing to promote Blog Mastermind and there's other things that can be tested to make it better and better on an ongoing basis.

Yaro: Let me help you there and put this into perspective. Obviously, I might be two or three steps ahead of a lot of people listening to this but for the big

picture, you've got to think of my blog as one source of traffic, and then through Will's services, we're buying traffic through Google Adwords pay per click system. We've also got traffic coming from another website of mine, www.BecomeABlogger.com, where there's free videos.

Those three sources of traffic are feeding into the one newsletter ,which gives the Blueprint. That newsletter will send traffic to all kinds of places. Whenever I tell people about an affiliate product, I might send them to the affiliate offer, I might send them to an article at my blog, and of course it's going to send them to my coaching sign-up page, which you all went through and we just talked about. These are all outcomes that can be enhanced by having more people on my list.

Through the testing that Will did on each of these three input points, in particular the name squeeze page to put it simply, there's more people on my list now than there would have been without the testing, which means the run-off effect is that there was more people who see the affiliate offers and potentially buy and who read the articles on my blog that I send them to there through my email newsletter.

Go to any page I send out or even just read what I write in my newsletter. Then if you take the next step to the point where they're reaching my sales page and potentially buying my coaching program, there's some testing going on there to improve the number of people who convert there.

So you've got incremental improvements across the board which impact the bottom line for whatever outcome you're trying to get here.

I guess in a nutshell, that’s the true power of conversion testing here. Most of these things that Will does improve for me, I look at them individually and I go, "What, you added an extra 1% to it? Whoop-de-doo. It's not a big deal." But if you combine them, the incremental changes across the board affect the big picture quite significantly.

You can see that it's a lot of different elements to test, which is why I use a person like Will. You can choose one or two of the most important elements and test those, but I want to move on with the call.

I do want to give everyone the chance though to ask some questions because there's some pretty technically, maybe high-level things there.

If you do want to ask a question, press 11 again on your Skype pad or your phone. Will is standing by and, like I said, if you don't understand any of this, ask your question.

Nothing is too stupid in this case. You can ask whatever you like and we're happy to help you out here. Even if you're not sure what you should begin testing on your own blog, you're welcome to ask that for whatever outcome you're trying to achieve.

Just give everyone a chance. I think we've got a really shy crowd tonight, Will. Oh, here we go.

Mitch: Hey guys, it's Mitch again. Not shy just a little blown away actually. So when you're testing, what exactly are you using to test? Are you testing like a trend or getting an exact number? Are you using Google Analytics or are you using some other stat program? What exactly are you using as the measuring stick?

Will: Okay, great question. For most of these tests, we're using Google Website Optimizer. Basically, it's kind of integrated with Google Analytics but not quite the same thing.

Let's say we're testing four headlines. It'll create those four pages and send them to different people. If you have 400 visitors to the page, 100 will see headline one, 100 will see headline two, 100 will see headline three, and the last 100 will see headline four.

The actual outcome that we're tracking and we're relating everything to is the opt-in to the Blog Profits Blueprint.

What Google Website Optimizer does is it can differentiate between the headline they saw and whether or not they've signed up. Headline one, let's say the sign-up rate is 20%, headline two 10%, headline 12%, and headline four is 35%.

Now immediately we know that, "Okay, headline four is the best. We should stick with headline four."

That's pretty much all there is to it. Does that answer your question, Mitch?

Mitch: Yeah, so the key is that you really need a large enough sample pool to be able to divide it up because there are other factors that, of course, are going to be involved, like someone's income bracket, where in the country they live – there's zillions of different factors that come in, but if you have a large enough pool then that will all go out the window and you will get a better number is what you're saying.

Will: That's exactly correct.

That's a really good comment, because with limited testing of the opt-in for the Blog Profits Blueprint – I'm not sure the exact numbers, but there might have been 100 people signing up a day – we can actually test quite a few things.

We can test maybe four headlines, and a couple of different copy versions, a couple of different sign-up boxes, all at the same time. Because there's 100 sign-ups a day, in let's say 10 days or a week or a couple of weeks, we have enough data to actually make a judgment based on that because there's a lot of traffic coming through.

But in the case of sales, on the sales page, there might only be 200-400 sales in total. You can't actually test too many elements because you won't have enough data to get definitive results on which are better.

So for the actual sales page we only tested a couple of headlines and a couple of different copy versions, because any more would have not produced a result in the time available.

Mitch: Okay, that sounds like a lot of work.

Will: It is a lot of work. It can be a lot of work, and you have to make a judgment whether that work is worth it.

Mitch: No, no, no. I firmly believe that it's worth it. It's something that's just so far beyond where I am right now. It just seems like it is but maybe it isn't. I get a few thousand hits a day, but I don't know if that's enough to do this kind of sampling. I don't even know what I'm selling yet either, of course.

Will: You know, people on the call, if you want to start with something relatively simple, I'd definitely start testing your opt-in box on your blog. If you're using AWeber, which probably many people are, AWeber actually has a little functionality which is called split testing form in the AWeber interface with maybe different headlines on them or different type of call to action or something like that.

AWeber will automatically rotate it for you. It'll rotate half-and-half, and then it'll tell you what percentage are opting in to whatever you're offering on the blog.

AWeber has great documentation. It's very simple to do so by following the

documentation. You can easily implement that, and hey, if you're getting a couple hundred or couple thousand hits a day, you'll really quickly get some results.

Just get more people opting in, and then once you're comfortable with that, you just try the next thing and gradually expand what you're testing as it makes sense to do so.

Mitch: Okay. I'm going to try it with my report then, because I'm doing about 3,000 a day.

Will: Okay. You've got plenty then, definitely got enough traffic. Give it a go and I'm sure you'll see some interesting results.

Mitch: Okay, thank you.

Yaro: Thanks, Mitch.

Mitch: You're welcome.

Yaro: I just want to add a comment to that as well for people. This is sort of a step two in the process. You're building traffic and right now you're probably still focusing on blog traffic.

Later on you might add that main squeeze page and maybe some pay per click traffic. You might start a third source of traffic, like a website that's got videos, or maybe you'll start producing YouTube videos and YouTube will send you some traffic.

Your goal here is to start getting some opt-ins to either your RSS feed or your email newsletter or both. Then once you've gotten to that point, you've got a base to test with.

If you're getting five newsletter opt-ins from the traffic you get to your blog and coming in from YouTube as well, then that's your base to start with.

You can test a new headline. If you find you're getting 10, obviously then your headline's better and that's how you build these big lists. Obviously, this is all about improving each point along the channel until it actually impacts your bottom line.

Anyway Will, thank you for that. You ready to move forward or is there anything you wanted to add to that?

Will: No, I think we can move on. Just what you were saying before about incremental improvements; nothing could be more important to this subject. I think it was Einstein who said that compound interest is the most powerful tool in the universe.

If you have a process with five or ten things that you test and you increase each one by even ten percent, 10% on 10% on 10% compounded is probably 70-80%.

Who doesn't want to almost double their results just by doing a few simple changes? It's a bit of a no-brainer.

Yaro: Let's hit some tools now. I know we're jumping around a little bit with the questions, but something I think a lot of people can make use of easier is some of the tools out there that do the work for us.

I haven't prepped you for this, Will, but maybe you can go into some of the software and scripts you use. I don't know if I mentioned this before, but things like Crazy Egg is obviously very relevant for bloggers since it's often used on blogs.

I mentioned it in Blog Mastermind. Are there any other scripts and tools you would recommend to bloggers?

Will: Yeah. I mentioned Google Website Optimizer. I think Crazy Egg is a great tool. I was just looking at it a couple of days ago. They always used to have free plans available. I think they've actually stopped their free service. The entry level service that they now offer I think is $9.00 a month.

What you can actually do is sign up for a month through this test and then unsubscribe if you don't have a use for it anymore.

Crazy Egg is a really cool service. It basically creates a hit map of exactly where people are clicking on your blog. It's Predator-style. Have you seen that movie? It's a hit map of where people are going.

The more clicks something gets, the more orange or red it looks. If it's not getting a lot of clicks, it looks a bit colder.

Basically, all you have to do to hook Crazy Egg up is put a little piece of code in your blog and it will start tracking all those clicks. Again, because you've got the dynamic nature of the content area of the blog, it's not going to make a lot of sense in the content area. However, it will make

sense around the banner – popular articles at the top, sign-up box, and blogroll – and any static areas of the blog.

By setting that up, you can quickly see what Googlers like and what they don't like. If you have, say, four or five popular articles at the top and you find that one of the articles looks really hot (it's getting lots of clicks), you know to keep that there. You might find a couple of other articles that just don't get clicked on at all.

What you can do is go and say, "Maybe that's not as popular as I thought." Rotate a new article in, and then do another test with Crazy Egg. Then you can say, "Oh, that's getting a lot of clicks now. I'll keep that in."

So now you've got all of your popular articles at the top; they have really good headlines that are drawing people in and getting them to click. That's a pretty good application of Crazy Egg.

Anything significant in your design that you change – let's say you decide to put in a really big RSS icon instead of a small one that you had before – if you do a Crazy Egg prior to that it will tell you, for example, that 5% of the people are clicking on your RSS icon. Then you put in the bigger RSS icon and you see that 15% of the people are clicking on it now. Now you know it's a good idea to keep it.

One of the real advantages of the Crazy Egg as well is that it's visual; it's not technical. You don't get presented with tons of numbers and spreadsheets to look through. It's just visual, and it's as simple as looking at a hit map. So, that's one service I really recommend. That's at www.CrazyEgg.com.

As I said, they're starting to charge now. There are some other hit map services that do a similar thing. Google Analytics has a similar visual tracking tool which allows you to see click-throughs on different elements, but I find that it's not as user-friendly as the Crazy Egg version. It's just more specialized.

I would recommend Crazy Egg to do that. It will really open your eyes about how people are behaving on your blog.

Yaro: One more I would like to mention while talking about hit maps – and I only discovered this today in a reference from *Rich Schefren* – is called www.ClickTale.com. I'm not sure if you're aware of it, Will, but it lets you see the active user on your website and where their mouse is going live.

Basically, you get to watch them surf your website. I think that's a very powerful tool. Obviously you can use that on landing pages, but I'd like to see it applied to a blog just to watch how somebody interacts with your blog - to which articles they linked, did they scroll from the top to the bottom, what's happening. That's something worth checking out.

It's very new to us, so I don't know how much it costs and whether it's applicable to every type of blog, but I definitely want you to have a look at it, Will. Maybe we can use it for what we're doing.

Are you familiar with it?

Will: I've heard the name, but there are a few services out there that allow people to look at individual visitors as they are using your site. I have tested one or two previously, and I found that they were a bit buggy. I didn't really pursue them much further, but if Rich Schefren recommends it, I would definitely give it a go.

One of the dangers in tracking individuals is that you'll put too much credence on individual behavior, whereas something like Crazy Egg will allow you to see a bit of an overview of the general uses.

It's just like any other form of optimization: if you pay too much attention to individuals, you can actually get a pretty false view of what's happening overall.

You might think, "Oh, this person keeps scrolling around; they're not clicking on anything. Oh, they're going up and down. Obviously none of my headlines are good. They're not reading anything because nothing is picking their interest. Maybe I should just redesign the whole blog."

Really, maybe that's a person with an overactive mouse finger and they're just playing around or something like that. You don't really know. So, if you do use a tool such as Click Tale, I do recommend that you take everything with a grain of salt and look at at least 10-20 viewers to see if you can pick out patterns rather than focus on individuals.

Yaro: Great! Are there any other tools you can mention, Will?

Will: I think if people use Crazy Egg and Google Website Optimizer and some of the testing tools within AWeber that's a pretty good toolbox for people on the call. To be honest, those are the three tools that I use almost exclusively, and Google Analytics, of course.

They are a really good set of tools; you can really do a lot with them. With AWeber, for example, I mentioned that you can test different forms to test the sign-up, right?

You can also test (and this is getting more into affiliate marketing) if you have an email list and you do a blast-out to your email list, AWeber actually has a split testing tool in that as well. You can send one subject line to 500 people and another subject line to the other 500 people on the list, given you have 1,000 people.

Then you can actually track the click-through rates from those messages differentially. You can see how many people clicked through from the first and how many people clicked through from the second.

That can be really useful as well. You'd be surprised. I mean, one subject line can outperform another by 200% and 300%. If you're doing that, you work out which one is performing better.

This is getting a little bit more advanced, but if you have your own affiliates, you can feed them the email that works best and the subject line that works best. Send them to their list and optimize them that way.

Those three tools are a pretty good toolbox to get started with.

Yaro: Nice and simple, too, which is great. I barely make use of the features AWeber has, so it's certainly one of the places I would look into first. I've played with Crazy Egg, and like you said, it's easy to understand. I definitely like that aspect of it.

Let's actually continue with what you were talking about with affiliate marketing, Will, because I think that is something that's applicable to everyone who is going to listen to this call or is listening now.

The fact that they are running a blog and they are adding a newsletter, they are using those two tools in tandem. They are going to recommend products and services as an affiliate to make a commission.

What can we do using these tools and what we know so far about conversion testing to – put it simply – make more sales of affiliate products?

Will: With any type of optimization, there are two things you've got to do. One is that you've got to be aware of what you're actually doing and when. A lot of them are just going through the numbers. These are all of the different

things I'm doing. Then you have to relate that back to some sort of outcome.

In this case, that outcome would be affiliate sales. What that basically means, and it's not the technical answer that some people might expect, is just take notice of when you do a promotion which types of promotion are selling. What's the price point? What's the type of offer that you're doing?

As you do that, you start to get a feel for the types of promotions that will work with your list. When you start off with a smaller list and you're just starting, I think it's a pretty common experience that often you do the promotion and you expect to make $20,000 and you make $1,000. You think, "Gee, is it all worth it?"

Just stick with it; that $1,000 can become $20,000 down the track. With affiliates, if you're doing email promotions, then you want to test your emails. Testing different subject lines is a good way to get better victory rates and work out what's working and what's not.

Secondly, it's not really testing but a related thing is take a bit of a course or take some interest in copywriting. Learn the type of words you use to get people to act – particularly the types of words you use in the subject line of your emails.

I find that there are no real secrets beyond the fact that there are certain formulas that work pretty well in copywriting. Headlines that say, "How to…" such as "How to increase your website results in five days or less" can work quite well.

If you learn a little bit about copywriting – and I don't know if that's one of the things that you cover in your course, Yaro, but that can make a big influence on your affiliate sales.

Yaro: I might continue this thread as well. There's something I cover later in Blog Mastermind, and I'll reiterate it here because it's actually very relevant. With affiliate promotions, you may be wondering how to actually use a blog and an email that's in tandem with this.

Do you write the review of an affiliate product to the blog and to the email newsletter? Do you replicate those two or do you just send traffic to that post? What's the best way?

I've been playing with this for a while now to see which sells the best – which makes more money for me. Now back in the day when I didn't have

a newsletter, I'd simply do this: I would find a book or a course or a series of audios or coaching programs – something I could take in or was presented to me as a trial version or I knew the person and I experienced their work so I was essentially planning on recommending them because I knew that they had good stuff.

I would do an in-depth review. I won't cover it now because there's actually a lesson in Blog Mastermind that reveals step-by-step my review structure.

Once that review is published onto my blog – in more cases, especially in the early days – I would sell very few compared to the amount of traffic I would get to that review, especially immediately. There was a very slow uptake. I might make a sale a day later, or a few days after that it would trickle in – which is good.

Later on as the newsletter became available to me as a tool to also drive traffic – and the important point here – instantaneous traffic, it became possible to tell people instantly when that review was published on the blog through the newsletter and to drive traffic to that.

That's what I will do. Obviously, the answer to "How to use them in tandem" is to do one of two things: either replicate the review or a shorter version of the review in the newsletter, or just simply point people through your newsletter. Write a sentence, "Go check out my review." Be a bit more creative than that, but drive that traffic to the review.

What's interesting, and this is where the testing comes in, is actually the headline writing of the newsletter or the email that you send out to your newsletter (and what you can do with AWeber). It's a basic function. I don't think you mentioned it yet, Will. It's the click tracking of newsletters.

I've been using that quite extensively lately, not even in the testing process (even though it is testing, it's not split-testing or anything like that) just seeing what people click in my newsletters to see which get the best response.

It's almost always completely different to what I'd expect. Looking at my numbers now, through the last few broadcasts I've sent to my newsletters, the percentages range from the worst result, 2.1%, up to the best result, 12%. That means that of the number of emails that people read, 12% clicked the links to the emails.

It's not a lot of people. That's why it really comes down to incremental changes. You've got 5,000 people on your list. You might only get 10% of them opening it. That means 500 people open it, and only 10% of those click. So, only 50 people click the link. Those are the interested people.

Anything you can do to improve that number is great, but as a first step here if you're using AWeber, turn that click tracking button on and see what people are clicking in your emails. You'll learn something just from doing that.

That will give you an advantage for the next email you write because you'll know, "Okay, so I got 12% opening emails on this sentence I used to convince people to go click the link. Why is that more powerful than the other one?" You can do some testing along those lines.

I think that makes sense, but I'd better check with Will to make sure that's logical thinking. It's not my strong point. So does that make sense, Will?

Will: Yes. That makes sense. If I can turn the interview around on you for a second here, when you test in your newsletter, if you tested three or four different subject lines in your newsletter and then looked at those results, could you not then take what you've learned from that and use that to tweak your blog post or maybe the headline of your blog post or the call to action in your blog post?

Is that something you've tried?

Yaro: I'm never quite that organized, but that's a really good idea. It wouldn't be hard to do. It simply means I'd have to send the newsletter out prior to publishing the blog post so that you could test the headline in the newsletter and then use the best performing one in the blog post.

I guess the smart thing there would be to not even test to the whole size of my list. This is another feature of AWeber. You can send a broadcast to only a proportion of your list. So once your list reaches 5,000 people, send four different headlines to 1,000 of them. Pick the best headline, and then use that one as the one on your blog and as the one to the rest of the list.

This might sound very confusing to you if you've never used AWeber before, but trust me on this. This is simply a case of replicating the email, changing the headline, and queuing it up to send just like you'd do any other email broadcast.

AWeber will give you the answer. It will say, “This one was opened up this many more times than the other one.” It will give you a percentage. From there, that’s the data you need.

AWeber is a goldmine of testing for people like me and other bloggers who actually make use of it how we should.

Will: Another question for you, Yaro, is supposing you didn’t have an email list – you only had your blog – with affiliate promotions, by what percentage do you think your results would drop? What if you could only market by your blog rather than by your list as well?

Yaro: I don’t have the concrete numbers, but I just know from the reaction I get to a newsletter versus just to a blog publication. The moment I click “publish” on a blog post, I’ve got a very small amount of people reading it.

Over the next 24-72 hours a week, people will slowly read that post. Only a small percentage will, and often the actual post will fall into my archives because I might be publishing up a post every day or every second day, and they’re not reading my blog until every third day. So, I’m losing that impact.

When I do it with a newsletter, it gets broadcast instantaneous and at least a chunk (we’re talking 1,000-2,000 people in my case with my newsletter being the size it is) will get to read that article. A very small portion of them (10-50) will buy that product.

The difference there is a trickle of sales over a long period of time and a lot of inefficiencies. If I was to give you a number, I would say maybe 25% of sales come from the blog whereas 75% come from the newsletter directing traffic to the blog.

Basically, I’ve been leaving 75% of the money on the table without having that newsletter. It’s pretty obvious to me that you should be having a newsletter. It makes sense to use them in tandem.

I think this really ties back into another point which is just a business term. How many exposures to an offer do people need before they decide to buy?

I think anyone listening to this call could go back in time and think about how many times they’re exposed to me and what I offered and what I presented – not necessarily selling – but just some sort of information

before they built up the trust and condition that they felt that they were willing to buy from me.

This is the same thing that you're going to experience with anything to do with your blog. If it's an affiliate marketing offer, there is a need to build some trust through multiple exposures and multiple exposures of that offer of the affiliate product. So, having a newsletter and a blog instantly gives you two ways to do it.

If you write two blog posts and two newsletters, you've got four exposures. You're increasing your impact there. Anyway, Will, this is me interviewing you and not you interviewing me.

I'm going to give everyone a chance now to ask any questions since we've moved through a big chunk of content. If you do want to ask anything there regarding your blog, regarding affiliate marketing, any sort of testing you feel you'd like to jump into doing, press "11" on your phone pad or your Skype pad.

I'd love to hear from you. We love questions. It makes it a lot more exciting just listening to someone else's voice besides my own.

No? It's all quiet on the home front.

Okay, let's move forward. Again though, if you do want to ask a question just press "11" anytime and I'll know about it.

We've covered pretty much the big picture of things that I wanted to talk about, Will. Let's talk about two core things before we wrap up the call. A lot of people listening to this conversation probably now realize that it's an effective thing to have a newsletter opt-in form or a squeeze page. That's above and beyond having the opt-in box on their blog.

If they were to now, after this call, go about the creation of a newsletter opt-in (and for anyone listening, this could be simply the case of creating a blog page on your blog/newsletter or something like that that is a page that is specifically intended to get people to sign up to the newsletter), what's the structure they should use to maximize the number of opt-ins they get from a page like that?

Will: There is a bit of a formula. I'll just explain the basics, and maybe people will look at an example at the Blog Mastermind.

Yaro: www.BlogMastermind.com.

Will: Basically, what you have is a headline at the top. The particular headline that I'm reading here is,

"For the first time ever, the top money-making strategies of an A-list blogger revealed in one step-by-step blueprint. Discover how the top 1% of bloggers are making 95% of the cash, and how you can do the same in 2008."

That's a headline (and it's quite a long one). Then there is a section that says, "Here are some of the things you'll learn inside" and there are some bullet points of good benefits that you can learn by subscribing to this.

For example, "The one blogger skill that most bloggers lack, and how you can easily acquire it." It makes people curious, and it makes them want to sign up.

Below that is the actual sign-up box. This sign-up box just says, "Simply enter your details below to gain instant, free access." That's a phrase that you could use on any sort of sign-up. They put their first name and email address in.

Underneath that there is a privacy policy. It just gives you confidence that you're not going to sell their email address or anything.

Again, this is a template that you can use for almost anything: "I respect your privacy. I hate spam email as much as you do. I won't share your email address, and you can unsubscribe anytime you choose."

Under that there are the testimonials. It says, "Hear what other bloggers and internet marketers are saying about the Blog Profits Blueprint and my Blog Mastermind System."

Then there are six or seven testimonials of people and what they are saying about the Blueprint.

On the landing page it's also often very good to put a photo. In this case, Yaro has a photo of himself and a little bit of a caption underneath.

This caption says, "Join over 30,509 bloggers and internet marketers by downloading my FREE Blog Profits Blueprint right now!" You can also have a picture or a graphic representing what it is they are opting into.

If they are opting into a report, you can have a physical looking graphic of the report. It sort of tangible-izes what you're offering.

So, that's a bit of a formula, and I'll just recap what those things were:

- Start with a headline
- A phrase here of some of the things you'll learn inside
- Four or five bullets.
- The sign-up box
- Privacy message
- Testimonials at the bottom
- Perhaps a photo of yourself at the top to add some credibility and personality to it.

That's a formula that works very well.

Yaro: I'm actually trying to find the "Double Your Dating" squeeze page opt-in form. They've actually changed it to something new because that was the template that so many people copied, and it's so simple it's ridiculous. It's really a headline, seven dot points, and a call to action. So if you want a very basic formula, that's it. The important thing here is to get that page up.

The next question you're going to have is how to put traffic to that page. Why do you put traffic to that page instead of your blog is the other point that you might be wondering after we state that you should have a squeeze page.

Some of the other students I know of are using their newsletter opt-in form to drive traffic from different sources; they might be taking it from MySpace and sending it directly to that name squeeze. They might be taking YouTube videos and sending directly to that newsletter opt-in there.

The reason why they do that instead of directing it to the blog is that it's got a very focused purpose and it connects straight to that objective. A blog is going to have an article that will be changing every day, and it might not get them to convert to a subscriber, which is what you want to do. You've done the work to get the attention at the other site (at YouTube or MySpace or wherever you've sourced the traffic from).

That's how you can use it. One other way you can use it – and this will be the last thing we will talk about, Will, before we wrap it up – is pay per click marketing.

That's in fact exactly what what you do right now. I believe the only place you send traffic from me through Google's Adwords system is that www.BlogMastermind.com page since it's the most focused offer there.

Let's just briefly talk about what is the relationship and how it fits into this puzzle. As bloggers, when is the right time to start considering the use of Adwords in our overall marketing campaign?

Will: Adwords can be a very effective traffic generation method for bloggers, especially for driving traffic to opt-in pages and that sort of thing. I think the key thing about Adwords is it costs money. So, if you're going to spend money, you're going to need some way to retrieve your investment or you just need to write it off and say, "I'll pay $100 a month. I'm sure it will come back to me sometime in the future. I'm not too worried at the moment."

In the case of your particular site, you have the Blog Mastermind course. People have to invest money for that. So if you drive traffic to your squeeze page, you're going to get that back in the form of when people purchase.

If you actually have a way to monetize that traffic, then Adwords is definitely one thing you should test. If you don't have a way to monetize it, you've got to look at why you're actually driving that traffic.

For many people, it might be a case of, "I'll stick with my blog. I'll develop that side of things and develop my traffic. I'll find something to sell." Once you have something to sell, you can start using Adwords to increase your traffic volume and quality.

Yaro: That's a simple answer. I'll give everyone one more chance to ask questions. Then we're going to wrap up the call. This is your last opportunity, folks. This is the only time you get to speak to Will, and it's a rare opportunity.

So if you have any questions, press "11" on your dial pad or your Skype phone. You can tell us exactly where you currently are with your business and what you want to do next. Tell us what would be the component that you could tag onto your system. We'll do our best to answer.

Here we go.

Donna: Hi. Donna from New Jersey. Can you hear me alright?

Yaro: I can. Will, can you hear Donna?

Will: I can just hear you.

Donna: I'll try to talk a little louder. With Google Website Optimizer, I know it's designed to work a bit more easily with a standard website. When you're working on a blog, what sort of tools do you use to actually implement things? Is there a plug-in that can help, or do you just hand code stuff?

Will: Without getting super-technical, which you probably don't want to do…

Donna: No. I don't.

Will: I don't either. I try to avoid it.

For the standard blog, I'd probably stick to a tool like Crazy Egg because it's really simple to use. What you can do with Google Website Optimizer – as we've said before – you could have a page on your blog which is your newsletter sign-up or your free report sign-up which is its own page. You could use Google Website Optimizer just on that page.

Direct people to that page and use Google Website Optimizer on that. Then on your main blog, use Crazy Egg. That's probably the easiest and you can get quite a bit of value just doing that.

Yaro: There's actually something, Donna, that I would like to test. I will ask you, Will. I was going to ask you off the call, but I may as well mention it now.

My newsletter opt-in on the blog – is it possible to present that as a dynamic element (the only part that changes) so that the newsletter offer is different to different people?

Can you just test the headline in the newsletter box on the main blog design? Is that something that you could do with Optimizer?

Will: I'm not quite following your question. You use a sign-up box as a testing element that rotates?

Yaro: That's right.

Will: Yes. You could do that. Integrating Google Website Optimizer with a blog (like a WordPress blog) is actually reasonably technical. Yes, it could be done. There might be an easier way to test it with the forms in AWeber. The AWeber system is very simple, but doesn't give you quite the control that the Google Website Optimizer does.

A simple answer is yes, but it's pretty technical. It's actually much easier to maybe do that test on a static page on your blog, get the results from that, and then translate those results onto your form on the main page of your blog.

Yaro: Okay. Donna, was there anything else?

Donna: Nope. That was it, thanks.

Yaro: Okay. Anyone else, if you want to ask a question, just press "11" before we wrap up the call.

In fact, I think I would like to be testing my newsletter opt-in, Will. I think that would be the obvious place to test them in most blogs. I mean, hopefully a lot of people listening to this call, their opt-in form on their newsletter on their blog is an AWeber form that is just a basic form.

Unfortunately, on my blog, it's a recently custom-designed opt-in form. So, it's not so easy to test. I can't just use AWeber to do so. There is some advantage in simplicity sometimes.

I'm not getting anyone asking questions, so there are no hands up in front of me. We will finish it.

Will, before we go, I want to talk a little bit about – for anyone who does hear this call who's eventually interested in having the sort of services that you do for me – what is it that your business actually does? Why would they get in touch with you?

Will: Our core business is that we specialize in setting up online sales funnels for our clients and optimizing online sales funnels. We are mainly working with product and service based businesses.

Blogs are one application, but essentially what we are doing – for you, for example – is we are optimizing your Blog Mastermind launch and sales process.

Typically, a business will come to us. As I said, some of them are small businesses and some are large corporates.

If a small business comes to us and says, "Look, we've got a website generating quite a few inquiries and sales leads through it for my carpet cleaning business. We're probably generating $200,000 worth of business

per year from the website. We're doing a bit of Adwords. What can you do for us?"

We'll turn that $200,000 a year into $400,000 or $600,000 a year through applying these principles and these processes. We do it as a managed service. They pay us a set monthly fee and we continue to optimize their site. They continue to use us as long as we continue to increase their results and add value.

As I say, what we're mainly doing is working on "offline" product and service businesses – a few pure internet-based businesses, but plenty of normal traditional bricks and mortar type people as well.

If people want to find out a bit more of how that works and some of the results that we've achieved, the best thing to do is to look at our website. There's a video there behind the scenes at www.Marketing-Results.com.au/results.

If you go to that URL there's an approximately 30 minute video that takes people through a bit of the process of what we do and some of the results we achieve.

If it's something that interests you, you can sign up to our newsletter as well on that page. We'll deliver various case studies and that sort of thing to you, if that's something you're interested in.

Yaro: Great! One last call? I'm not seeing any hands. If not, we will finish up. Everyone knows where to find Will.

Will, I would like to thank you for taking the time out of your day. I know it's just starting in Australia right now, so you can get to work! I'm going to bed – not quite, but almost going to bed – here in Canada.

I hope everyone enjoyed the call. There will be a transcript and, of course, a recording made of this so that you can listen to it again if you want to. I will send out an email with the details about that. Once again, Will, thank you for the time. I will speak to you very soon.

Will: You're very welcome. It was a pleasure to talk to you.

Yaro: If anyone wants to say "Thank you" to Will, everyone's line is active; you can just say good-bye.

Several: Thanks, Will.

Yaro: That's it everyone. Goodbye.