February 11th, 2016 Group Coaching Call

All right, here I am. My name is Yaro. Welcome to this live coaching session for Blog Mastermind and community members. I am coming to you live from my hotel room, as you can see behind me here in San Diego where I am at the Traffic and Conversion Summit hosted by the Digital Marketer team, Ryan Deiss and his company.

As always, to start off this coaching webinar, I'd love for you to just pop into the chat room and let me know if you can hear me. I'm on my laptop today so it's a little bit different. I've got my microphone here in a shoe so it's very very much portable lifestyle living. I'm hoping that the microphone is working so you guys can hear me well enough. It might be a bit faint.

If you could just let me know in the chat room that you can hear me, you can see me, let me know where you're from, calling in from. It's obviously just our coaching group so it's always a bit of a small tight group.

All right, good, everyone's hearing me. Hello Valentina, hello Jamal, hello Monique... Great, okay everything's working. Hello from Brisbane, Paul. Hey, Misako, I hope you're well. Ok good, everything is working. Fantastic.

As always, I have a bunch of email questions that have been sent in advance to me from people who either can't make the live call or maybe prefer to send through email, but you do have the opportunity to also speak to me live so I'm going to give you instructions on how to do that. I'm seeing all the hellos. Hello Sue, Claire, Vera, Xavier, Reshka, Barb, Elda hello, it's great.

I should probably start with the one little thing you need to know about. There is a 30-second delay. So, what you're seeing and hearing from me now actually is said 30 seconds ago. It's just the way Google Hangouts work and these webinars are actually powered by Google Hangouts with Webinar Jam software sitting on top of it in case you've never attended one of these before with me.

Hey Liam from Ireland. Good to see you, we had a few conversation with you in the community.

So, if you want to speak to me live, there is basically one way that we focus on to begin with which is the live direct one-on-one conversation. If you want to do that with me, get some live coaching, you have to press the "request to speak" button which is at the top right corner of your Webinar Jam control panel.

Some people have some technical issues with this. When you press it, I actually get a little notification on your name that you've requested to speak and then, when I press that notification, you are then invited to join me live and when that happens, you have to press yes to a bunch of boxes that pop up. They are basically asking, do you want to go on the live broadcast with me?

Assuming that works, then I will see and hear you possibly just hear you if you haven't got your video camera on or your laptop webcam or some sort of camera on your computer. You can access this through your smartphone too if you're out and about assuming you have a good internet connection.

The other way to speak to me is through the chat. I don't answer the chat questions until the end, well ideally until the end. I like to get through all the email questions and all the live questions first, but if for whatever reason,

maybe you're having some problems with the live function, you can type in the question in the chat room. And, if you click the speech bubble, you'll actually turn it into a question mark so I'll know that you've actually asked me a question so you can do that.

Saying hello to Miranda, as well.

So, I can see I've already got a hand up which is coming in from Jamal. All right, so Jamal, I'm just going to jump to you in a second, but first I just want to also just give you some instructions in case you get dropped off the call. So, if you have any technical issues, just go back to the email with the Webinar Jam link and restart the session. Sometimes, you need to restart your computer or maybe restart your browser.

If you're having any issues with sound or video, that's what I recommend you do. On the very rare chance that my connection drops or my computer crashes, then everyone will be dropped off you'll actually have to do another call. If that happens, everything's gone quiet, everyone else's disappeared as well, then just look for an email. It will take me ten to fifteen minutes just to send out an email and create a new webinar. If that happens towards the end, I might save for the next webinar but hopefully, that won't happen at all. But, just so you know.

All right, I'm just going to jump in and we'll going to start with the live questions and then I'll jump over to the email questions. Jamal, you are first so I'm going to invite you to become a speaker with me. And, if you just press "yes" to any boxes that pop up on your computer and then you will join me. I'm going to bounce back and forth between the email questions and the live questions as always and you are welcome to ask as many questions as you like. So, if you want to speak to me live, you press the "request to speak" button in the top right corner and then fingers crossed,

we have success with technology at your end and you can join me live and away we go.

I'm on a MacBook Pro, a 15-inch one.

Okay Jamal, you've shown up.

JAMAL: Yes, sorry. That took a second.

YARO: No problem. How are you?

JAMAL: I'm well, how are you?

YARO: I'm good. How can I help?

JAMAL: Well, I started a business before I started your course and now, I'm in a bit of a thought. I did a coaching program with an organization called One Taste. It's a psychosexuality course. At the end of it, my business partner and I got inspired to do a retreat in Costa Rica. And so, we put up a website. We paid our downpayment. We've got the retreat organized and now, it's time to fill the retreat. Of course, that's the hard ball and that's the thing that I would love some advice on or some thoughts about or whatever.

If it makes any sense, I can show you the website quickly.

YARO: Well actually, what I need to know more importantly is do you have a list? Do you have a database?

JAMAL: All of I've got is a list of my own contacts, like my own friends from Facebook, our cohort at our coaching program. That's all I have.

YARO: Okay, and when is the event?

JAMAL: The last week of April.

YARO: April. Okay, so you've got February and March to pretty much get people. Well, I can tell you by far, based on people I've worked with or people I know who run events, obviously, your own list is first point of contact since that's people who signed up to get to know you. If you don't have that or you've already tapped out that source, usually the second best source is actually someone else's list ideally someone else's list of people who are interested in the subject that your event is on or people who attend events on a regular basis. I know a lot of speakers back in Australia where I am originally from, who basically, they sort of swap lists whenever they're running events and you know, it's based on friendships and relationships so when one person or a couple are running events, they will then ask their other speaker friends, "Hey, will you guys promote my event?" A sort of a reciprocation relationship where then, a few months later, they'll promote their event in return.

So, that's sort of something you kind of need to have the relationships in place already. I don't know if you have any contacts in your industry, but that would be by far the second most effective way to get people to an event, get another person to say, "Hey, this event is great. It's just what you want and send it to their list."

You might need to offer an affiliate incentive to do that. Sometimes, you don't. It depends on the relationship but without having your own list, it's also hard to reciprocate so you've got that challenge there as well.

If I was starting from scratch now and you didn't have a list, didn't have any relationships but you had money, then I'd go Facebook. That would be the

next third option if you've got some funds to spend. I would definitely look at some Facebook advertising directed at people in the group that you're going after and possibly also people who have attended other events like that's always one of the best ways to get people.

So, that's the top three. And then, if you don't have money, if you don't have relationships, you don't have a list [*chuckle*], you got nothing, then all you've got left is good old fashioned hustle and you can only hustle in a certain couple of areas, so you really want to be very strategic with where you spend your time. I would almost suggest hustling in relationship building for the next couple of weeks, see if you can get at least one or two people who have their own list or who have their own following on social media or on a blog or something like that to shout out and recommend attending your event. Maybe give them a free ticket if they want to come along, if they're willing to promote, that can work. Facebook Groups, that can work. Online forums can work. All these things are just a little bit slower, a little bit lower leverage, it's a little bit harder to get those going, but that's really the tops ways of doing it. Get yourself on a podcast if you can get yourself into being in a podcast about your subject and talk about the event on the podcast, get yourself on video, YouTube channel. If you want to shout out the website address right now, go ahead and do it. You never know, someone might be listening in who wants to go, so you might as well give out your address. I'll let you do that now.

JAMAL: [*Laughter*] It's called bewellbeorgasmic/costarica. It's a bit of a long name. Again, I did this before I have taken your course. I might have chosen differently.

YARO: bewellbeorgasmic/costarica

JAMAL: There you go, yes.

YARO: That stands out. That's for sure.

JAMAL: I'll put it on the chat, too in case… does that make sense?

YARO: You know who you should get in touch with, Joy who is in the community. I don't know if you had any interaction with her. She's sexual relationship coach, an intimacy coach, I think it's a better way of putting it. And, she might actually have the kind of audience for what you're doing. I don't know if you're in the community or if you're just Blog Mastermind member, either way, you've got access to at least a free month's membership in the community. So, get in there and say hello to Joy. I am not promising she will promote for you but I definitely would ask her and ask her for contacts within the industry as well. You just got to get out there and talk about it and maybe give away some free tickets to try and get people to actually promote.

That will be my plan.

JAMAL: Mm-hmm. That sounds like a good plan.

YARO: Okay, anything else [*chuckle*]?

JAMAL: Nothing at the moment. I mean, I have other things for my own business but I think that will probably be the next in the live session.

YARO: Awesome. Okay, well, if you think of anything, feel free to raise your hand again. Happy to keep talking but otherwise, I'll move on to the next question.

JAMAL: I appreciate your time. Thank you.

YARO: Thanks, Jamal. Good luck with it. Let us know how it goes.

JAMAL: I certainly will. Thanks!

YARO: So, I am going to return you as attendee. Fingers crossed, yes it worked.

Okay so, Brigid, if you hold on, I am going to jump to an email question first since there are a number of them. I am going to switch my screen over to Evernote and you guys will see the questions.

All right, so question one is from Jose Louis who's asked questions over many calls, so good to have you back again, Jose Louis. His question is…

"I haven't started building my website yet and I am shopping around. I am going to use Wordpress of course. One of the platforms that caught my eye is the Rainmaker platform by Copyblogger.com, that is their landing pages at Rainmakerplatform.com.

So, question one, what is your personal opinion about the platform even if you have not used it? What do you think?"

Okay, so I do actually know Rainmaker. I haven't used it but I know Brian Clark who is the founder of Copyblogger quite well. He started blogging before I started blogging and we connected back in 2005 or 2006, so I have seen him rise to fame. The one thing about Brian in Copyblogger and StudioPress and Synthesis, in fact, my blog is hosted on Synthesis which is Copyblogger's hosting service, they are very professional, very clean, very minimalistic.

Rainmaker, I am hearing mixed feedback. It sounds like it's got, I guess, still a few bugs because it's still new. It's not fully developed. It hasn't been around for many, many years. So, there's still sort of releasing new features

and ironing out bugs. But, I hear it is very good and it is very multipurpose. It's a membership platform. It's all your landing pages. It's not just a pure blogging platform. In fact, you really should compare Rainmaker to something like, I can't even really say comparing it to something like Thrive Themes, maybe like Optimize Press is something you would compare it to. Optimized Press, Thrive Themes, but then it does similar things to what even some of the membership tools like Wishlist Member or Memberium all do. There's all these overlaps with these tools. Some do some things, some do others, some both do the same things.

My advice to you is I wouldn't look at Rainmaker unless you need all the features, or at least the good selection of the features. If you just need to blog, it's probably overkill for what you need to get started. You're probably not going to make use of all the features and as you asked in question two, you're going to do a technical part yourself rather than hiring someone, do you think the price would be worth it considering that I would save time learning all the Wordpress technical side?

Well, you're still going to have to learn the Rainmaker technical side and some of the Wordpress technical side. It's not going to magically do everything super easy. In my experience, the easiest Wordpress tool I've come across so far is actually Thrive Themes, but that's only for basically your blog theme and creating things like a landing page, a thank you page, a confirmation page, and a webinar sign up page.

What I like about that is those are pretty much the main things you need to get started and it definitely is one of the easiest Wordpress editing platforms I've come across. I'm actually using it myself and I think I will for a lot of my future landing page and opt in page and so on. And, it is cheaper than 1500 USD a year. I would definitely check out that to compare it with.

If you're planning on diving straight into a membership site, products, taking payments, then maybe the extra features of Rainmaker make it worthwhile, Jose Louis, but I don't know if you're up to that stage. It sounds like you're just getting started, so I do think Rainmaker is probably overkill. I'd look into Thrive Themes, maybe something else like Woo Themes as well, some of the premium themes that are cheaper -- $50 one-time fee or maybe $200 a year, or something like that.

I hope that answers your question. I'm going to jump over back to live questions. Thank you, Jose Louis. If you do want to follow up, you know what to do. Just send me an email for the next live session.

Okay, now Brigid. Let's see if we can work. Last time we had some troubles but I think you know how to make it work this time. I'm going to invite you in to join me live and you can give us an update on your book. I believe you're writing a book and putting it into your blog, but hopefully, we'll see what you're up to now.

I just checked the chat room to see what's going on. Now, Miranda I can see that you've raised your hand, too so I will possibly, I might have to reset you, Miranda because it looks like you've been combined with Brigid. You might both be joining me at the moment, but we'll see what happens. I'll check the chat room. All right, yes, Jose Louis, great. You heard me and Jamal, you're welcome.

Okay, hello Pacita, thanks for joining us as well coming from Las Vegas. I was just there last week. I had a good time. Okay, Brigid, I think you might be having those technical issues again. I am going to try and invite Miranda. Miranda, I think I need you to raise your hand one more time, "Request to Speak" because there was some sort of overlap with you and Brigid's account. And, I think it may have invited you both, so if you just want to "Request to Speak" and while you're doing that, maybe Brigid will

join us, maybe not but I'm going to jump to an email question so we maximize the use of our time here.

All right, moving on to question from Michael. Michael says…

"I am working on my first front-end product. Is losing weight in a niche that was losing weight without doing sports. Meanwhile, there it is more something about losing weight with heart and mind without doing sports. Question one, what do you think should I rename my topic into something like, "losing weight with heart and mind"? I'm not sure if anybody is searching in Google for this. I wouldn't recommend doing that. "Losing weight with heart and mind," is very ambiguous. It's generic. I understand where you're going with this, Michael. You're trying to talk about the mindset aspect and the idea that you have to change your whole attitude to life and your body.

But, when you're going out there with the subject, you have to hit the nail on the head with what people want. You've done that with losing weight. "Losing weight with heart and mind is something that might be more your ethos that you teach people once they've already discovered you.

I really like your concept of losing weight without doing sports. I think it would even translate better to losing weight without doing exercise, but I don't know if you're actually saying that if you're just saying you don't have to do sports. I know you're translating from German here, so it could be lost in translation. But, I think how to lose weight without doing any exercise is really compelling. I'd be curious to know how you do that.

I'll keep answering your questions. You said your ebook is called "How to Lose 4 Kilos in 4 weeks Without Doing Sports." So, if you had, "How to Lose 4 Kilos in 4 weeks Without Dieting and Without Doing Exercise," that sounds like it's too good to be true to start with, but I would definitely be

interested in that. I think that is a great title for a book provided you can prove that it works because you are making a pretty big, bold claim there which is always good for marketing, but you want to back it up with whatever your system is.

I think that's a great name for your book. I think it's a great name for a landing page title, so yes, I definitely like that one.

You're telling me you have 112 subscribers on your email list and you generated them with Facebook ads, so you're going to announce to this list that you might have a special offer for that ebook. Okay, so question two, 112 subscribers is not many. What do I do next if let's say, ten people buy my product?

Well, first of all, if you sold ten people to a list of 112, that is an incredibly good conversion rate. I'd be surprised. You should expect, depending on whether you build relationships with this hundred and twelve people, have you sent content to them? Have you been talking about your authority? Have you been doing social proof, maybe some case studies... all the things I talk about in Blog Mastermind, you need to actually prepare them to buy your product, then offer the products.

I think that that's what you need before you can even assume that you're going to make any sales, but let's assume you do that process and maybe you grow your audience close to a thousand people. I really do think you're going to need a thousand people to start making some sales, but you never know. They might be really perfect leads for you.

You're asking me though, what do you send to advertise the next step? I know you want to put the ebook as the frontend product, then you want to offer coaching on the backend to people who buy the ebook, for example.

Let me just clarify how this might work for you and this is for everyone who is looking to sell through some kind of sales funnel, through some kind of blog sales funnel.

You get people to come to your blog, join your landing page, join your email list, then you send them that two-week series of content that I talk about in Blog Mastermind. You can modify it, but you basically have to use some kind of content to build relationships, to build trust, to demonstrate your knowledge and your authority, and you sell a frontend product, in this case you're selling an ebook, so that might be 20, 30, or 50 dollars and they buy it. The next information you send them, once they bought it, they move on to what's called a customer email list. So, they're taken off your free email list and they're put on to your customer email list because they bought your product.

The next thing to give them is what's called an engagement sequence and that's a series of emails designed to get them to actually read your ebook, so you want to give them some prompting to say, "Make sure you check out this part of the ebook. Make sure you check out this bonus that came with the book."

Go to page, whatever it is forty-seven, and do this activity. Get people to use it to get a result. Once you've done that, and I recommend at least a one-week or maybe a two-week engagement sequence after they buy, then you can transition to selling the higher priced product, which in your case sounds like it's going to be coaching Michael. That's actually just another sequence of information. Again, you're trying to reinforce your credibility, maybe showing some more case studies, and then, saying, "I've got spots for five people this month in private coaching with me or a small group webinar coaching series," whatever it is you decide to sell.

I can tell you selling to the people who bought the ebook will get a much higher conversion rate than selling to people who've never bought anything from you.

This is obviously a lot of steps, so you have to write a free email sequence. You have to create an ebook. You have to create an engagement sequence and you have to create a backend product selling sequence and a backend product. So, you might not want to start with this more protracted funnel. You really need to build this one process at a time so I recommend put all your energy to sell that one product that you have. Just create the two-week email sequence, get as many people as you can on to it and then tweak it until you sell your ebook or sell whatever it is you're selling.

One tip though, I strongly recommend if you're going to offer coaching or maybe like a Facebook community group coaching, when you sell the ebook, add that as an upsell. All you need to do is create a page and say, "One month free trial of my group coaching program," and if they click yes, they get that free trial. Easy way to instantly turn a $30-ebook purchase to maybe a $50 a month recurring membership community purchase. And, that's something everyone can do because as a bare minimum, you can set up a private facebook group as that product.

Okay, and last question, question three. Shall I wait with the first product after I have 1000 subscribers or more or after I produce more backend offers like video courses?

I think you can just do what I just said, the basics. The ebook, maybe the upsells, if that's not too big a job for you, and the two-week free email course. I would create that first and then push your hundred twelve people through it. You don't have to wait. Send them email one as soon as it's ready. Send them email two but set it up, so it's a funnel. It's a followup

autoresponder email sequence that anyone can join and start at the beginning. In that way, you've got a mechanism to make sales as you grow your traffic, so when you get up 1000 subscribers, they're all going to be going through that sequence at their own personal time line, their own schedule. It depends when they join, so there's no reason why you can't have that.

But, what I wouldn't do is don't go spend a bunch of time marketing yourself if you don't have this funnel because you need a method to actually convert the people you get to your business to buy your product. You have no way of guessing whether your traffic marketing efforts are actually doing anything without having a product that they can buy. There needs to be a buy button somewhere to buy from you.

That's what I would do. This is more about lean, Michael and everyone listening in. Just get the basics done. A two-week email sequence, a front end product, and then, get out there and market it to see if it converts. That's all you need to do to start with.

All right, I am going to jump to Ahmeet in a moment, but first, Michael, as always, if you want a follow up, I'll see you in the community or we can talk on the next live coaching call, but I am going to jump back to the live calls and Brigid and Jerry, I don't know how we're going to go here.

Jerry and Brigid, can you guys both raise your hands one more time and I'm going to completely reset. I think Miranda has her hand up. Fingers-crossed. Miranda, I'm going to give this a go and see if we can invite you in right now.

Hello, Ahmeena thank you for joining us. Miranda, I can see your text questions but I just invited you to speak alive, so if you can press yes, yes, yes on any of the boxes that pop up in front of you on your computer and

then we'll have a go at doing a live chat and Jerry, I can see your hand has gone up too, so I'll have a go with you if Miranda either does get in and we finish the conversation or Miranda has technical issues which seems to be an issue.

Just so you know if you do have any technical issues, when I invite you to speak, one of the issues is often the browser itself. For example, Brigid had problems I think with, I'm not sure was it Chrome? And then, she switched over to Safari or Firefox, but sometimes you don't have the right cookies. Sometimes-- Okay, I think Miranda has found her way live. Fingers crossed. Okay, Miranda, you're live.

MIRANDA: Yes.

YARO: How are you?

MIRANDA: Good. A bit sleepy.

YARO: Early morning for you or late night?

MIRANDA: Yes. It's early morning, it's about 7AM, about 7:30.

YARO: Oh, well, I'm proud of you getting up to join us because that's early for me too.

MIRANDA: Well, next one is going to be like 3AM.

YARO: You don't have to do this if you don't want to do it live [*chuckle*].

So, I have a huge list of questions from you in the email questions, right?

MIRANDA: Yes. I sent you a followup email. I said, maybe those questions come up because I haven't done the task and haven't really studied all the things.

YARO: Let me pull up the questions while you're with me.

MIRANDA: Okay.

YARO: Let's go through them. I think we can do this. You're live with me. Ahmeet, don't worry, we will get to you. I am going to-- Oops! I have got this mouse that is just jumping all over the place. Where are you Miranda? There you are. Okay, so Miranda actually wrote a long story almost in your email, so I've chopped it down quite a lot.

MIRANDA: Sorry about that.

YARO: No, no. That's all right. Do you want to maybe just quickly recap that story briefly just so everyone else listening in knows that you're doing and then, we'll look at your questions.

MIRANDA: Oh my god, okay, well, I got a lot of things that I have been doing for quite some years and that's like mainly interpersonal communication, but it's a big umbrella because within that, I teach and life coach as well from the emotional side of it to the technical side of it. So, like for example, the emotional cause why people are not communicating well or having communication problems or being misunderstood, not heard, and all that, all the way to the speaking coach, as in like how to become a public speaker.

YARO: Your problem is you do so many different things and you don't know how to start--

MIRANDA: Oh yes.

YARO: Yes. I know how to answer this because this is a common problem and you are a good case because you actually do have not just an interest in all these different things but you've actually helped people and been a paid coach, consultant, teacher, trainer in this area. So, you have a legitimate problem because you actually could potentially be an expert in all these different things.

Before we deal with the individual questions, let's answer one thing. With setting up your blog and your business, I recommend having an overall concept that covers potentially all those things you talk about. In fact, of the list of domain names you sent that everyone should see on the screen right now, I actually quite like UpliftingCommunication.com. That is definitely my favorite one there. I feel, it's a little bit generic. It's a little bit difficult to really be clear about what you mean about that domain name, but it's clear enough that it can certainly include everything you're good at and everything potentially one day, you will have products about and teach about and it is about communication. So, it does say something about what you do. It's also easy to say on a webinar or a podcast if people are asking, "What website do you come from?" "Oh, I'm from UpliftingCommunication.com" That sounds good, sounds like a real business. I do like that one by far the best.

What you need to understand though with the process you're at right now, this beginning point is you're defining two things. You're defining your overall business name but you're also defining your first funnel.

What you're doing now is choosing, let's say you go with Uplifting Communication, you set up that website, you set up the blog, and then, what you do is you set up an email opt in form. This is where things can narrow.

I would ask you to pick one thing to start with, which is you're basically picking what product you want to sell first. That's what you're deciding. Everything will be born from that decision.

So, if you decide to pick, I think last time we spoke last webinar, you were leaning towards, was it relationship communication? I can't remember.

MIRANDA: Yes, interpersonal relationship and you suggested like for married couples.

YARO: Let's go with that example again. You don't have to but let's just say the first product you're going to sell and it can be coaching. I know you later on, you've asked me whether, I told you don't have to do coaching first because you've done so much coaching. A lot of people don't like private coaching. They'd prefer to go selling a 6-week webinar which they can record and then sell forever without having to do it live again. That's what people prefer.

But, if you're happy to do some private coaching first, then I would recommend you get UpliftingCommunication.com, you set up the blog and on the blog, it says, "Sign up to my two-week email course that will help couples who are in relationships that are breaking down communicate better and get back to a loving stable relationship like back when you first met each other," or something like that. The email box defines the problem more specifically.

MIRANDA: That's the selling one, Yaro?

YARO: Sorry.

MIRANDA: Is that the paid one already?

YARO: No, no. That's just the free email list. This is when you're basically bringing people to your blog and then, you're getting them to opt in to your email list. That's step one.

Step two, the key thing is the email list is the narrowing down point. And then, once they're on that email list, you take them through a guided series of information. This is in workshop two. So, you need to go through that to know which emails to send them, but you send them this two-week email sequence and throughout that email sequence, and also in blog posts, you're offering them your product. That can be coaching with you if you want to start with Skype, phone conversation coaching, by all means, go with that. $100 an hour, $200 an hour, maybe you want to sell a six-week or six package program or ten-package program, I'll leave that up to you, but that's basically what you're selling. That's just your first funnel.

You have to understand though three to six months from now, if that funnel is working, it's bringing you in some clients and you're happy with it, you might decide to go, "Well, actually, I want to now create a coaching program that doesn't require my personal time." What you'll do is you'll modify that two-week sequence. Instead of selling your private coaching, it will sell your product. So, that's that step.

And then, maybe in six to twelve months, you go, "Okay, my product is selling. It's converting well. I don't have to do private coaching for it anymore because it's been recorded. It's done. It's automated. I'm going to do a new one. I'm going to start a second email list and this time, it's going to be business communication skills. And, you're going to sell a business communication coaching or business communication six-week webinar or ebook or whatever, recorded audios or whatever you like.

And then, you can have basically a separate funnel so that could be two different funnels, or you might go, "I'm going to do a backend product instead." So, you might decide to do a flagship course. Thousand dollars, it covers the whole range of interpersonal communication and you sell that to people who bought your cheaper products.

These are all the questions you decide as you go. Right now, you just need to know one product about one problem and sell it from this new blog that you're building. But, understand the blog can be very much a more general communication platform.

Mine is a good example. My blog is a general entrepreneurship internet marketing blogging blog but if you join one of my email lists, they'll say this is about traffic. This is about mindset. This one is about how to buy and sell blogs. So, there are three distinct subjects with three different email courses leading to three different ebooks.

Now, it took me a while to do all that. That was a yearlong process to write the e-books, write the emails, do the sales pages and I did one at a time. But, understand I am a blog teacher but I'm also an entrepreneurship blogger and I've got this blog that I can kind of go anywhere with, but the funnel is narrow because you need to get the right people onto that email list, people who are inclined to buy the product.

So, do you understand?

MIRANDA: Yes. Well, there's a lot of information that I want to get through like listen to and imagine it. I'm going to listen to this again. But, I do have some questions as you were talking and like you know, when I am talking about the private coaching online, I was referring to when you said like, learn, observation from the Blog Money Finder. I don't know whether I need to do from that sequence to learn or I could--

YARO: That's a question you have to answer.

MIRANDA: Two things [*unclear*] like creating my email courses and also have the coaching online until I don't want to do it anymore.

YARO: Well, the email course, as I said, can lead to the coaching for now and then, when you don't want to do coaching anymore, you just modify the email course to point to a different product.

MIRANDA: So, it's not doing it one versus the other or something like that? I thought that to lead in is starting with the private coaching and then--

YARO: The reason why I suggest private coaching and I do state this in both the Blog Money Finder and Blog Mastermind, is if you don't know enough of your audience.

MIRANDA: Okay.

YARO: So, if you don't know what problem they have, the emotions that they are being driven by, what point of their life are they in, what things have they tried before to solve this problem that haven't worked, what is it they can't do in their life that they want to do…? All these emotional questions, I call it true empathy in Blog Mastermind, really getting inside the head of your audience.

MIRANDA: Yes, I have enough of that, I mean, I have a lot of information on that already. So, my thought on the private coaching is more like a side income.

YARO: Right. I love private coaching if you're just getting started with this process because you may be surprised, the people you find on the Internet might not line up with the people you've helped in the past.

MIRANDA: Right, right. I can learn new things.

YARO: Right, and you know, you want to help the people who are willing to buy from you and that may not be who you think it is. So, do your best to narrow things down and put some information out there and try and reach the right people but you don't know who signs up until they sign up. You want to know who… You're a relationship coach. I didn't know I'm going to attract a relationship coach into my Blog Mastermind program. Maybe there's a niche that I should go after, nothing but relationship coaches with my business.

MIRANDA: Right.

YARO: So, you don't know these things, and that's what private coaching is great for. I did it as well three years ago when I was kind of where you are except I already have my blog but it didn't have any products anymore. I didn't have any email courses done. I was about to create all that. I decided to do private coaching first. So, I did seventeen one-hour private coaching sessions with different people and wow, you have no idea who is listening to you and what their problems are and actually, it's because of those coaching sessions that the Blog Money Finder course even came into existence. So, I definitely recommend it if you don't mind doing it, and you can always have it available. You don't have to switch it off but most people don't like doing a lot of private coaching because it sucks your time.

MIRANDA: Yes. I don't mind doing five hours a week or something like that.

YARO: Yes. It's a great way to keep in touch with your audience.

So, do you want me to go through the rest of your questions here? You're asking about--

MIRANDA: I do have a book but I didn't mention that. It's called Listening is Sexy. I can convert that into an ebook. The materials are there or I can chop it and just do different parts of it.

YARO: I like the title if it relates to relationship listening. I think that's a good title for that. It's up to you. I don't know the quality of that information is like how much depth it is. Maybe that should be your frontend product you should be selling.

MIRANDA: Well, I wrote that out of my seminars. I have been doing seminars and then, I thought, "Well, I can just put all the information in a book." It's not something that I created first and do the seminars but it's a guideline, something that people can learn from.

YARO: Right. Yes, I see that as either a freebie like a lead magnet or a low-priced frontend product. You'd have to put some bonuses with it for a low priced frontend product.

I definitely recommend you go through the rest of Blog Mastermind though because a lot of these questions will get clearer. You'll probably get a bit overwhelmed as well, but you'll get some clarity on what products to sell, the email course itself, those sorts of questions.

MIRANDA: Yes, okay.

YARO: Okay, let me just answer the rest of the things. I know you asked, let me deal with the non-technical ones. So, you were asking about the difference between the EJ Insider and you've signed up for it.



If you've signed up for the EJ Insider under a free trial with Blog Mastermind, the community welcome email should have been sent to you and you have to create a different log in, username and password. So, if you didn't get that, check your spam folder, check your tabs if you use Gmail. It might be in the promotions tab but there is a separate welcome email. If you didn't get that then just send me an email and my assistant will set you up with that.

MIRANDA: Is it going to say from EJ Insider?

YARO: Yes. If you said yes to the free trial, you should have gotten the welcome email within minutes.

MIRANDA: Yes, okay. All right. I'll check this.

YARO: If you didn't say yes, or you didn't sign up, if you go to Blog Mastermind, the home page, right at the end is another link to sign up for the free trial. Everyone in Blog Mastermind has that.

MIRANDA: Okay, all right. Will do.

YARO: Okay. You asked about how long do you have access to the live coaching.

MIRANDA: Well, as long as you've paid up in full for Blog Mastermind, you always will get the emails when I do these live coaching calls, as long as I'm still doing this, so as long as I'm in business.

I normally do them once a month though. I am doing a bunch extra because so many people joined Blog Mastermind at the start of February. I want to make sure everyone gets plenty of time to talk to me while

everything is fresh. But, I normally do it at least once a month throughout the year.

MIRANDA: Okay.

YARO: When does your relationship ends? Well, it really doesn't because you've always got access to the coaching. You always got access to the program. Don't feel any pressure beyond the pressure you need to make sure you do the work, basically.

MIRANDA: Okay.

YARO: And, you asked the Indonesian guy. His name is Muhammad Noer. If you Google, well Muhammad Noer and then, my name Yaro, you'll be able to find the podcast, but it's actually inside Blog Mastermind as well, I believe if you check the case studies section. You'll find them there.

MIRANDA: Oh, mm-hmm.

YARO: Okay, is that everything?

MIRANDA: Yes. All right, so I guess--

YARO: Thank you, Miranda.

MIRANDA: Yes, thank you so much, Yaro. I really appreciate it.

YARO: No problem. And, you know, don't be afraid to keep asking me questions. I like the questions and it helps other people as well.

MIRANDA: All right. Will do. Thank you.

YARO: No problem.

MIRANDA: Bye.

YARO: I am going to kick you off. Bye.

MIRANDA: Yes, okay. Reject me.

YARO: I've been trying to. Hold on.

MIRANDA: Or, can I just cancel here?

YARO: Okay, hold on.

MIRANDA: Okay.

YARO: And, I am going to say, "Thank you, Miranda!"

MIRANDA: Well, thank you so much. Thank you. How do I go back here?

YARO: Okay, so Brigid, your hand is up. I'm going to jump back to… All right, Brigid, we're going to have a go and then, Jerry, and then Monique.

Brigid, you're first. One more time and then, I'll jump to the email questions. We're upto Ahmeet.

I hope that was helpful for everyone else listening in as well. There's a lot ot learn when you start this process, so many steps that kind of have to connect together and if you think too far ahead, you tend to get overwhelmed that's why you really should only look at the step immediately in front of you which for a lot of people is just the basics-- domain name, blog, email opt in form-- and then, you can start writing the emails.

The trick with that is you have to also plan for the future and think about what products you're going to sell because it all connects back to the blog and everything else. I think Brigid has made it.

Hello, Brigid.

BRIGID: Hi, hello. How are you?

YARO: Good. How are you?

BRIGID: Very good. I have my first chapter up on my website, of my book.

YARO: Congratulations.

BRIGID: It's very rough. I'm happy with it. The heading of it is nothing, I'm still going to punch in that.

YARO: Do you want to share the website address with everyone?

BRIGID: Yes, I'd love to, although my website is very unfocused at the moment.

YARO: That's all right.

BRIGID: That's probably the only focused thing on it and my front page. The rest is just a mess.

YARO: That's okay. Go ahead. It's up to you if you want to share it.

BRIGID: Absolutely. It's BeInspiredLiving.com.

YARO: All right, you can put that in the chat room, too. Be Inspired Living?

BRIGID: Yes. I can't find the chatroom here.

YARO: [*Laughter*] BeInspiredLiving.com -- just make sure I got that right. BeInspiredLiving.com -- okay, that's in the chatroom for everyone.

BRIGID: Oh, beautiful. Thank you. I don't know what's going on. My screen is coming up with different options now. I'm ignoring it.

So, that's up. It's under the tab Just Do It. It's the blog section. I have a couple of questions. I already have about 120 email list but they're from a previous business. Most of them are to do with Bowen Therapy, Massage Therapy and that sort of stuff. Should I actually get a two-week email sequence as you were mentioning before and start them all from scratch and try to just basically redirect the people who are interested in continuing with me using those people?

YARO: Yes. I like re-engaging people. If you got a list and you're not planning on doing anything else with it, then why not?

I recommend in your case since you're writing these chapters of your book and you're publishing them on your blog, why not as you finish each chapter, send it to your list? And, be transparent with it. Say, I've just been on this experience, you were fruit picking and driving around. You sold everything. It's a great story, very captivating.

And, even though they signed up originally for Bowen Therapy**,** some of them will be interested in you on a personal level. It's a great way to build up rapport, the relationship of friendship, basically. So, I would send it. You might only get five or ten people who show interest, but just getting those

two or three comments on the blog post or in replies to your email, I think the encouragement is worth it. So, I would just start that dialogue.

I think last time we spoke, going into a two-week sequence when you're not entirely sure what you're selling is not necessary at this stage. I think you should just get to the, get the habit of writing a chapter, emailing it to your list, next chapter, email it to your list… It could become a sequence at some point. I don't know how your chapters are coming together. They're probably not instructional teaching chapters. They're more story-based but they might be a great way to introduce people if you do one day have a two-week email sequence.

As you probably know, the first piece of information I recommend you send people is the life story. So, there's a good chance that this is what you're writing now will somehow play a part in that sequence.

My opinion for you thought right now is just get everything out what's fresh in your head. Think of it as a book but put it in chapters in your blog and then, share it with everyone you know as you release each chapter and ask for feedback. Say, "What do you think? Is there anything else you'd like me to tell you about?" Because you can guide the rest of the chapters as it comes together and also help to grow a little bit of an audience, too.

I would recommend, if you don't already have, an opt in box on the blog that says, "Get notifications of my next chapter," then put that on your blog because then, obviously, if they come for the first chapter and they want the second chapter, then they should join your email list.

So, I would just do that. Make it a habit. I don't know how long it's going to take you to write this. A book can take months to put together but I think you'll feel that that it was well totally worth it at the end of this, and you might be surprised how you use it to get customers in the future.

There maybe some customers who've just come from reading this anyway. Really, really encourage feedbacks. Say, "Email me if you want to know anything." Put it on Facebook. Put it on Twitter. Get it out there.

BRIGID: Look, a lot of my people are interested in it and I had put on my newsletters because I'm still setting them out about every two to three to four weeks even while I was traveling when I could and I did get some wonderful replies because they are. It's something that everyone wants to do, really, a lot of people my age want to do that just want to go, "All right, let's go and do something else."

That has been good. I've also put quite a few blog posts up there basically, when they should hit the (pan?) and I felt terrible. I just suck it all out there. That was interesting in the response so I got with that, as well.

It's very hard to get comments on the blog, I noticed, but…

YARO: Oh yes, that's hard for all of us.

BRIGID: Yes, but saying that it's a very small audience.

YARO: Right, well, that's what you're doing. You're getting your ground roots following. You're just adding one person at a time and the good thing about this is you're putting out content about this transition you went and you said you want to help other women go through something similar. So, you're going to attract that kind of audience with this story. So, I think it's the perfect way to build, even if it's only a 500-person email list at the end of two or three months of writing a book. You got a book, you got a little email list, you got the right type of people on the list, and then, you can decide what to do from there.

BRIGID: Basically, what this is going to be and what I like to do with people is to motivate them. So, that's the whole thing with it, it's to motivate people.

YARO: The will probably happen when you share your story.

BRIGID: Yes, that's my passion. That's what I love doing.

So, the first chapter is up. I really would like to write a chapter a week. So, we'll see how it goes. Some of them might be a little short but I figure, I can always link to them later. But, if the bases is there then it's something I can work with.

YARO: Sounds good. I think Liam has already said your website looks great, Brigid.

BRIGID: Oh, thank you.

YARO: Well, you know, you should come on the next call and say, "Check out my second and third chapter when we do."

BRIGID: Oh yes, I will for sure if I can get this thing going. And, I will also change the coaching thing there but that's also unfocused. I'm going to change it again, as well today and get the roots of it and change it more into a women thing I suppose to just make it more… I don't know. I'm still working with the whole branding picture of it.

YARO: Right, well, just see who shows up. That's the purpose of sharing all of these is to see who shows up. If they don't leave comments, they'll send you emails or they'll reply on Facebook. That's where I get most of my feedback nowadays. It's Facebook and direct email.

BRIGID: Yes, beautiful. All right, thank you very much for your time.

YARO: Awesome, Brigid. Talk to you next session.

BRIGID: Okay, see you later.

YARO: Okay, bye!

BRIGID: Bey..

YARO: I am going to attempt to… Oh, you left already for me. Thanks Brigid.

I just wanted to quickly chat to, let Ahmeena know I haven't hit your email question yet, Ahmeena. You're coming up still and Jerry, Monique, and Ahmeena as well, you've all requested to speak. I would just like to get through Ahmeet's question in the email questions first and then, I'll jump to you, Jerry because I know you are next in line.

So, Ahmeet asks…

"The specific market that I am thinking that I can get into is human resource management. I want your suggestions as to how much potential you think this market has? I already have a running blog on this subject only that I wasn't focused on one area but was devoting time on too many areas."

Okay, I'm just going to scan through because I know there was one thing that jumped out of me rather than read all of these out.

You said, "I have a list of 14,000 subscribers and they often shared their job-related problems with me." That's amazing, okay. So, Ahmeet, first of all, 14,000 subscribers, nice and huge list. Second, they are telling you their problems which to me, that says, this is something you could be

selling products about. So, to answer your questions, question one, my target audience becomes HR people who wants to make big in this profession. What are your views on this market?

Okay, first of all, what I'll tell you is only going to be what I think regarding this HR industry. I don't actually know the industry. I'm actually not the right person to ask. These 14,000 people and the ones who are already emailing you, they are the ones who are answering the question. If they are asking you, "I've got this problem," that is them telling you, this is what I need help with. They are the ones saying, this is an audience. This is a market.

You just need to see what are the most common questions and where are the products you could make to answer those questions.

I think the obvious answer to what you're asking me is anyone who works in HR or wants to get a job in HR, that's certainly an audience. I don't know whether they actively buy products. They probably buy University degrees and they were to get qualified but then, go apply for HR jobs.

But, I really think you have the answers already because I don't know how you built your 14,000 subscriber list but they obviously opted in with some kind of information you are offering. You are saying, "Join my list and get this," and 14,000 people said okay. So, whatever it is they wanted from you, take the next step and offer the product related to it or if you're not sure, get some one on one consulting or coaching calls with these people. Charge $50 for a one-hour session on Skype or on the phone or even on a hangout like this, and get the answers to these questions, Ahmeet. You've got the audience. You've got the hard part already. The audience is the hardest thing for most people to build so I would focus on the people you already have and see what they want and then, give it to them.

Question two, "The only hits that I feel is that, even if I am working with a good company, it is not that well-known in the market, do you think it may affect my image as an expert? People may tell me you're not with Google or Facebook or any famous brand, how you can pose yourself as an expert."

Okay, I am guessing you're saying that in terms of people doing research about you, I'm not sure. But, again, you had 14,000 people sign up and find you somehow and trust you enough to join your email list to see you as someone who has value, so I don't think you should be worried at all about this. What you need to worry about is getting them the answers to the questions they want and also then creating products around those problems they have.

So, don't worry if you don't have the authority expertise. You've obviously done enough to already get people interested in what you do. Your job is to research the audience you already have, find out what they're willing to pay for by putting offers in front of them, like the first thing I would do is 14,000 people would say, I'd send out a quick survey. I'd write an email and just ask questions about what do they want, what are you having problems with? What are your goals? Who are you? How old are you? Why did you join my email list? If could provide information, what do you want to know about?

And then, follow up with some more information and then, also coaching, say I've got five coaching spots and I can help you land a job in HR or whatever it is they tell you they want. That's what I'd be doing right now, Ahmeet. Hopefully, that's answering your question. It would help a lot if I knew how you got 14,000 subscribers because that is the key missing piece to the puzzle in terms of the information you're giving me here.

I'll just check in the chat room that you haven't actually joined us and told me. No, I don't think you could join us live. Okay, so Ahmeet, if you want to follow up with me on that, please do but I think the answers are in your list, so go in there and look for them.

All right, moving over to Jerry. I am going to invite you in and hopefully, we can have a conversation.

I still got plenty more questions in the email. Irwin is next in the email and Monique and Ahmeena, I can see you have your hands up, as well. We'll get to you when we have a chance. Meanwhile, while we're waiting for Jerry, I'll just check the chat room that I haven't missed anything. Here he comes…

Jerry.

JERRY: Yaro, Yaro, Yaro! What's up?

YARO: How you doing man? I am good. How are you?

JERRY: I am doing all right. You wear me out.

YARO: I haven't spoken to you in a couple of calls. Where you been?

JERRY: You started having these calls and I can't make it.

YARO: Oh, I'm moving them around.

JERRY: No, that's good.

Well, I got a lot to talk about. So, I'm probably going to like click on and off like three times.

YARO: All right, let's start with the first one.

JERRY: The first thing is I want you to look at my site and my home page and feel the pages and then, let me know if you think I have it set up correctly and just specially the, let's start with the home page. It's CatholicAlpha.com.

YARO: CatholicAlpha...

JERRY: … dot com.

YARO: I hope I got that. All right, I'm going to just pull this up on the screen for everyone to see and…

JERRY: Oh no, no, no. It was for your eyes only.

YARO: No, we have to do this. This is how this works.

JERRY: [*Chuckle*] I know.

YARO: Is that the right site?

JERRY: Yes.

YARO: Okay, nice big headline.

So, what do you want me to assess?

JERRY: Well, I want to make sure that it's leading to the right, you know, how you always say stuff, got to be at the top and it's enticing to click to get

more people on the email list. So, I tried to build a store from the top all the way down.

YARO: Okay, I like the… I just clicked your subscribe button. I just want to see where that goes.

JERRY: Yes, I want to look at the landing page, too.

YARO: Okay, it just hasn't loaded. I'm just going to try it at the top, just in case. I like the clear headlines and very powerful message. The only issue we might have is I am not loading your landing page correctly.

JERRY: Huh. It just loaded for me.

YARO: Let me just try on a different browser. I won't be able to share it with everyone quite yet but I'll just make sure it's working. At some time, you might be able to get your person or, if you're doing it yourself, just check on Chrome. This is on Chrome on Mac. Yes, I am having the same issue on Safari. It could be a Mac issue. Are you a PC guy?

JERRY: Yes, I am on PC.

YARO: You might need to check this on Mac. It doesn't seem to be loading on Mac and that can be a common issue which makes it difficult for me to assess your page.

JERRY: Well, because it's a Lead Page.

YARO: Oh, Leadpages. It should be good.

JERRY: Yes, I'll see why… Of course. A couple months' of work and then, I come down to the moment and it don't work right [*chuckle*].

YARO: I'm getting the title but I am not getting the page. "Before you endure the..." something.

Yes, I am not going to be able to look at that. Another thing you could do is possibly pull it up in your computer. I don't know if you have this screen share button to show it to us.

JERRY: Screen share button.

I'm not a techy-techy.

YARO: Yes, you might have a bit of difficulty. It can be tricky with Webinar Jam. Well, what aspect did you want to talk about with the landing page?

JERRY: Well, what I did was, that was the home page, and then, the landing page pops up to be more specific.

YARO: Good.

JERRY: And so, it has the headline at the top and I just wanted to make sure that it was doing what you said that you like stuff to do. But, we can't see it.

YARO: Yes.

JERRY: It doesn't matter.

YARO: If you can even take a screenshot of it and I don't know if you can upload the screenshot to somewhere and we could pull up the picture. I don't know… Looks like other people are having the same problem.

Brigid and Sue are having the same problem on Firefox and Chrome. It's probably a Mac issue.

JERRY: That's weird.

YARO: But, you don't know what, good that we spotted it because then you can fix it.

JERRY: Yes. And then, when you try to go off the home page, does the pop up pop up? It did pop up?

YARO: Let me try. Let it completely load. Is there like a timeframe that has to…

JERRY: As soon as you press the exit, it should pop up.

YARO: Yes, it's not.

JERRY: Of course.

YARO: You know, it's probably all Mac. You probably haven't tested any of this on Mac. It's working on PC, but it's funny because if you're using Leadpages, Leadpages usually works out of the box, so I don't know…

JERRY: Well maybe… I know what. I can try to give you the Lead page. I could put the Lead Page thing in the direct link because what I have is I have the Lead Page connected to my blog.

YARO: Okay, well, put it in the chat room and we'll link it up there. Do you want to dig into that while I answer another question? Do you have to go find it?

JERRY: Yes, I can… Go ahead and answer another question. I can put that in there.

YARO: Okay, I am just going to mute you, Jerry so we don't hear you doing that, but we'll see you.

JERRY: Okay.

YARO: You're muted and when you want to come back, Jerry just type in the chat room and let me know when you're ready. I'm going to jump to Irwin's text questions so we can get along with these.

Irwin. Irwin asks…

"As a continuation from the question I sent via email from the previous coaching call, I asked about the topic idea of personal productivity for creative people artists. I found that the majority of the goals that came out from my recent real life conversation with ten professionals who do commercial art are goal one, to earn more money by working on other projects or getting a salary increase, goal two, to have more time for leisure such as playing games, doing hobbies and social activities, and goal three, to gain fulfillment as an artist doing good quality work."

Great work, Irwin. That's the sort of stuff I would love every member of Blog Mastermind in the community to do, to go have this ten conversations and find out this specific goals that people have, really, really helpful information.

"So, with those goals in mind, using the Art More productivity system as the sample name from my Blog Profit Tests solution, here are three possible headline ideas I came up with.

'Are you a creative professional doing commercial arts? Let me show you how to create more art and earn more with less work.'

Two, 'How the Art More productivity system can help you produce more art that sells with less work.'

And three, 'Art More Productivity system: The answer to productivity techniques that will teach you to get more quality art done in less time.'"

Number one, by far, in my opinion, (that's "opinion," not tested), in my opinion, is the best one, it grabs the right attention of the person you're going after, a creative commercial artist and then, you talk about what they want, how to create more art and earn more money with less work.

I would insert the word "money," how to create more art, earn more money with less work or maybe in less time or something like that. That is worth testing. I think that is enough of a headline to test for your Blog Profit Test. I know you want to get out there and actually run with that.

I don't think you need the name of your system in the headline in this case. I think it's worth introducing the name of your system in the follow up emails, definitely in the a-ha email you might write eventually, Irwin, but yes, I think number one is the one to run with.

Now, my question is, do you think that the additional research is good enough data for me to proceed in doing the Blog Profits Test and buying traffic?

I think it's enough for you to create a headline like a landing page using that headline with some bullet points to get people to join the list and then, certainly to follow up with the offer of some coaching, but obviously, you're going to need to put up with a content between the offer.

And also, you ask, regarding the three headline ideas mentioned, is there one I could use for my Facebook ad headline?

Yes, you know what? Your first one could be a headline for Facebook. You just have to be careful with the "earn more money" part. If you do Facebook ads, Facebook doesn't like you talking about making money. So, I've had this problem with my stuff. You have to talk a little bit, don't use the work "money." In fact, the way you said, "earn more, might get by," you don't know until you try and get an ad approved.

So, you could use your first one as the landing page headline and the Facebook ad headline. It's fine to have the same headline because it makes sense. You want to click the Facebook ad to take them to the landing page to then opt in. And, that's a perfect connection. It flows from one step to the next.

And so, yes, definitely. I think you've got enough there. I'd love to see your landing page when you've done it Irwin so you can show us that before you necessarily spend some money like we're trying to do with Jerry here because you want to make sure you go out there with a simple good copy landing page and then, of course, you got to get the right targeting with your Facebook ad, but I think you definitely got what you need to get started.

Okay, I'm going to jump back to Jerry. Irwin, if you have a follow up with that, I think the follow up you should do is show us your landing page so we can check that out when you've got it done.

Ahmeena, I've got your email question and I know you're next online with the live question there, so I am going to leave that while we jump back to Jerry and then, we'll get to you next, Ahmeena.

Okay, Jerry. I am just going to unmute your line if I can. Jerry, for some reason, I can't unmute you. Can you unmute you? It's not giving me the option. There you go… You're back.

JERRY: Am I back?

YARO: You're back.

JERRY: Okay, so it's right there if you click on it. See if that works now.

YARO: Yes, I'm just going to open it up in the other window so I can share it with everyone. This is the page that it should go to, right. This is what… that should work for people?

JERRY: Right.

YARO: All right, let me show it to everyone. Switch over to that. Okay, "Marriage Unchanged," I love the box, "The Art of One Flesh..." woah, intense, "The Forging. Save Your Marriage. Save Your Family. Save Your Soul," this is hard core. "Christian Husband, within two weeks, ignite the splendor intimacy and profound passion within your marriage… Is the hunger for intimacy with your wife becoming unbearable? Do you endure the pain and rejection every turn?..." Yes, this is good.

The only thing I'd like you to change is I need you to actually give me a way to sign up without scrolling downwards.

JERRY: Even at the landing page.

YARO: Yes, like what you've got is, like you've got a headline and a box. I'd love to see that button under the box as well or under the headline. Can you put multiple buttons? Like you've got, as I scroll down, I hit it here.

JERRY: Right.

YARO: And, you move that, can you make… I know with Leadpages, they're very restrictive of where you can put things.

Ideally, I want that yellow button to be right here. See how I have to scroll a number of scrolls to get there?

JERRY: Right.

YARO: I want that there.

JERRY: With Leadpages, the more text you put in, of course, it brings the button down. I have Beaver Builder which is what I built which I am going to show you that in a minute, but I built my whole site with Beaver Builder and I was eventually going to go ahead and make a new landing page anywhere in Beaver Builder which is I can do this right here and even more.

YARO: Yes, you know what? You've actually used like a sales page landing page to make this. This is quite long. I just want to show you this because I am going to be showing this later on in an answer to another question.

I do the split test during my launch recently of three different landing page designs. One of them was not quite as long as yours but it was long, as long as this. See this one here? It doesn't even scroll. It actually converted the best, I am not saying that that's the case for yours as well, but I think

you might actually want to test… I am going to go back to your original page, see this? How you got this subscribe button there? You might want to put that step button straight to the pop up, you know how you got the little lead box that pops up? So, this here.

JERRY: Right.

YARO: I would recommend as a first test, I know, it's good to have the landing page because you can send traffic directly to it if you get into podcast or if you're promoting yourself anywhere.

But, on the website itself, that box might be all you need. And, you know what I like about this? It's right at the top. See, there's no scrolling and I can see this button.

JERRY: Right.

YARO: And, you got a nice powerful headline. You're saying it's a specific person -- Christian Husbands-- and it's a simple thing, "stop thinking about divorce." It's great. I love that. Linear clear and that click through to a pop up to sign up straightaway, I wouldn't be surprised that that actually converted quite well for you.

JERRY: The only reason I put that button right there is because I know you're going to dog me out if I didn't [*chuckle*]. Because really, it was a story. If you look at the second panel of the home page, it's the second part right there, and then it would go all the way down until the end of the story, and then, by the footer, you would opt in.

YARO: Right. Well, you know what? There is no such thing as too many subscribe buttons. I actually think, like I said, make that button the pop up.

JERRY: Okay.

YARO: Good to go.

JERRY: So, scrap the landing page?

YARO: Keep it. Don't scrap it.

JERRY: Okay.

YARO: I think it would be nice if that landing page had the button higher up. Like, there's times when you need the landing page, because it does have more information on it. In fact, ironically, your landing page has more information than your home page on your site. Usually, it's the other way around.

JERRY: Right.

YARO: This is like I said, you've done enough content here that I think you've used the template in Leadpages for actually product sales, not free opt ins. But, that's fine. It's something you can test.

Keep them both. You've got a video. You've got a ton of stuff here, and what you do is experiment. When you start marketing, send a little bit of traffic directly at this page, send a little bit of traffic directly to the other page, and see which ones bring more opt ins.

JERRY: Okay.

YARO: Okay?

JERRY: So, don't do… Okay, so one of the buttons on the home page, leave at the landing page and then, the other button, do a direct opt in from there.

YARO: Yes.

JERRY: I can do that.

YARO: Don't get too stressed about this because I'm just trying to make as few steps as necessary for them to opt in for you, all right? You've got some good headlines here, good headlines as you can see. That's all this is, a picture and a headline and they opt in. It's the same thing, it's a box. So, that's all it is.

I think you've got a good headline, and like you could almost take what you see on the screen right now, just that with a button, you'd basically have very similar thing to this, wouldn't you? Picture of your book, a headline and then, a button that says, "Get this free book or get this free course," right?

JERRY: Right.

YARO: And, that probably would do quite well regardless you got something here that you can go out into the world and give people. That's what matters.

JERRY: Well, that brings me to… okay, can you look at a couple of other pages on my site because I've got a couple of questions on that and then, I want to talk about Facebook really quick and then, I'll get off.

YARO: Okay, let's do that.

JERRY: Can you go to the, okay, we did the homepage and landing page, and then, I want you to look at my blog post layout. If you go to… Oh, there you are.

YARO: Yes, go ahead.

JERRY: Can you go to, let me see, go to Blog.

YARO: Uh, go to Blog?

JERRY: Mm-hmm.

YARO: You mean you go to your--

JERRY: Yes, my site. Oh, I'm sorry. You clicked off there, didn't you?

YARO: Yes.

JERRY: Yes, to my site.

YARO: What do you want me to go to?

JERRY: Click on Blog.

YARO: Okay, hold on. So, I am at your… what was the…?

JERRY: CatholicAlpha.com, yes.

YARO: Okay. Click on Blog.

JERRY: Yes.

YARO: I'm getting a sound. I'm just going to turn that off. Okay, what do you want me to look at?

JERRY: Okay, well this is like all my page is we're going to have kind of like the homepage and then, offer like the same opt in type deal and then, that's a testimonial and then, my blog post. And so, I want to make sure, was that okay?

YARO: Oh, there's the blog post. Okay. Yes, okay, it's a little bit, I would potentially consider swapping, put the blog post higher up because if we come to a blog, it's fair enough to see an opt in at the top. That's pretty common on blogs, but then, I would expect to scroll down and see blog posts, like let me… if you go to my blog, I'll just go to an article and you're going to see, (let's close this), you see an opt in at the top and then, you see underneath throughout and underneath that using a blog post, like that's the sort of think I would expect to see so I would potentially--

JERRY: So swap the testimonial and the blog post.

YARO: Yes, there's just a bit of disconnect like I click blog and I'm reading testimonials. Why am I reading testimonials? Are you trying to sell me something? What's going on here?

JERRY: Got you.

YARO: Okay?

JERRY: Okay.

And then, oh, can you click on the orange blog post right there, the man with the orange man?

YARO: The orange man, yes.

JERRY: Yes.

YARO: I would suggest pulling the audio off the site.

JERRY: Okay.

YARO: It's just distracting and it doesn't really, actually people would kind of go, "How do I turn it off?"

JERRY: Okay.

YARO: They just want to read the text.

JERRY: So then, I put the opt in at the top again and that's on every blog post to make sure and then, it goes down.

YARO: Yes. It's a very bold theme you've got. There's a lot of very large fonts, big content sections, but this is good. Yes, it's a blog post. This is good.

JERRY: Okay.

YARO: Yes, I mean I love the fact that you've got the opt in at the top. Yes, a video. You're using multimedia. Yes, I think this is great. You definitely got something you can run with here.

JERRY: Okay.

YARO: As I said though, I really think these buttons should just go to that little pop up box. I don't think you need to take me to another page.

JERRY: [*Laughter*] You mean, don't go to the landing page you mean?

Okay, so you like the headlines. You're telling me you like the headline then. Okay, all right.

YARO: That's all you need. You've got enough there to get people to opt in.

JERRY: Wow, okay. I didn't expect that.

You got to remember man, I made that landing page when I was making the email course and I have been doing this since last May first and man, I am tired.

YARO: Yes, you know? It's good you got the landing page. Don't feel bad about that. You will use it. You will be in a podcast one day and you'll say, "Go get my free course," and you'll send people to your landing page. You won't send them to the blog.

JERRY: Okay.

YARO: But, on the blog itself, it's enough. The reason why I don't want you to have three steps for a person to opt in because if you imagine now, it's click through the blog article, click this button at the top to join the course, taken to a landing page, click the button on the landing page to actually sign up, versus click the button here at the top of the blog post, box pop ups, signs up. Perfect. Two steps. Done.

JERRY: I guess, what I was worried about is there is no bullet points to get them to see what it's about.

YARO: I mean, we're getting caught up in things here where you don't really know the answer.

JERRY: Exactly. I know, you're right.

YARO: You've got a powerful headline and that can often be enough. And also, don't forget, people read the blog post and they get what you're talking about. They like you. That's the point of blogging. That's why we do that. That's when they'll also sign up. They'll read the blog post and they'll scroll back up and go, "This guy, I like his vibe. I'm going to sign up."

JERRY: Okay, got you.

So, that's basically the structure of the blog that I wanted to show you. And then, the next thing is my strategy for getting a subscription group. I want to know your opinion on that.

What I thought about was I tested out, you know how you wanted us to go and do the Blog Money Finder? I tried to do that landing page you saw, that's what I used to test on Facebook. I built a Facebook fan page and everything, and I was trying to send traffic to that. Well, guess what? Kind of what you just said, Facebook shut me down because they don't want people going to a landing page.

YARO: Send them to a blog post.

JERRY: So, basically, what I had to do, well, this was the beginning now, so then what I had to do was, I already made the email course and everything, so then, what I had to do was start getting the homepage right to send people to the home page and then, to the landing page, that's why you see that set up. Basically, my point was go and try to do a free Facebook group and try to start a Facebook group and then, have as many

men get in there as possible, and then, what I wanted to do is then upgrade that to a paid Facebook group where I would start doing lessons and things like that for the traffic deal.

I had from my success on Facebook about people contacting me and that's how I get the testimonial. People called, they contacted me, wanted me to help them.

The Facebook experiment really went well and so, I guess my point is, do you think that's a good idea to do the Facebook, interact with them like that with a free group just like other marriage groups on Facebook. But then, while I am in there, trying to upgrade to another Facebook group so that I can do content and lessons, might be webinars or whatever, interacting with the group and then, get guys to come over there to get more help. What do you think about that?

YARO: Great. Perfect. I think if you're comfortable with the Facebook group, you're getting traction with the free Facebook group, as long as there is premium value in the paid group like coaching webinars with you and maybe some training videos, additional help, then that sounds like a nice transition, plus they get it. They understand how to work with you in a Facebook group. So, I say go for it and you've got the tools almost in place here to start growing the list, then you can use the list to sell the premium Facebook group and also get people into the free group and away you go.

JERRY: Well, I was worried about it because I'm on my 13th go through on Blog Mastermind. Well, that's what I want to tell people. I've been doing this since May 1st and I have the website setup, I have the email course set up, the landing page, the membership site setup, I have all these things done and now I'm doing content.

And so, what I want people to understand is you're going to be tired and you don't want to quit, but you got to pray for perseverance because the longer you go, you're going to get clarity and every step you do, you're going to get clarity like me when I first started, it was like man, all this stuff, because I think a lot about the future, and so it was all clouding me up. But, everytime I go through Blog Mastermind on the MP3 files, I pick up something new. And then, I get more clarity.

A lot of people, they will just like listen to Blog Mastermind the first take and then go, well I think I know when I start asking all these questions, but the best thing to do is just keep going through it over and over and it becomes second nature and then you'd be surprised the revelation you'd get. You really do about your particular course or whatever you're putting together.

Don't rush it and just be hardcore about it and just say look, I'm going to listen to this. If you're on fire about what you're doing, you will not have no problem listening to Blog Mastermind or watching the videos many times it takes. A lot of people, they don't want to do that. If you want to be the man, you got to do what the man does, and the man, he studies hard and he works hard and that's how you get stuff done.

I've listened to the webinars. I'm on 2009 now. We go back a 2008. And, that's another thing. I listen to all the webinars. I listen to Blog Mastermind over and over again because that stuff, it makes the stuff stick in your head. And then, when you start hearing all these people asking these questions, it helps you. That's what I have been doing.

YARO: Fantastic, Jerry. I couldn't have said it better myself especially the part about clarity. It's so true how you think about the future which makes you confused, but then, the more you start to take little steps, you get the clarity, and that's what matters. I'm glad you said that. I've got Liam and Irene in the chatroom thanking you for your advice there, too.

But, I am cognizant that I've got a bunch of people waiting for questions.

JERRY: I'll come back going to ask my other questions after you help them.

YARO: All right, sounds good Jerry.

JERRY: All right, thank you.

YARO: Good work, you've really taken some steps forward so I am glad to see that.

JERRY: All right, thank you. Bye!

YARO: All right, thanks Jerry, we'll talk to you in a moment, no doubt.

I just want to say, Ahmeet, I have seen your replies there. I'll read over them. I just want to make sure I'll get to all the other questions.

Ahmeena, I'm actually up to you in the email question so I am going to invite you live now since you want to speak live. So, you've been invited live and I am going to switch over here to your email question and hopefully, you'll join us to verify and be a point of interaction, so it's just not me answering your question.

Ahmeena has some questions regarding her TheInfectiousDoctor.com website. Ahmeena, you're going to have to say yes to any windows that pop up. While you're doing that, I will just answer or read out your questions so we know where we're going and hopefully, you're listening in to me at the same time. If not, you can always listen to the recording just in case there are any technical issues with you joining me.

So, you asked, number one, do you think the niche of infectious diseases is in general too broad?

I think the whole concept like all infectious diseases is too broad. Yes, if you narrow in on one infectious disease and ideally helping people to cure it and avoid it, and it obviously needs to be a common enough one that people go looking for answers and looking for help, then that will probably look better, work better. It really depends on what infectious disease you talk about. I guess, it's not my strong point. Get everything from the common cold all the way to HIV so you have to look somewhere within that range to find the right disease to talk about.

Remember, you're talking about being an expert in helping people solve a problem, so they have to be going and looking for information about this issue. So, if they're not, even though you want to cover a certain disease, that may not be a market there for you, so I'd be very careful. You can look up help with the common cold but, I don't think you're going to be able to sell products unless you're selling cough drops and Sudafed and all those sorts of things. So, I think you must have had some issues joining me Ahmeena. I am hoping you can figure out the technology. I'm going to keep going with your questions.

"So, two, how can I get people to be more engaged and suggest topics for me to cover."

Well, that all depends on you actually building some marketing, doing some traffic, getting some audience. The thing with engagement, this is the unfortunate truth about the internet, you might be reaching a thousand people but only ten of them actually want to interact with you. You've got a lot of lurkers, you've got a lot of readers, a lot of listeners, but people who never actually tell you they're reading or listening other than the fact that they're a hit on your website statistics.

Ah, she's in. Ahmeena!

AHMEENA: I think I missed everything you just said but [*unclear*]. Thanks for speaking to me or allowing me to ask questions.

YARO: I'm going to jump back to me so we can do this face to face.

Yes, I was just saying you asked about infectious diseases as a whole whether that topic is too broad. I do think it is too broad. I think you should pick one infectious disease ideally but I don't know your background. Where are you coming from with this?

AHMEENA: Well, basically, I am a physician. My specialty is infectious diseases and I practice and see patients everyday and I get lots of different questions. To me, some of them seem simple but people really are confused about a lot of things about those diseases. So, I figured that I could just have a blog where I address questions that come up from patients on a daily basis. I started it last September. It's random because it's just whatever the patient, or somebody might ask.

YARO: Okay. So, what's the plan with it? Do you want to sell a product eventually?

AHMEENA: Well, I think eventually but I haven't thought yet of any product that I can sell. In the beginning, it was just educational and then, when I started to do reading about blogs and how you can monetize them and so on, I came across your Blog Profits Blueprint thing, and then, I have an idea of in the future working less hours and then, having areas like means of passive income. So I thought that eventually, I could find a way to monetize it but for now, it's educational and I haven't thought about monetizing with it as yet.

YARO: Okay, well I think similar to what I said to Miranda, I don't know if you were here for that earlier, you could certainly go with the broad blog topic area like you have of all infectious diseases, and it's great that you've got the credibility as a physician and you've got people asking you questions in your life so you can turn that into content.

That's really good for search engines because people will Google how to deal with whatever it is they are experiencing. Narrowing comes in when you have to start thinking about selling something so the problem with the general audience like that, you might have… you might have missed it but I said, you're looking at everything from the common cold to HIV and everything in between and you might get two people coming for colds and flu, another person coming for herpes, another person coming from something else, and that's only one, two, three people where you, to sell a product, you kind of have to hit the big one with a lot of people looking for a lot of information about something that they can actually do something about, too because obviously, the common cold, I don't think you can sell an ebook on how to cure the common cold. It's probably not going to work, right?

So, you have to kind of figure out through learning from your audience, and also, I think it would be helpful for you to do some research on what other people are selling right now online in the infectious diseases area, like what are they selling? Is it information products? Maybe it's treatments, drugs, I don't know what they currently sell, but that would help you to figure out what works, what businesses make money in this area, and you might find that you have this infectious disease blog but you have an email course about one specific aspect of it which leads to a product about that same one issue. That's what I will be advising you to look for in your process because at the moment, I think it will be too broad. It's like me saying, "I am going to help people, everyone with business, no matter what kind of

business you're doing, whether you're selling anything physical, anything online, you could be selling boats and planes all the way down to shoes and jewelry, and I can help you all," potentially I could with marketing advice, but it's hard because I am going up against all the experts who specialize plus I am attracting way too many different types of people, so you need to figure out who you want to attract, what their problem is. The only way to figure that out is to do what you're doing, get in front of the people and do the research online to find out what sells. I think, combining those two, the people you already speak to and what's already selling on the Internet, you can find where you fit in that marketplace. Does that make sense?

AHMEENA: Yes, it does. I just speak sometimes about medicine. It's too, I don't know, broad.

YARO: It is.

AHMEENA: Unlike to sell, because to sell actual medical products is regulated so it's not as easy as things that can't affect you physically.

YARO: Right. Do you know Dr. Mercola? Have you…?

AHMEENA: I've heard… yes.

YARO: He is definitely the most well-known internet marketer doctor I have ever heard of. He is quite broad in his subject matter but the guy has got a huge company. I doubt he started broad. He probably started in one area but then, he's just gone into everything. He's got all these holistic health, medical health, and he's got articles, tons of content. Crazy man of content. He's got a massive content writing team, and then, I think he sells all kinds of stuff, physical things. It might be Yoga mask and that kind of stuff to maybe vitamins, supplements, all that sort of stuff, and those are options

for you, too. You just have to think about where do you want to go with this?

As infectious diseases is broad and you could certainly start putting out a bunch of content on the subjects and see who shows up but you're going to need an email list, and that email list has to be more specific. That's when you have to make a decision what's my email list going to be about?

AHMEENA: Oh, hmm, okay.

YARO: Okay?

AHMEENA: Okay, I'll have to do some more thinking.

YARO: Just some more research. Try not to just solve this problem in your head. Go to all the information product areas, like check out Dr. Mercola for starters. Check out Amazon. See what books are selling about infectious diseases and not just books on Amazon, other products.

If you find yourself getting asked a common question, maybe you can dive further into that and see if there's a channel. Sometimes, you just find one product. It could be a product you can actually sell yourself, maybe through an affiliate arrangement or you can find the supplier and sell it wholesale and you might just go down that path, but you need the clarity and the direction that comes from the research process. Have you gone through the Blog Money Finder yet?

AHMEENA: No, I didn't. No.

YARO: Glad you're in Blog Mastermind.

AHMEENA: The thing I did was I just read the Blog Process Blueprint and listened to the audio and then, I signed up for just the EJ Insider because to get like more one on one events. I didn't sign up for the Blog Mastermind because my time is kind of uptight.

YARO: You're a physician [*chuckle*].

AHMEENA: Yes, so I didn't want to sign up for that and then, not have time to dedicate to all the courses and so on, so I wanted to get some sort of feedback from you.

YARO: Okay, go to the how to come up with your first offer video inside the community. I don't know if you've seen that one yet. The Blog Money Finder is good, too if you want to go through that. You can get that separately. It's a stand-alone program as well, but you got access right now to what I call, how to come up with your first offer and it actually does specifically address that going from very general to very specific and that might give you some help.

AHMEENA: Okay, were you able to look at the site?

YARO: Do you want me to look at the other questions? You've got…

AHMEENA: I just wanted you to see the site. I wanted to see your first impression.

YARO: Yes. Let me open it up so we can all take a look.

Switch over… All right… Oh, dentist. Okay. All right, so what do we want to look at?

AHMEENA: Well, I was thinking that in terms of the design, maybe it looks a bit bland and the pictures, the images that go with each post, sometimes, they don't fit into the box, but I guess that is more technical and I would have to get tech support to help with those things.

YARO: Yes. I think those are big issues, to be honest. From a strategic standpoint, the thing I would tell you is there is no opt in box above the fold. See what I am looking at now?

AHMEENA: Above the what? Sorry.

YARO: Above the fold. It's a term that basically means what you see without scrolling down the page.

AHMEENA: Oh yes. Like you were telling me.

YARO: What you can see right now is the first article. Your navigation bar, your logo, your search box, another search box and your Facebook page. So, if anything, I think this is the problem though. You don't have a focus yet for the email list, so even if you do move the email list to the top area, which is the thing I would recommend you do, how I would do it right now is I would take your logo and shrink it down so it's just in the top of the left corner, and I'd remove that search box down there in the right side, and I'd put a nice big opt-in box there that would say, "Sign up for my something something to do something something," and have an opt in box.

If you don't have anything right now, you can just say sign up for my latest articles, whenever I release a new blog post, sign up for that. At least that's the start of a list to get you going, but obviously, eventually, I'd like to see you turn that into something that leads to a product. That's very linear, but that will be the most important change. We could talk about color scheme and layout but to be honest, it looks professional enough. I think the one

thing that I really like on a site that's about something medical is to actually hear about the person and see a picture of them. I like in fact, when I look at your Facebook box it's got you with the microphone like you know standing there. That tells me this person is legitimate. You've got authority.

I would consider putting a nice picture of you, top right corner linking to your about page as well, just to really cement the fact that this is not some random person rambling on about infectious diseases. This is an actual doctor doing it.

AHMEENA: Okay.

YARO: Yes. Credibility plus email list to be the first two changes, but I actually like the rest of it, the headlines are clean, the pictures are clean, the spacing is good. The grey is a little bit clinical but it's a clinical subject.

AHMEENA: [*Laughter*] Okay.

YARO: Yes. Besides that, I think it's for you it's more strategy than layout. I wouldn't get caught up in layout here. It's more of a strategy decision.

AHMEENA: So, you're saying that basically, it's best to come up with a product for sale early on rather than waiting, is best, I guess (?).

YARO: Well, ideally yes because you can have the end in mind while you're building everything else, right?

AHMEENA: Oh, okay.

YARO: It just makes it easier to think about that. That being said, you're not the first person who has no idea what they're going to sell when they start blogging. There's a bunch of people in the community I can think of. I know

Ulrich in the community has had this issue where he keeps changing his subjects and it kind of slows down the blogging, and he's like, "You know what? I'm going to just blog and see what happens and then, define things as I go along." The only caveat when I tell people with this, if you plan on doing that, it's slower because you don't have an endgame. You're kind of throwing stuff out there to see what works and then, figuring it out as you go along. Not a bad strategy if you're feeling really lost but you're an action taker and you want to keep moving forward. Better though is you said, "I want to sell this product and I am going to structure everything about selling that product."

AHMEENA: What if like, this is just an angle I'm going to have. If I say something more potent, people who have weak immune systems and are more prone to infections, would that be narrow enough do you think? Or, still not?

YARO: I like the weak immune system aspect of it. The infections part of it is where I get a little bit lost because a person who is looking for help with something like they might just continually get flus and cold and they're just tired of getting flus and cold, and they want to get to the bottom of why they keep getting them, then you're saying, "You have a weak immune system which is why you keep getting colds and flu, this is what you should do." See, that becomes a lot more narrow versus, "I keep getting sexually transmitted diseases. Is it because of my weak immune system?" It's a completely different problem. You got to think about what's the end game for the person, as well, because they are not thinking, "I have an infectious disease." They are thinking, "I got something specific." So, when they are looking for information, they are looking for specific information, so that connects better with them.

It's important even with your own blog when you write headlines like we scrolled down here. Okay, see you're being specific with this one, HPV

vaccine. That's specific. So, that's going to be very interesting to people in that subject. This one, again, it's specific because you're talking about dentist. That's good, but those are two completely different markets right there. Dental hygiene versus HPV.

AHMEENA: They are very different, yes.

YARO: I think you're definitely in the right direction when you started talking about immune system. If you can tie in immune system to something that people keep suffering from and they want to stop suffering it from and tie it into that, then you could do really well.

Even something as simple as irritable bowel syndrome. How much does that got to do with the immune system? I don't know. But, that's a very specific group of people you could target, right? But, you'd have to re-jig everything to go after just people with irritable bowel. It could be coeliacs, just coeliacs or it could be just people with migraines. What is the end pain that they're in? That's what matters to people.

AHMEENA: But, because the name is "The Infectious Doctor," so I might have to change the name? I've been thinking about products to sell in the future, not thinking about it in great detail, like thinking vaguely that some immune system because a lot of people have weakened immune systems now more than ever because of all the medicines for rheumatoid arthritis and you know, people are living longer and so on, there's more issues of immune system now compared to before, so I have been thinking that maybe something to sell would be something maybe to boost immune system. That might be an area, but then, the name I have already chosen is the Infectious Doctor...

YARO: I don't think that's necessarily something you have to change. You might eventually find so much clarity that you decide to change. If you

clearly go, "I'm just going to be all about migraines," then it probably makes sense to change to something about migraines. But, I think where you're at now, if you just go with this idea of weak immune systems, you could change your email list to say, "Ten things to do to boost your immune system," or, "Ten foods to eat to boost your immune system," or, "Ten foods not to eat to boost your immune system." Something like that. And, that could lead to selling something related to the--

AHMEENA: You mean that would be like a post, that would be one post?

YARO: Yes, a post or a downloadable little short report, maybe a ten-page PDF or something like that, and then you can have a follow-up email sequence all about more information about the immune system, and it could lead to some sort of a 10-week plan that you put people through in a course to boost their immune system. It might be a bit of a big claim but you could say, "... so you never get sick again." It's a bit out there but you could certainly say, "Are you chronically ill?" You got to be careful because you're in the medical field so you know what you have to do with disclaimers and things like that, but think about what you can say regarding the immune system.

The simple answer is you're staking a step forward to specificity by doing immune system weakness already. So, I would say get an opt in box that says, "How to boost your immune system." That would be the first thing I would do and see who shows up for that.

But, I would also combine that with what I said at the start of our conversation. Do some research and see what's selling in relation to immune system. Check out books. Check out courses. Check out supplements. Learn who's making money and this will be easier for you to decide.

AHMEENA: Okay.

YARO: All right.

AHMEENA: Well, thank you very much.

YARO: No problem. And, if you want to come back in the next coaching call with your research results, would love to hear it.

AHMEENA: Yes, yes, yes. I will. Thank you.

YARO: Okay, thanks Ahmeena.

AHMEENA: Thank you very much, Yaro.

YARO: Talk to you soon.

AHMEENA: Okay, definitely.

YARO: Okay, so this is turning into a solid phone call, guys. We've been here for almost two hours. So, Ahmeena, moving past your questions in the email. Miranda's questions are answered in the email. Monique, your hand is raised. Monique, I am going to come back to you once I just get to the second last question in text… From Saif… I just want to make sure I didn't skip… yes, that was Miranda's question, okay.

So, Saif, (I hope I am pronouncing that right), Saif asks…

"I have gone through workshops one and watched the videos related to Blog Money Finder but I got confused with the difference between the normal blog, a website, and the landing page. Basically, where would the landing page with opt in form be located within the website?"

Okay, so this is why I actually had the other pages up earlier when I was talking to Jerry. Let me switch back to my other browser. Here we go, and I will show you, this is great. This is a great change for me to…

So, go to my blog home page. Blog home page. This is pretty straightforward. It has an opt in box at the top. This is what you'd call a header opt in box. That's what I'd call it. So, people could enter their email and sign up and that's one of the ways to sign up to an email list, so that's a specific email list. If someone comes to my blog and actually lands directly at a blog post, which is how most people find my blog, they don't go to a home page. They go to a blog post, then you'll see there's an opt in box there and a header, and you'll also see at the header, there's a footer one, there's a sidebar one, and there's actually an exit intent one that pops up as you can see there.

Those are all different types of opt in boxes inside a blog design. That's what what I recommend at some point if you all can have as many of these as make sense, let me see if I can get to the end here and show you the footer one. There's the footer one as well.

So, as you can see, that was header, footer, exit intent pop up and sidebar for various different things to opt in on my website. Most people won't see them all because once you opt in to one of them, they don't show them all. But, that's another lesson there. But, the most important thing, this is all in a blog design.

A landing page is a stand alone page like this as you can see. There is nothing to do besides opt in. There is no content. There is no header. There is no logo. There is just the picture of what you get-- the headline and a button to opt in and get it. So, I click that. It shows the opt in. That's called a two-step opt in.

So, to clarify, and this kind of goes back to what I talked with Jerry just before, the reason why you have both a landing page and your blog, which is a website, is because the landing page is the page you use when you have an opportunity to directly promote yourself. So, if you get interviewed on a podcast, for example, when I get interviewed on a podcast, I say, "Go to BlogProfitsBlueprint.com and download my free report." That will take them to this page right here.

I don't say, "Go to my Entrepreneur's' Journey blog," because the opt in is lost within all the content. So, the conversion rate opt in is less. Now, the blog obviously is still critical because it's pulling in traffic from search engines. It's my platform. It's been built over time. It's something you need as your presence for content marketing that perform specific calls to action on a podcast, if you're interviewed on radio, if you appear on TV, if you are on a YouTube channel, if you run your own YouTube channel, if you ever get a guest post written on someone else's blog, it makes sense to send people back to the landing page because it's going to convert better. There's only one action that can happen in the landing page and that's to join or leave. So, that's why we do it.

The blog has all those different opt ins because it's a different interaction. People are going to a blog post and they are reading it and then, they are seeing the options to opt in. Now people don't convert as well on a blog post. I'll never going to get as many people signing up to an email list from this post as I would a landing page, but the people who do opt in usually have read the blog post and they are more engaged and they are very interested in what I have to do. So, you just need these two tools in your toolbox.

Your blog is more of a long-term play. It's a content marketing tool. It's a search engine tool. Your landing page is really only for just direct

calls-to-action. You're not going to get searches in traffic to it. It's too small. People don't come there and read your article. It's just to get the freebie. So, that's why you have both.

You don't necessarily have to have both to start with though. You could just have the blog with some opt in boxes. It's good to have both and I do think it is very easy to create something like this nowadays with something like Leadpages or Thrive Themes or Optimize Press or a countless other themes for WordPress. You can create landing pages within 5-10 minutes. So, there's no reason why you can't have something like this ready to go as well.

Okay, I hope that clarifies your question, Saif (if I'm pronouncing that right). I'll just jump back to the text questions. And I'm going to answer the last one here because yes, Liam's the last question and then, we can call the text question is done and I can finish off with you live people, Monique and maybe someone else, maybe Jerry is there.

Liam, who I know is in the chat room, I will get a look at the chat room in a second. Liam asks…

"I've been helping people with back pain for the last seven to eight years now with yoga, pilates, acupuncture, and physical therapy. I see a lot of websites about back pain but most are scholarly and medical, not practical and are without reference to pilates, yoga, or acupuncture. I see many articles on yoga, acupuncture, etc. websites about back pain but no yoga website dedicated topic. I see that people are purchasing DVDs, video tutorials, books on back care and back health, so I believe there is money in this niche."

I agree. I think they would be too.

Okay, so your questions are…

"Is yoga pilates for back pain a narrow enough niche? Is it too narrow?

You know what? I actually think that's pretty good. I'm not your target market so I am not going to say yes conclusively because you have to go out there and find out by putting an offer in front of people. But, my gut feeling is you're actually on to a pretty nice way to differentiate yourself within the back pain cure industry. That's a good one. It's a painful problem that people go looking for answers to and I think if you said you can cure your back pain with yoga and pilates, that's a very low intensive method.

We're not talking about back surgery here so I think you've got a pretty good offer potentially there. Question two…

"Are these domain names specific enough, too specific or maybe too general?"

Let me check. So, "YouCanHealYourBack.com," I like that because it's really, really clear in the intention of the domain name, maybe a bit long.

"BootStrapBackHealth.com," no. I don't think that make sense because bootstrap kind of sounds either business or getting a boot in your back.

"Better Than Ever Before," it doesn't really refer to back. That could be anything.

"Yoga Saved My Back," that's kind of cool. I like that. It's easy to remember, easy to say and it actually has the two things you're talking about yoga and back in it.

"How I Saved My Back," that's a little bit wordy.

"15-MinuteBackHealth.com," I like that one too because it's got time frame in it. That's appealing. That would be a really great freebie, a lead magnet, sort of a landing page. I could see you registering 15-minute Back Health to download instead of a one video, a 15-minute video or a short series of videos as your freebie. I think that would be great to make and to have and you could call it the 15-Minute Back Health program or something like that.

"Back Health in 15 Minutes," not nearly as good as the one before that.

So, I like "Yoga Saved My Back," "15-Minute Back Health" and "You Can Heal Your Back". I'd probably potentially, if you really believe in yoga and that's the main thing, "YogaSavedMyBack.com" as the blog and "15-Minute Back Health" as the freebie landing page. I think you're onto something there, Liam. I'm just going to check in the chat room. I know Liam you're with us and you might want to talk to me live, so let me just check whether you're there. No, I got Jerry and Monique. Okay, so Liam, let me know if that's enough of an answer to your question since you're there. Otherwise, if there's nothing else you want to talk about Liam, hopefully that gives you an answer, but I think you've got some good domain names. You've got a good niche. It's time to get out there and talk to some people, put some offers in front of people, start growing a list. That's the way to go with that.

Okay, I'm just going to quickly just go through the chat to make sure I can get back to people who were asking questions and reply to my answer and then, I'll jump to Monique and Jerry in the live question.

So, Miranda, "Is the video you just showed mentioned the same as how to position your first offer?"

Yes, Miranda. It's called, "How to Position Your First Offer," inside the community. That is one of the training videos you'd get in the community, "How to Position Your First Offer."

"Are we going to learn how to do the webinar later on?"

I'm not sure what you're referring to, Miranda. Maybe you missed something there. Maybe you're asking me how to run a webinar?

Vera, "What plugin do you recommend to use for opt ins at the top just like you showed on your own site?"

My header and footer opt ins are actually custom coded. They do use an ad management plugin. I'll just quickly find that for you, but it's not going to do what it does on my blog out of the box. My tech person had to do some packing away to make the site do that specially because I had more than one different opt in. It's called AdRotate. That's the plugin but that's actually an ad management plugin not specifically an opt-in box plugin. It just allows us to rotate those boxes.

For headers and footers opt-ins, it's actually quite hard to find plugins for that because every person's blog design is so diverse that it is very rare to find a plugin across the board. What you can find are themes that include a header and a footer area, Thrive Themes again, top recommendation. There's definitely some themes there that include header opt-ins by default. You just have to add your opt in code from your email autoresponder and you're ready to go.

Let me just check… Miranda says, "I like your course because we don't have to be updating our social media all the time, so often, how do you post in Facebook and what's the difference in effectiveness between group and page?"

Okay, groups are way better than pages in my opinion because pages just have a lot more interaction. People are really, really interacting there. But, I'm not a fan as you go through Blog Mastermind, Miranda, you'll see I don't believe in putting yourself across every single social media channel, every single platform, YouTube, podcasting, blogging, Facebook, Periscope, Twitter... Pick one or two and go deep rather than going wide. That's the way I recommend you do it even just one Facebook group can be enough to grow your audience and start getting some customers as Jerry has been experiencing.

Michelle... "Is it better to start with creating your paid product or the opt in freebie?"

Well, normally, the freebie comes out before the product but you have to know what the product is eventually in order to figure out what to give the freebie. So, I don't recommend you go and create a product, create the freebie and create the email list and then, sell the product without even creating it. I talk about that inside Blog Mastermind. You can actually launch something and build it with the first people who buy. That's a great strategy.

Yes, Miranda, all the sequences and tasks I talk about there in workshop two, you'll find the templates for a two-week email sequence. I go into some depth with that.

Okay, I'm just going to quickly reply to Ahmeet because I know you were replying to what I sent to you and you had built, if you might remember, Ahmeet had a 14,000 person email list in the HR industry and you built your list in 2009. So, it sounds like you're getting a lot of different questions.

Ahmeet, I would love to know whether you've actually ever tried to offer people private coaching calls or consulting calls, have you ever done that? And then, see who pays you money and what questions they ask you during those coaching sessions. It's different from asking people a free survey because that doesn't necessarily mean they will buy. They might tell you they will buy but then, they don't buy. If you say, "I'm doing coaching," then, they buy, then you know you're talking to buyers. That's really important.

Okay, Ahmeet, there's a lot going on there. You're asking a ton of questions. You need to narrow down the one problem, Ahmeet and try and get some private coaching where people pay you. That to me is I think the most important thing.

Okay, I'm going to jump to our last two live callers. So, Monique, let's hopefully get you on live, and then, Jerry, and then we're going to call it a day because we're already at two hours and five minutes and I'm quite hungry. It's dinner time almost here in San Diego, and I'm still at a conference which is going on right now. It's actually wrapping up so I'm going to go say goodbye to a few people after this call, but hopefully we can talk to Monique now, then Jerry. I know Jerry's got one more question and then we'll it an evening or a morning if you're like Miranda who's up at 7AM in the morning.

But, thank you for all the questions, so many questions from email and live. It's been a really, really extensive call. While we're waiting for Monique to join me live, Ahmeena has just asked, "Do you advise registering blogs as LLCs or some other business structure?" Question for your accountant and your lawyer to be a hundred percent sure. My general feedback, I'm not going to say you should do this for sure, but my general feedback and how I've done it in the past is to start without anything other than being a sole trader. Register your business but don't go as far as registering a company

in LLC depending what country you're in until you get some traction. Once you start building a list, maybe you get some customers, then you've got something that's worth protecting. If you really are serious, then register from the beginning. I didn't have enough money like when I started, I didn't have $1,000 to spend on company registration, so it made sense for me to make some money first and then go and register when I had some cash flow to pay for those things.

But, if you want to be absolutely super safe, go to your account. Go to your lawyer, get everything well and truly structured, get a company, maybe get a partnership. I used to have a company with a partnership, well there was more than one company. There was three or four companies, a couple of partnerships and some, one other thing, the accountant confused me with it. There was so much going on.

Monique, I'm thinking we're having problems with getting you online here so I'm going to jump over to Jerry and get him on while we're waiting and if Jerry and Monique both join me at the same time, I'll just talk to one of you at a time, but you can both be with me and hopefully we can get the last few questions answered here.

Okay, Jerry is on.

JERRY: What happened to Monique?

YARO: She's coming. I'll invite her next.

JERRY: Here's what I got. I got some questions and hopefully they're quick and it won't take up too much of your time. Okay, number one, should I send each blog post I write in a blog broadcast to my list or send an email to them to go to my site to view the blog post? Which is better for traffic?

The reason I asked that is because if Aweber, they have this new thing, well, it might not be new, but you can send, like every time you write a blog post, it automatically goes out to your list.

YARO: Right.

JERRY: But then, I was thinking, won't that hurt the traffic on my blog or I know a lot of people I subscribe to I get the stuff in my email, so when you click on it in the email, does that help your blog traffic still or how does that work?

YARO: Okay, so just to clarify this. There's two things you're talking about here, there's an automatic Aweber tool that will basically take your RSS feed and send out a blog post as soon as it is published to everyone. Not a fan of that. I used to use it but I had a separate email list that was just called a blog updates email list and I don't maintain that anymore. I find it's not necessary.

I think what you should do, Jerry is send out your blog posts to your, what's called a "house list". These are people who are not in your email course. If someone is in an email course and they're going through two weeks of content, don't interrupt them with a blog post that could be about something completely different. You want them to just go through the two weeks, leave them alone. Let them go through it. If they haven't bought your product at the end of the two weeks, then they move to what's called a house list which is your general newsletter. That's the group of people you could send your blog post, too and I do prefer not to send a link to the blog post. So, don't copy and paste the blog post into the email. Just say, "Go read my blog post. Click here."

I like that because it actually makes your blog traffic go up. You can get a massive spike, and that's good for search engine rankings, it's good for

social sharing because they'll like and tweet and share that blog post because they're actually reading it in the blog post, plus it trains people to click the links in your emails which is [*unclear*].

JERRY: Oh, yes. The reason why I am asking that is you know how in the podcast, what do you call it, what your course on podcasting?

YARO: Yes, Power Podcasting.

JERRY: You said, if you could you will go back and then have every podcast be in an autoresponder to go out on a follow up with everyone.

YARO: Right.

JERRY: … when some might join. So, that's kind of where I was coming from on that. Once they go through the course and then, they're on the house list, then I put them on another follow up series, which will start from the very first blog post I do until I die.

YARO: Yes, I like it. That's great. Yes, once a week like a daily or a weekly newsletter, new blog post, great idea.

JERRY: Okay. My second question is, should I host any audio files on my blog or whatsoever? It seems as though anything on a page slows down the low time, what is a good and bad low time? Is there a standard? The reason I am asking that is I am creating pages in blog post and for images, I use, not Acrobat but the people that do acrobat?

YARO: Adobe Photoshop?

JERRY: Adobe Photoshop. Oh man, they've got some great images on there. So, they have these videos now. You can put short videos as your feature image, but I was wondering, would the videos slow my site down?

I've got this program that compresses the files and everything for my images, but I didn't know, if I started loading audio files, images too and then, videos, I am just worried.

YARO: Yes, I mean if you're embedding a YouTube video or a Vimeo video or a Soundcloud audio file, that's running off of YouTube or Soundcloud, etc, that's fine. It's not on your server.

JERRY: Got you.

YARO: If you're uploading your own raw video or audio and putting it on your blog server, it's probably not designed to be a streaming server especially if you're on a shared host. I actually use Amazon S3 and Vimeo so Amazon for podcasts and resources in Blog Mastermind. Vimeo Pro to host the paid videos that you get in Blog Mastermind.

But, the short answer is I would not put video or audio on a shared basic web server like a Bluehost or a Hostgator, any of those entry-level $5 a month ones. They are not built for it. Even like a higher-end --

JERRY: Even if it's only just like one on a page but I guess, that would like build up over time, wouldn't it?

YARO: It's just not designed for streaming. It's going to slow down the rest of your site. What won't you use a service like Soundcloud or YouTube because you're also reaching potentially the audience on that platform and you can still embed it in your blog, so you get the same benefit but you're not paying for the bandwidth. You're not bringing your server down and

you're getting access to YouTube and Soundcloud audience. Use those platforms.

JERRY: What I mean is, instead of a featured image of a still image, I was going to use, they have these little 10-second videos of a heart twirling.

YARO: Is that a video or is that an animated graphic?

JERRY: It's like a loop.

YARO: You're talking about animated GIFs. That's not video. That's fine.

JERRY: Oh sweet. So, those are kind of like images.

YARO: They're just like they're a little bit bigger images because there's like ten frames of an image playing.

JERRY: Sweet. Okay, next one. What exit pop up do you use because I am using Icegram right now and the stuff didn't pop up when you wanted it to pop up below. I'm going mad about it.

YARO: Yes, OptinMonster is my exit popup.

JERRY: Okay.

YARO: It's not free but it's not super expensive either.

JERRY: Okay, the next question is, this is a little off the subject. This is a little weird but on your business card, what is your profession? If I am going out, because I am going to do in the real world, marketing too, I make these cards and I put expert blogger on there, this dude laughed at me. I was like, "No, it doesn't sound right."

So, I was wondering…

YARO: You're not an expert blogger. You're a Christian Men's Coach.

JERRY: See my wife's laughing at you, Yaro.

YARO: [*Laughter*]

JERRY: [*Laughter*]

YARO: What's wrong with Christian Men's Coach?

JERRY: [*Wife: I dig it. That's it.*] Okay, all right. [*Wife: It's not catchy like you want but people -- that is what you are.*] Okay, all right. I just wonder, what is on yours?

YARO: I actually don't have a business card.

JERRY: I knew you would say that [*laughter*].

YARO: When I tell people, I got a weird name so I just say, "Yaro." What we normally do nowadays, we swap Facebook or you swap LinkedIn, that's how I connect.

I haven't had a paper card in years, but you might go to groups where technology is not as big a deal as technology is for me. I'm always around techno people, so it's obvious, Facebook is the way to go.

With your group, I would be like, how about "Christian Men's Relationship" coach or something like that, or the "No More Divorce Coach for Christian Men," or something like that.

JERRY: Okay [*chuckle*]. Okay, my next question. A simple privacy policy form and how to do it or can I just copy the one I see on Aweber, privacy policy.

YARO: I'd do a Google for… I can't remember the term but if you search for like a free privacy policy, there's a couple of websites that give you templates but bear in mind, if you want to be 100% protected, you got to go to a lawyer. But, you can get a template by just a Google search.

JERRY: Can I use, I snucked and looked at yours…

YARO: Yes, you can take mine and edit it so it will work for you, that's fine.

JERRY: Okay. And, let me see, what's the difference between related post and interlinking? Is that the same thing because I download a plugin… Can you do a course on site structure, man? I've been doing site structure for a week and you say, SEO is not that important and I believe you but your site structure has to be right so people will come.

YARO: Yes.

JERRY: Because I don't know how to do site structures like you got to have these categories right, you got to have this right, so it has to be organized right so when people come, they can understand what's going on with your site. It's not an easy thing to learn.

YARO: No, and you can get lost in that. That's why I don't recommend you spend too much time. All that matters with site structure is your permalink, so the URL, the words you use in the website address and what's called the title tag, which is when you hover over the tab in the browser, it says the name of the page. So, those are the words that Google will use in the

search results. I think I go over this in Blog Mastermind. So, that's what matters the most.

Everything else, tagging, category structures, even things like interlinking. Interlinking in related posts, well, that helps their minor aspects. What really matters are those two things and you getting other websites to link to you. You need the people to link to you to increase your search rankings.

We could talk for hours here on related posts. Get yourself a related post plugin. At the end of the post, you can link to other blog posts. And, interlinking just means, if you write an article on, let's say, you're talking about, I don't know, I can only give you my example. I don't know much about the Christian Men's Divorce industry but I know from my example, if I write an article about let's say, traffic, I'm talking about the 80/20 rule. Inside that article about traffic, when I mentioned the 80/20 rule, I link to my blog post about the 80/20 rule. That's what interlinking is.

JERRY: Okay, got you. Okay, this is kind of on that a little bit, I know you have your main nav bar which has Home and About on it, when should I consider using a secondary menu? Like you have on your site, if you look at it, you have about a sitemap and contacting this little bitty area and then, but your secondary bar has the coaching and the home on it.

So, my question is, I have four categories I need to put in right now on that, so should I make a secondary nav bar or try to fit it into the… because I don't want to confuse, you know.

YARO: Yes, we can get into one nav bar. Don't have a secondary one. It's a difficult decision to make especially as your site grows. You've got all these different things you want to highlight.

Most important are home page, email opt in, about page, those are the things you got to get in. Everything else, secondary. A lot of these comes down to your design, your font size, too, Jerry. I don't recommend you get too caught up with it. Just think about what are your top five links. That's what matters the most. If you got more than that, then yes, maybe you need a secondary bar somewhere.

JERRY: Now see, Yaro, you know you got like 25 things on your nav bar and you're telling me to have five.

YARO: If I could have five…

JERRY: [*Laughter*] I'm just playing with you.

YARO: Every time I redesign, I try and drop down a few but it's hard. Wait until you've been blogging for ten years, Jerry and how much--

JERRY: Right [*laughter*]. And, when I get to ten years, I can say the same thing.

YARO: Yes.

JERRY: And so, well, one last question, you know how in the Wordpress, it has your page, then make a new page but [*unclear*] has page attributes and then, you can pick a parent category, and then, below that, it says, "paste template."

I'm trying to understand when do I create a page for an archive, because mine has default archive, blog and landing. The archive page, how does that work? Is that created automatically or do you have to create it?

YARO: I am not entirely sure. That sounds like something that could be related to your theme. I know I only have two things, I got pages and post and my blog post --

JERRY: Your sitemap is like your archive.

YARO: My sitemap is just a page and it's generated by a plugin. I got a sitemap plugin that just created a page and filled it with my sitemap.

JERRY: Oh.

YARO: These are technical questions. You're actually getting more technical than my knowledge there with that one, Jerry. You'd have to either speak to a tech person, do a bit of googling but I don't think you need to. You got your pages, your about page and your contact page, you know how to start a page. Everything else is a blog post.

JERRY: Got you.

YAROL That's the way to do it.

JERRY: And, that's why I am asking because I don't want to waste time on it, that's why I am asking.

YARO: Not something to get caught up on.

JERRY: Sweet, I'm done.

YARO: All right, Jerry. Good to talk to you.

JERRY: Thank you.

YARO: I'm glad we could go through all your questions.

JERRY: I think I had too many. Next call, I want to go over my membership site.

YARO: Okay.

JERRY: Because I have [*chuckle*]--

YARO: I've got Monique asking me questions here, Jerry so I really want to get to her.

JERRY: All right, so I will talk to you later. Thank you!

YARO: All right. Thanks, Jerry. Talk to you soon.

JERRY: Yes.

YARO: All right, Monique, I am going to try and invite you in again. It looks like there are two Moniques now. I don't know which one is you. If I can't get you in, then, I'll answer your questions in the chat room here and then, we're going to call it a day because wow, this has been pretty epic. We're at the, almost two and a half hours, definitely one of the longest ones and a good 60% of you are still here with me which is amazing. So, well done. So diligent. I think you're probably hungry too. I know I am hungry. I think I've got people waiting for me at the door, too.

Monique, hopefully you can pop in and you're getting some yes's. What I'll do is just read out your questions. So, Monique says, "I'm doing the Blog Money Finder. I'm starting fresh. I made my freebie but I thought I needed a landing page. I thought this was to test that there was a market before starting the blog, am I wrong?"

Second question, what is the best way to bring traffic to the landing page?"

Okay, Monique, you certainly can get out there with just a landing page. The only issue with that is there's no way for people to look you up. But, it obviously takes more work to go and set up a blog and like you said, you might not be sure what your blog is about so the landing page is something quicker to set up.

So, I just want a quick look at your landing page, let me move it over to the shared browser so we can all see it, and I'll switch over there. Okay, Monique… "Refresh your stale, everyday routine within 24 hours without changing your schedule. Wake up, eat breakfast, go to work, eat lunch, etc..."

One thing straight away here, "Complete the access form to gain access now," I'd actually ask you what are we gaining access to?

Monique, have you found us?

MONIQUE: Yes, I have.

YARO: Okay, good timing. I was looking at your site. What can we talk about here? First thing was I didn't know what you're actually giving away.

MONIQUE: [*Chuckle*] Okay, that's good to know. I'm really just looking at a niche for 20-30-year old females that are single that are bored with their everyday life. That is sort of my genre that I am going after.

I know it's not that specific but I am really looking to try and really try out this group of people and see what their problems are. I have some ideas just because of things that have happened in my own life and of people that

I've interacted with in real life. But, I'm going through the Blog Money Finder and I thought that we were supposed to make a landing page to bring people back to. So, I am not sure if I am wrong in that or--

YARO: You're right. A landing page is quicker and obviously, you can set it up in an hour and you can go out there and drive some traffic to it. You could spend some time in some Facebook groups and say, "Hey, I've got this freebie I am giving away. If you want more information…" You obviously can't just go in there and spam but you can go out there and do that or you could buy paid traffic through Facebook, that's sort of how you would do it to test whether people actually want to opt in. That's the first thing you would do and then, go through that blog test period.

The tricky thing I just want to point out with what you're talking about right now, it's very difficult to call boredom a problem because the solution to boredom is entertainment and entertainment is not something that you really sell as an information teaching product. It's Youtube. It's Netflix. It's videos on Facebook. There's so many different forms in entertainment.

I think you need to rephrase this from boredom to something else. Is it lack of purpose with your career? Or, lack of passion for what you find meaning in life but don't say boredom because that is very ambiguous.

MONIQUE: Okay. And then, my second question is where do you find is the best place to go and bring people in traffic to your landing page? I know that you talk about it a bit in Money Finder and just talk about Facebook ads and that, but is there something other than that that you can recommend?

YARO: Oh yes.

A lot of it depends on what the topic is. If let's say, you're going to be dealing with this issue of passion and purpose, women in their 30s and 20s or something like that, then there are so many different options. You've got personal development websites. You could ask to be a guest writer and write a post for them and link back to your landing page. You could get yourself interviewed on a podcast that targets that demographic and talks about personal growth, self-development and those sorts of things. You could, as I said before, join a Facebook group or several, join a forum community. One of my favorite ways actually is to buy someone else's product that's related to the subject because you're probably going into an area where there already are people. Buy a product that has a community attached to it. because that community will be full of people who spend money on that problem, so it's a great way to start building some relationships. Also, get in touch with the person who created the product because you can sort of help them. They might invite you on a podcast or feature you as a guest somewhere on a blog post or even a video interview.

In my case, I tell people that you should pick your strength with this, as well. If you love typing in communities, then join communities. If you feel you're confident enough to go out there and proclaim yourself as an expert, just get yourself on one podcast then you can go to other podcasts and say, "Hey, I was on this podcast. I want to be on your podcast." And, you can really get a lot of traffic quite quickly like a handful of good podcast interviews and you might have a thousand person email list by the end of it.

In other ways, an endorsement through an email list. That really requires a relationship though with the person who owns the email list. These are the higher leverage things. Communities and forums are simpler, leaving comments on other people's blogs, very low leverage. It's hard to get a lot of traffic.

If you've got money to spend, then a Facebook or an Instagram or a Twitter or Google adwords pay per click campaign is probably the way, I'd probably go Facebook right now or Instagram because the targeting is very specific and you can get it down.

This is the problem with doing this at this stage, if you spend money, it's going to cost you maybe at best between $0.10 and a dollar per lead. So, it's $100 for 100 people and that can add up pretty quickly. So, if you don't have a way to make money, you're basically throwing money out the door. So, you really want to be careful with paying money until you've got something for sale at the end of it because then, you can at least tie in spending a dollar to get a customer. All it takes is one $100 coaching client and you've made that money back.

So, I'm more inclined if you don't have a budget to go the route of, if you're a writer, guest post. If you're an expert, podcasts or YouTube videos, if you want to play the long game, start your own podcast. Start your own YouTube channel, start your own Facebook group, and of course, start your own blog [*chuckle*]. That's what we're all here for. That's where I would do it.

MONIQUE: Okay.

YARO: Any of those resonate with you?

MONIQUE: Yes, absolutely. It's just one of those things of should I already be putting out blog posts in that when I am just testing the waters or is the landing page enough?

YARO: In my experience, landing page is enough to get an opt in like to put it as an example, when I just had my Blog Mastermind launched, we had,

my friend Walter, running Facebook pay per click campaigns and it was direct to a landing page.

Now, the landing page had my free videos and the Blog Profits Blueprint as a follow up, so they were opting in for something of fairly significant value, but all I need to show was the landing page. Nothing else. That's all it was.

A lot of it depends on your targeting though. You really have to go after the right audiences and also, bear in mind, if there's nothing before the landing page, for example, if they haven't read a blog post of yours, it's going to be a lower conversion rate. It's kind of funny, you asked right now in this conference, everyone is talking about Facebook advertising. They're saying send people first to two blog posts and then, to the landing page because the blog posts are warming them up and then, you're getting them to convert better when they get to the landing page.

But, the answer is actually in testing. That's the only way to really find out.

MONIQUE: Okay, perfect. Thanks for your help.

YARO: No problem. Let me know what you end up rolling out the door with.

MONIQUE: Absolutely.

YARO: Okay, talk to you soon.

MONIQUE: Thanks.

YARO: All right, okay I think we're done. I am going to quickly check Xavier. Xavier, I can't put the link up to that because it's only for EJ Insiders, that one. If you go to the EJ Insider Membership Home page, scroll down below the forum. I know you're in the community. You'll find a link underneath the

forum to a video called, "How to Position Your First Offer." That's where you'll find that.

Otherwise, I think everything is good to go. So, thank you everyone who asked questions. All of you guys, Xavier, Jerry, Brigid, Liam, Monique, so many of you today. Really pretty epic call. So much going on. I'm tired. I'm hungry. I'm pretty sure you guys are, too. So, I am going to call it a day. We've got another coaching call coming up in just under two weeks, I believe. I'll be in Vancouver so that's where I am moving on to after San Diego with a brief stop in San Francisco. Otherwise, I'm going to go get dinner. So, thanks everyone for joining this coaching call.

The automatic reporting should go out to you within a moment and then, I'll send you the transcript and the video version as they are ready.

That's it. Thanks for joining me, guys. I'll talk to you on the next live coaching call. The community members, I'll see you in the community. Blog Mastermind, you guys keep working through it. See if you can catch up to Jerry with his thirteen times going through the program. You'll have a lot of clarity after that. That's for sure.

Thanks everyone. I'll talk to you very soon. Bye.