March 7th, 2016 Group Coaching Call

Hey there this is Yaro Starak. Welcome to a live coaching session for Blog Mastermind and EJ Insider community members. I have just hit the record button and broadcast this live Google Hangout. So, if you've never joined me before for one of these sessions, it is powered by Google's Hangout system and I use the Webinar Jam platform which gives us the power to have a chat room on the right side of the screen, which you should see if you're currently logged in correctly, and it also gives us the power to have a one-on-one conversation where you can request to speak by clicking the button to request to speak. You should see it now in the right side panel of your control panel and that will let me know that you'd like to speak, then I can press a button to invite you to become a speaker and then, we can see each other and we're both live on the webinar.

So, to begin with, if you could let me know if you're hearing me correctly, you're seeing the live video and just that everything technically is going great. I can see Barb has already said hello and if anyone else is here, Elena has said hello. It looks like we've got no technical issues for at least two people. I'll just check who's joining me in the room. We've got 16 already in here. Fantastic.

So, Mariana says hello. All right, so everything seems to be working from a technical standpoint. Hello to Tasha as well, lots of regular EJ Insider community members here.

So, just to give you guys a feel for how this works…

I have got some questions that have been emailed to me in advance. I'm going to get to those first today because I didn't get to them last week. I had to create in the last call, I had to create a second video because my voice was not so well a couple of weeks ago.

Hello to Kathy, Shayla, Lewis, Bridget, Kim and Miranda, great and Jeffrey as well. Okay, looks like we got a lot of people in here for today's session.

As I said, I am going to jump into the email questions first. If you have any technical problems during this session, you can click the button to reset your connection. It's the button underneath my video. You should see it below me. If that doesn't work, just close down your browser. Go back to the welcome email you got with the link for this webinar and rejoin it and hopefully that will fix your problem.

If my connection drops out, which it shouldn't, it hasn't happened in a long time but I am in an Airbnb in Vancouver at the moment. I've actually asked the owner of this apartment to speed up the Internet connection to make sure that we could do this webinar. It's hopefully pretty stable.

But, on the off-chance that it disconnects, what I'd like you to do is just wait about 15 minutes and I'll resend another link to your email address and you'll have to join a new webinar. Unfortunately, we can't restart the same webinar if my connection drops off. We have to start a second one. So, if it

happens early, I'll do that. If it happens towards the end of this webinar, I will probably just call it a day and do some kind of other special video for any questions I missed, or we'll jump into another webinar in a week or two just to make up for that.

But, fingers crossed, everything should be great. So, first thing I'm going to do is jump straight into the email questions. As I said, I'd like to get through to them first but I will be taking live questions as always. So, all you have to do is hit the request to speak button in the right side control panel and I can already see that one person has done that. Tasha has requested to speak. Now, Tasha, I'm going to get to you after the email questions.

If you do request to speak live with me, what will happen is when I invite you to speak, you're going to some windows pop up that are basically asking you to give your computer permission to join me live, to open up your camera, and open up your voice on your audio to speak to me. So, make sure you click yes to all of those buttons because we do have some people with technical problems at their end. It can be a bit tricky the first time you do it. Sometimes your browser has issues so just make sure you click yes to any of those pop-ups that happen.

But first, we're going to email questions. Just to quickly check the chat room and make sure no one's got any problems there. Hello Irene from Florida. Louis, your voice is delayed. That can happen. The stream might be slower than the audio. Unfortunately, it's a problem with the Hangout. There is not much I can do about that. A lot of it depends on your Internet connection and my Internet connection. We do the best we can.

Okay, I'm going to switch over to the first of the email questions from Claire and I'll share my windows, so you can see what we're working with here.

Claire is a new Blog Mastermind member, I believe, who have just joined this week and I believe is in the chat room by the looks of things. I see a Claire. So, Claire, you might want to elaborate further when I answer your question but I'll read it out first. So, Claire asks…

"I've been writing my blog since 2009 based on your ideas at SpeakOutLoud.net. I'm a specialist in the domestic violence field. I've gradually built to over a thousand subscribers with very few unsubscribers and every week I gain more. I do notice though that often someone contacts me for counseling or to write a court report and ask what my price is and then, I don't hear from them again. I wonder if (a), I am not showing enough evidence on my blog that I can provide in-depth help, or (b), I don't say the right things to give them confidence to pay the money for consultations, or (c), is it something else? I've always had an eye to monetizing the sites but have been low to put advertising or heavy come ons for a clientele that is largely under stress. The money is not as important as the integrity but I want to earn more than I am. I'd like your thoughts on this. Thanks, Yaro."

And, she's put a bunch of links to her website so I could see what she has.

I'm actually going to switch over to Claire's website so we can have a look at it. I've got another window open for that. Okay, let's find that one. Here we go.

All right, so this is Claire's blog / website.

So, one of the things I want to do first here, and this is for everyone because I actually have quite a few people asking me to take a look at their websites for today's session, is have a look at what you can see of Claire's website when you first land on it without scrolling down. This is what's called the above-the-fold section of a website. That's actually a term that's a remnant from back in the newspaper days because the top of the newspaper was considered above-the-fold because people would fold that newspaper, so whatever was above that fold line was considered above the fold and obviously, it's the area that gets the most attention because it would appear on the front page of the newspaper basically.

So, for our blog it's the same thing but it's what do we see without scrolling downwards. This really is the first impression that your site makes. So, I'm a big fan and strongly recommend that you have two things, a very clear message for what you stand for and what benefit you offer people and the email opt in, so a very clear call to action to join the email list.

So, Claire definitely has her a call to opt-in to an email list on the right side and she's got various statements here that's basically trying to tell us what you do. So, Claire, I know what you do because you told me in the email. You're a specialist in domestic violence field.

If someone's just arrived on your site, you got really two phrases that stand out about course of control and psychological abuse, and this other one, "I'm shining a light on the misuse of power and control in relationships." So, that's without scrolling downwards.

Those two statements are actually a little bit ambiguous and don't talk to the problem or the person who's coming to your site. They, kind of, I guess suggest what you know about, Claire but they don't say this site is about helping you deal with a problem. You can infer that it might be about helping something to do with coercive control and psychological abuse but those are quite academic and generic phrases. They don't really say like, "I'm going to help you if your husband has been hitting you physically violent and you're trying to recover from that situation." That would be a much more specific statement speaking to a specific person with a specific problem and that's the first thing I'd like you to change with this, Claire. Change the language especially on this above-the-fold section of your site to really speak to a single problem.

Now I've had the conversation with a lot of people in the community over the years when they're an expert like Claire, you sound like you are, and you want to say, "But I help all aspects of psychological abuse and physical abuse. How can I decide on just one specific message at the start?"

It's important you see this initial impression as basically you making a first impression to a person who has no idea who you are. If your first impression is generic like you're saying, "I help with psychological abuse,"

in their mind they're not thinking, "I'm looking for someone who helps with psychological abuse. I really need to recover from this partner I had who I was scared of because they hit me when they came home being drunk or tired."

They have a story going on in their head and you want to make sure the words on your page match that story. You're probably coming from a point where you're talking about your subject the way you know to talk about it. You need to talk about it the way your client or your customer or your target target audience talks about it in their head. What are they looking for? And that's especially important for your email opt in box.

At the moment, you've got this opt in box on the right here that says, "Join me. Learn about patterns of abuse. Get your free Power and Control Will plus abuser tactics list here."

I don't know what any of those things actually are and I don't know what they're trying to do. I don't know what problem they're helping me solve. I'd really like that to be a much simpler presentation of one solution to one problem. "Join list to get a free report to help you recover from the emotional suffering you've gone through as a result of being in a physically abusive or a psychologically abusive marriage or relationship." That would really speak to someone who's been to that situation.

A power and control wheel? That sounds like it might be something that is pretty cool but you need to connect it to a purpose, to a goal, to an

outcome same with abuser tactics list. That sounds like a list of things that an abuser could do to abuse people. That's one way of interpreting that.

So, you got to really get much more clarity and I think a little bit of simplicity with the language you use on your website, Claire.

We don't have time to go workshop every piece of copy on your site here but I suspect, knowing from all the experience I've had, it's this top area that matters most. Reading this section here about cursive control is your first initial impression, same with this section here and then, of course, the headline that gets people to opt in. So, those are the most important things. Get some clarity and what I'd like you to do is begin a dialogue with people here that leads to you selling your services or your products.

What I'm going to do with is I'm going to open up your landing page just to see whether you've…. No, I think we're on your landing page. So, we're on your landing page. I'm going to open up your counseling services page to just have a quick look at that.

I know what you're talking about. You're struggling to get customers and one of the reasons why you're probably struggling to get customers is, this is an answer for everyone. If you're having problems getting customers, there is basically three potential reasons why you're not getting customers.

One is the obvious one. You just don't have enough traffic coming to your site to see your offer. Two, is the slightly more difficult issue to solve. You might have traffic coming to your site but it's the wrong type of traffic. It's

not the traffic that's actually ready to buy your product. And three, it's your actual site itself. It doesn't use the language to speak and present your solutions in a clear way that then gets them excited because you are presenting yourself as the perfect solution to their problem.

What you have to do is try and solve all problems here, get the right language on your site, get the right process to build trust, build relationships through your email list, through your blog content, through your lead magnets that then leads to a very clear offer page which I am looking at on your site right now, to sell what it is you sell. This is just selling your service in this case.

And when you get that sorted, then you can go out there and go, "Where do I find the right traffic to see this content that will lead to buyer?" It's all those elements you need to tighten up Claire in order to get this conversion process going.

Now, the great thing is you're in Blog Mastermind so I go in depth into everything I've just talked about. So, your copy, your targeting, getting true empathy about your audience, how that translates into the right headlines, the right kind of content you give people in the first two weeks of your email sequence, all those things are in Blog Mastermind. So, you're going to have everything you need, I believe to get all of that tightened up and all obviously, you've got these live coaching calls, too.

But just for the sake of also looking at this page, again we got the issue here of you're trying to sell your services and you've got the headline, "Counseling and support with Claire."

Counseling and support for what problem, for which people to help them reach what goal? You need the specifics here. You need to have a much more powerful headline with a call to action.

It would probably make a lot more sense too if this page didn't have competing things like your opt in box necessarily shouldn't be on the page that sells your service. Not too big a deal but I'd like to consider this one page with only one thing they could do which is to buy your services. So, I would recommend removing the right bar altogether and just go with this one sales page.

The other thing is, with a page like this, there is a lot of elements you need to include that I haven't got time to go through them all, but it is a sales page and you're going to get training on how to put together these kind of offer pages. People in the EJ Insider Community have a video that goes through the 16 elements I recommend you include in a sales page for a product or service.

Now, 16 elements you may not have all 16 available, but you can do your best to get as many of those in there. So another thing you're going to need, Claire is just a better structure with more content through this page and how you present it because once again, this is an area where you got someone reading this who has a specific problem in their mind and if they

don't see you talking about their problem in this page, you're not talking about a story that connects with them, then they're not going to buy.

Those are the reasons why people don't buy. Those are the reasons why you're getting this disconnection between them approaching you, them asking for services and then never actually handing their money and never actually buying from you. It's just tightening up the messaging and that will improve things a lot.

All right, I'm just going to switch back just in case Claire has been chatting away in the chat room and I haven't seen anything. Okay, yes there she is. Claire, I'm going to call it done on yours for this session. If you want to follow up though, you are live with me so you're welcome to raise your hand and we can have a conversation when we jump over to the live questions.

So, let's switch away. Thank you, Claire for the great questions too. That's hopefully been helpful for other people as well.

Now, I'm going to switch back to the email questions. All right, Ahmeet, who is a regular email question sender for these live coaching sessions, I'll read out your questions.

"After going through the Blog Profits Test and workshop one which are in Blog Mastermind, these are the following niche or sub-niche under human resources management that Ahmeet has chosen -- helping HR people deal

with people related issues like grievances, conflicts, difference of opinions, perspectives, egos, etc.

"As HR job primarily involves handling and managing people, I thought rather than going for niches like HR software recruitment payroll, I thought this can be much more specific and I can also cater to this problem for long term as well. I may start some members-only forum where people can probably connect with me for advice relating to issues pertaining to only people."

Okay, right away, your question is... "Do you think this is a more specific niche under the HR marketplace? How do you see this from a long-term angle?"

Okay, let me put the caveat here. I don't work in the HR niche and I'm not a customer in HR either. So, I'm not your target audience and I have no experience or expertise, so it's difficult for me to come at this question from a place of knowledge and experience but, I can come at it from a place of marketing and just the psychology and strategy behind marketing.

Even with this phrase you've said here, "...helping people deal with related issues like grievances, conflicts, difference of opinions, perspectives, egos…" that to me, needs to be turned into a statement of a problem and your solution. I don't actually know what you're talking about because talking about general issues like a grievance, a grievance of what? A conflict, a conflict about what? A difference of opinion, a difference of opinion about what?

To me, those are the things that HR people deal with every day and it's just a generic aspects of working in HR. You're not saying, to me this is not a sub niche. It's just a whole bunch of problems that people in HR deal with. So, it's hard to say that can then be turned into a specific information marketing business.

If you gave me a headline into your email and I'll send you a free report on how to deal with the sexual confrontation issues in large businesses in the United States, if you're an HR manager, then to me, I'd go, "Okay, so now I know what you're talking about and I know who it's for, it's HR managers and large companies and it's specifically for sexual abuse cases." That gives me more information. It's a specific problem with a specific group of people, so I could give you more feedback in that way.

But, I'm moving on to your questions and see if I can continue to help you.

"After going through the workshop, please advise on the following. One, my blog which is old and has also substantial subscribers, should I still write my life story on top of 150 blog posts which were written in the past so it's like whatever blog post last was written."

I understand what you're asking. So, you're thinking, the life story post should be one the first posts, should you throw it on top of 150 other posts, won't it make a lot of sense?

Now, I wouldn't be too concerned about where it appears on your blog. The fact that you're writing it after writing a hundred and fifty other posts. What's important is you have this life story post available to present to people through your email sequence. That is literally the main reason.

The secondary reason is you'll also make it available at least linked from your about page, possibly in your navigation page as well. It's a place that makes a very important first impression about who you are, what you stand for and what your experience is as you relate to your problem that you help people solve. So, short answer is write it. Put it as the most recent blog post if you're concerned about it being on your home page. You can write it as a page instead of post in your blog so it doesn't appear on the blog home page. Or, just write it as a post and don't put the date as the current date. Put it a date in the past and then, it won't be the very top blog post. Whatever it is, just make sure you have that post available to you for your email sequence.

"Two, I have a home page, YourYoungHRManager.com, with opt in form at the top right after the page loads. Do you still advise that I should use or create a landing page after this? If yes, then that landing page should be long or short for the free email course that I will be asking my viewers to opt in for? Short or long. I meant that whenever I should detail out the free email course...

Okay, so two questions you're asking me-- should you have a landing page? The short answer is yes. A landing page is useful for anytime when you are doing some kind of direct marketing. By that, I mean you might get

interviewed on a podcast, you might get interviewed on a YouTube video, you might have an article published in Business Insider and when that happens, you want to direct people to the landing page rather than your blog home page because your landing page has one specific purpose. It presents information to tell people about what you can help them do and there is only one next step, join your email list. They land at your blog. Yes, you got your opt-in form at the top but you've got this blog post, you've got this sidebar. It's a little bit more generic and they might get lost. They might go read an article and then never come back again. If you get them on the email list, you've always got that point of contact, so that's why you have a landing page. It's for telling people to go to somewhere specific when you do your outreach, when you do your marketing outside of your blog.

Whether to do a short or long landing page, that is actually a split testing question. If you don't have a lot of resources and not a lot of time, a short one is fine. In fact, my best converting landing page for my main lead magnet, the Blog Profits Blueprint, after a three-way split test between a short and medium and a long page, ended up winning with the short page, the shortest page actually did have the best conversion.

That doesn't mean it will be the same for you. That's something you would split test, but at the very least, if you're going to get out there with something, put a short page up. It will be quicker.

Okay, moving on to three… Oh, I just want to have a quick look at your page because I know the rest of your questions relate to that. So, question

three, "What about all the other pages I should have apart from landing about on your blog?"

So, when you're talking about what what pages or what content should you present on your blog initially, so I am going to go to your site which I prepared earlier, I believe. Okay, moving… All right, we're at Ahmeet's website, "Young HR Manager, Get Your HR Job Rolling."

So let's look at this from the same perspective that we did for Claire. I'm not going to scroll the screen. So, this is what you can see on the page without going below the fold. So, the one good thing about Ahmeet's page is it has a fairly clear call to action and a very obvious join your email list. So, it says, "Are you ready to create a more profoundly meaningful career in Human Resources. Subscribe and join a list of twelve and a half thousand awesome HR folks today."

So, that's not a bad call to action to join a newsletter by the way, Ahmeet. The social proof is great. The fact that you've got twelve and a half thousand people on it means people are going to go this is serious. This is legitimate. I'm going to join. It's a bit generic. I'm assuming you're promoting a newsletter here as opposed to a specific email course or a free report or a video or a webinar, so that's why your headline is a bit more generic. And, since you have twelve and a half thousand people join, you've obviously had no problems getting people to subscribe, so that's great.

In terms of the rest of your site, for me, one of the things I like to see when you're going to do a personal branding expert blog is an actual picture of

the person behind the blog itself. It creates a lot of personal connection. It makes you see more trustworthy. Humans like to connect with other humans. Personal branding is really powerful today. It's one of the core marketing tools we have especially as individuals. It's how you make yourself appear different from everyone else. In fact, you've got a great position for a picture, this right side of the space you've got here. I could see a nice picture of you like, "Hi, I'm Ahmeet and I'm a super fan of HR and I'd love to help you advance your career in HR," with maybe a link to your life story or even just leave it as this just with a picture and a little bit about you.

Besides that, to go back to your original questions, what pages should you have? You've got the basis ones. You've got a very clear call to action at the top to join your email list. You've got your recent content which is great. The picture is the only thing I'd recommend incorporating into your design somewhere. You've got your about page, contact, blog.

Some of the other pages that you could consider building over time is a resources page where you list all the resources you recommend your people use, perhaps a how-to start page where you list all the best content from your blog in some kind of structure you recommend people work through. Those are two pages that I think can have a really big impact on how long people stay at your site, it's sort of the value you present.

Because what you're trying to do here is really two things, one is to get your people to join your email list which you are doing a good job of. Two is to help them find what they need in your blog, so things like a search engine,

a how-to start page and a resources page will really help with that and then, on the other side of the fence is your credibility, so should people trust this information? And, that's why you have an about page, a life story post and a picture of you. Those are the areas I'd look at improving in your design.

Besides that though, I think you've got a great base to start with and your twelve and a half thousand subscribers I think, is a proof of concept that you're doing pretty well on that front.

I'll just switch back to the email questions so we can see the rest of Ahmeet's questions.

Four, "On the about page, would this help in building more credibility if I tell how people have contributed in my learning, my personal details about parents, teachers , etc. Would that be relevant on the about page?

Okay, just to clarify an about page is purely about two things. First of all, what does this blog or website got for the visitors? So, it's all about the person coming to that site and what are the benefits there for them? I would have a really simple dot points. "This is what you can get from this blog, or this is what you can get from my website."

The second aspect is a brief introduction to you and who you are, a picture of yourself and then, why you did this, a little blurb about what your passions are. Now, that's really it. Those are two most important things. From there, you could obviously include a lot of other stuff. You can have a

link to sign up to your email list, which I think you should have. You could have some press details, that's what I put on my About Page so people can grab a blurb for using in press coverage as well as some press pictures of myself. Those are options but don't confuse the About Page with the Life Story page. The Life Story is like a full-blown article. Your About Page is meant to be something that people can read quickly, grasp an overview of what the site offers to them, and then, move on. The life story page is a story. This is about you. That's when your parents could come into it, mentors you've had. Obviously, that story needs to relate to the topic of your blog so HR and that sort of thing, but understand the difference. One is a story, one is a summary. About Page is a summary, life story is a story.

Now, you can link to your life story from your about page if they want more about you but don't treat your About Page like a life story page. I have seen people combine them. The about page is both, an about section at the top and a life story section down the bottom. That can work, too. There is no reason why you can't separate them.

The reason why I like to separate them is I'd like to have the life story be a story from start to finish and not be broken down with like a list of bullet points of what the blog is about. That information doesn't make sense if you're trying to have someone engaged with the story. That's why I separate them.

Okay, moving on to your fifth and final question, "I'm using Thrive content builder for creating wonderful blog posts, (for example like this one that

you've linked to there) and drive leads for getting opt ins." That's great. I love them both. Sorry, your second last question.

Will you suggest to use such plugins to create content because you're concerned that one day, those plugins won't be supported?

Let me answer that one. I don't think that should be a reason not to use them to create your content. I think at the bare minimum, Thrive right now works really well. So, it's not like it's going to disappear. You're always going to have access to it as it is now. One day, yes, the company might no longer be in business and you won't get any new updates but, your blog will always function as it is. So, I think if Thrive is making it easier for you to present your content and certainly easier for you to collect leads to create an opt-in list, that's one of the best things in my mind about Thrive then, yes go for it. I recommend it to anyone. I've started to use it for my own site, for landing pages as well.

Last one, six... "I'm juggling with my job and Blog Mastermind 2.0. My pace of learning and implementation is slow due to my job commitments. Can you advise me as to how I should prioritize my blogging activity over my full-time work to get maximum benefit out of the course? Any quick tips or suggestions?"

Okay good question, Ahmeet. This is a common one I come up against from a lot of people. A lot of people have full-time jobs and families and they're trying to start their business as well as study a course at the same

time and I've seen and interviewed and worked with people who've succeeded in that situation. I know what they do.

What they do really well is block out one or two blocks of time of an hour to two hours long in their day, often it's first thing in the morning. Sometimes it's in the evening before they go to bed, sometimes it's both. Some people do a crazy amount of work on weekends like they write every single blog post and every single email for the entire week on a Sunday or something like that. The key is to find that block of time or ideally, a couple of blocks of time a day and makes sure you're doing the right task for your current situation. So, this is the tricky part here. You have to make sure that you're really optimizing the use of your limited time because you have the job and also your limited energy. That's something I think that doesn't get talked about enough. The fact is, when you have a full-time job, you're pretty tired when you come home. So, that's why maybe doing the block of time first thing in the morning makes more sense because you wake up with energy and you can get your best creative juices flowing then, and then make sure you're doing the right task.

In your situation, once you get your message clear so that the words on your headlines, the opt in forms, the blog design and the layout, focus on that first which I talk about in Blog Mastermind, but after that, your job really comes down to two things-- the content you give to people and the marketing you go out there to bring people to that content.

So, if you're splitting up your time between those two activities, then you're doing the right tasks. What you don't want to get caught up with is doing

things that you're not ready for. Don't dive in and create a six-month course or even a six-week course if you have no audience to sell it to yet because a course will probably take you months to create and suck all your time.

Don't go spending all your working time trying to maintain five different social media channels when at the end of the day, that's not going to have a big impact on your results at this point. If you decide one of those social media channels is an important marketing tool, then by all means, put your time between content production for your blog and email list, and then maybe spend the rest of your time on Pinterest to grow your traffic if that's the traffic strategy for you but definitely, don't try and do it all because you're going to get no results across them all or very little results across them all.

Again, that's something I heavily emphasize in the traffic section of Blog Mastermind. Pick one or two platforms and go deep. Don't spread yourself across multiple platforms. The shorter answer is though marketing and content, find your blocks of time. Obviously, as you study the program that's your first task, so study Blog Mastermind and I do recommend to everyone who takes the course, go through it in one big review without actually doing any actions. You can take notes and plan things but don't try and do workshop one and then do it. Go workshop 1, 2, 3, 4, 5, 6, get an overview, see the start to finish process you're doing, then go back and start workshop one again, but this time, focus more on the action so you create, build and execute what you learn. That's how I recommend you take any kind of course.

And also, one last tip with that, be careful about what you study and not trying to take too many courses or study too many materials at once because what will happen is you'll end up confusing yourself because one program might be teaching you all about social media, another one is all about webinars, another one's all about email marketing. Mine is all about blogging and email marketing and everyone's telling you different things. What people teach you, it might not be great advise, but something should be done at the beginning, something should be done in the middle, something should be done at the end. You might be not at the right phase for all these other information you're learning. So, only apply what you need to learn about now not what you need to learn about for two or three steps in the future. You can learn about that when it's time to learn about it.

Okay Ahmeet, I hope that was helpful. I'm just going to quickly zip into the chat room and make sure nothing's off. Everyone's going good. I've got a few people asking about where the life story goes. Life story is a blog post as Elena has pointed out in the chat room there, as well. It can be a post or a page. It's just something that sits on your blog. I have a stand-alone page of my blog. You can see it. It's right at the top link from Entrepreneur's Journey. I'll just quickly show you guys my… Actually, I have two different types of life stories.

I'll jump over here. So, I did these two different ways. My original life story series is a six-part blog post series that I wrote over several years, actually. I wrote the first one in my first year of blogging then I kept adding to it. It's not the one I use today because it's too long and disconnected and it's a lot of information. I wouldn't see people going through six blog posts.

So, when I did a redesign of my blog about three years ago, I wanted to have a concise, much more strategic life story, so I wrote this one here which you can see is pretty obvious, Read My Life Story, and people click to that, then these has two things. It's got my life story in audio and my life story in video as well from a talk I did at a live event in Australia. This is basically it here. It looks like a blog post but it's basically me telling a story about how I got into what I do and a background of how I made money and how I became an entrepreneur and the different businesses I had beforehand and then what I'm doing currently today, and then I take them through to the next step.

So, that's what I'm looking for you to do. Have a very clear story about you and you can post that in your header, definitely in your email list and it's just a great way to make a positive first impression and demonstrate your credibility.

Okay, now I know we have some people eagerly awaiting to speak to me live, Tasha and Claire. Claire, I know I answered your email questions, so I'll jump back to you later. I want to give a hundred percent of my attention to the emails because I didn't have a chance last week. We only got five of them. It won't take me much longer to get back to all the email questions, so I'm going to jump to Mariana's email question now and then, we'll do live questions.

All right, Mariana. Mariana is a very active member of the community. I love seeing the work she's doing. She asks…

"This is the one thing I need help with. What kind of paid informational products to create for my readers? Here are her best ideas... Writing an ebook, or then developing a flagship course and possibly offering a Facebook group along with the flagship course.

In my niche, bloggers are offering workshops and wardrobe consultations, all done locally, not online. There are a few membership sites from the big websites or magazines in the sewing niche but they offer very cheap memberships about $2 to $3 a month and a large database of videos, tutorials information.

At the end of the week, I'm releasing my first lead magnet then I want to begin writing ebook to create at least one low-priced product. After that, I think I will start developing the modules, the middle priced flagship course. I have further ideas to develop a membership platform in the future with digital products and a membership site, some sort of school with focus system to teach others about things related to my niche. What do you think, what other ideas do you have?"

So, just to clarify for everyone else, Mariana is in the niche of basically taking your old clothes and using sewing skills to create designer clothes. She helps people to learn how to make more interesting and it's kind of like a hobby market, but it's also a way to improve your wardrobe.

Now, the sewing niche is obviously huge online, so there's no doubt there is money being made there. Mariana, the one thing I want to be careful with

here is it is a hobby niche that doesn't necessarily relate to an outcome that is worth thousands of dollars. So, one thing that we all have to be cognizant of when we're creating flagship courses or any high-priced product is does our course equate to at least that value or more as an outcome to the person who potentially will buy it?

Now, sometimes it's easy to do a direct transaction calculation. For example, in my case, my flagship course, if I'm going to charge $1,000 for it, I can say you're going to learn how to make $10,000 a month from your blogging business. The math is pretty straightforward, thousand-dollar course, value equation that the end, ten thousand a month business, that makes sense.

Sometimes, the subject matter is more not financial, so it might be something like losing weight and you can't put a number on that, but it's easy to value that highly. Like, for example, how much is your life worth? Because you losing weight could save your life. So, charging $1000 for a comprehensive losing weight course, again you can justify it.

Now, in your case Mariana, you have to go, "Well, what can I offer to this group where they might justify paying three, four, five, six, seven, eight hundred, a thousand dollars for a flagship course in this sewing niche, in this clothing niche?" That, I don't know how to do that in your market. I'm not sure how to equate that. And, I actually do think the reason why there are so many membership sites at that sort of two to three dollar a month level is your industry if full of a lot of hobbyists who love and are passionate about this subject but they have a limited budget to spend money on it.

They're knitters, they're people who like fashion but we're not talking high end fashion where they are spending thousands of dollars because that's not the people who would go online to make their own clothing.

So, you have to meet people where they are is what I'm saying. You might benefit from a membership model that is on the lower price but go for a lot of members like maybe a $10 a month membership site with the goal of getting a thousand members and then, you've got your six-figure income from that.

That's not necessarily unrealistic if you can reach enough people and that's again, a case of meeting them where they are. However, I do like your idea of starting with an ebook because that's a low-priced product. It should be realistic for people to buy that in your market. What I recommend you consider doing as a nice way to speed towards a membership site in your case, Mariana, is the day you have your ebook ready, offer an upsell to your Facebook membership straightaway. Offer a free month to people who buy the ebook as an upsell and see if you can get this Facebook group going and keep it low priced. Offer $9 a month or something like that or maybe the same monthly fee as the ebook, so if you end up charging $20 or $19 for the ebook, offer them an upsell one month free membership to my premium Facebook knitting community or clothing design community, and then, it's $19 a month ongoing or something like that.

And then, you can immediately start building a membership when you get this ebook out there, and that could potentially be all you need to get going with a full-time income. A Facebook group, you charge money for.

Obviously, the Facebook group is going to have something in it. You probably have to consider having some kind of database of your own, of videos that they can download to go through things and you can keep going through new videos, you could do webinars where you teach people live, get yourself set up with a pretty cool video setup area with you in front of a table and showing people how you do what you do with fashion and clothing and sewing and just make it something valuable, and just over-deliver.

If you're charging $19 for a membership site, you can easily offer more value especially over time as you build up a database of content, of videos, and so on. So, that would be my advice for you going forward. I think in your case in particular, it's hard to offer private coaching. Again, it's a hobbyist niche so it's not really a solving a problem niche. It's fashion. It's people who care about fashion and sewing and clothing.

So, a low-priced ebook leading to a low-priced membership is, I think, your best strategy to start with. It certainly would be the first thing I'd test. And, that's pretty easy for you to get set up with quickly, so let me know what you'll think of that. Happy to continue to discuss it with you in the community or on our next live webinar, Mariana. And, keep up the good work. I love watching what you're doing on Instagram.

Okay, I'm quickly going to check the chat room, make sure everything's going well. Okay, looks like everything is there. So, I'm going to switch to the second last of the email questions. I've got Xavier and I'm not sure if it's

Louis or Lewis. I think it's Louis from the email questions, then I will transition over to the live questions.

Xavier asks... "Please find our first version rough draft of a landing page and a PDF diagram of my conceptual direction for product funnel so far. My questions, what is your general impression and is there anything that comes to mind that we might be overlooking at this point and we'll have a look at that page in a moment, and just for good measure, here is my rough draft sales page."

I will have a look at that, as well and I'll pull up your PDF. I forgot to preload that, so I'll just grab that quickly while I switch over to the landing page. All right... Okay, so this is the Non-profit Growth Academy, so NPGAcademy.com. Like we did for the previous two, let's have a look, that was Claire and Ahmeet. This is Xavier. Xavier's page without scrolling down. This is the above the fold. So, what can we see?

A picture and a logo and a headline. First issue with this, there's actually no opt-in box that I can see without scrolling down. That's always an issue. Simple answer with that is your picture is too big or maybe the opt in box should be part of the picture. I just think the picture is too big personally, but also let's think about this. The Nonprofit Growth Academy, a little bit ambiguous what that is but it's okay for a logo. The important thing will be the headline, "The inside track to starting your 501(c)(3) non-profit."

That immediately, it's a little bit industry-specific. I don't know if you... do you want to speak to only the people who know what a 501(c)(3) is? There

might be a lot of people out there interested in starting a nonprofit but have no idea what a 501(c)(3) is. I don't. So, it would be better if you can have a nice clear headline there that was again, this is going back to what I said to Claire at the very start of the email questions, what is it this group of people want?

They probably want to know how to set up a nonprofit correctly so they don't get in trouble with the government so they can keep track of the money correctly, avoid going to jail, make sure they're distributing money ethically. I don't know what the main concerns are for a non-profit. But, whatever they are, this is what it needs to say in the headlines. So, let's go with the how to make sure you're structuring for tax correctly. It will be something like, "Are you thinking of starting a nonprofit?" What's that, a company… so, "Are you thinking of starting a nonprofit organization and you're not sure how to structure things legally and making sure that you got your tax structure correct, as well? Enter your name and email below for the free report and I'll teach you how to, one, structure your nonprofit so that you're not breaking any legal rules, but you're also getting maximum tax benefit from an accounting perspective. Two, what forms you need to fill out, how to minimize the paperwork. Three, what experts you should hire, where the best people for this sort of thing. That's what I want to see above the fold.

Now, I will scroll down here for you, Xavier, because I know you've got some of these on the page but it's not above the fold. So, let's say I landed on your page and this is all we saw. So, forget about the picture and the logo but we saw this. Immediately, this is already a better landing page,

"The 7-step formula for launching your nonprofit. Be empowered. Bring your vision to life. Do well by doing good."

A little bit generic but it is definitely straightaway more compelling, so this should be the top of the page. That headline should be at the top of the page. "How to bring your 501(c)(3) vision to life." I don't like the fact that you're using the 501(c)(3) term because you're immediately eliminating any person on the planet who doesn't know what that is and I suspect there's a lot of people who are interested in nonprofits but don't know what a 501(c)(3) is. So, it would be so good if that's said, "How to bring your non-profit organisation vision to life," or, "How to do your nonprofit vision to life and do good in the world." That would be simpler and clearer and appeal to more people.

"Seven essential steps to launch your nonprofit in 30 days or less." That's a great headline. I don't understand why you're not using that at the top of the page. "Seven essential steps to launch your nonprofit in 30 days or less and then, enter your name and email." That would be the headline I'd be testing straightaway.

The only other thing you might want to include with that is what are the pitfalls or what are the things that they need to get right, so maybe some dot points just mentioning a few of those things, and here they are. These are sorts of things where... Yes, so basically we just need to get rid of this top section, change your headline a bit and then, I think you've got a good landing page. So, I'll leave it at that for that. I'm going to have a quick look at your sales page, as well.

The main thing for you, Xavier with this sort of phase is actually testing this with some targeted traffic and seeing what your conversion rate is for that opt in page. So, this is your start of a sales page. I'm not going to go too brutal on you because I know you're only just getting this up and running. So, it's not really ready yet but, yes, you've got the foundation of something going there.

Same thing I'd say to you, Xavier. If you, I don't know if you're a community member or you're going through Blog Mastermind. Either way, both of those programs have access to some specific training on sales pages or making offers, so make sure you hit all those points.

When I say that, I won't go through them all here but there is a structure to a sales page. There is a structure to a longer form offer. This is when you're selling something, so whether you're selling private coaching, selling a flagship course, selling an ebook, selling a service, there is a structure of content that will hit all the right persuasion messaging that you need to bring people across and become customers. It usually starts with things like beginning with a story, so often and you can look at all my sales pages, what you'll find is they'll usually start with one or two things. I dive straight into a story and it's usually a hero's journey story, so I talk about how I was failing at something, how I struggled to get something. It might have been like how I struggled to get traffic and then, I try all these things and it didn't work.

Then, I figured out if I did this, it didn't work, it's a hero's journey. So, from being a failure to succeeding and what happened, then you start turning your hero's journey into a solution. So, what I learned from that journey was that there was a solution that could be applied. I actually had some of my friends apply it and it worked for them too, so I packaged that up into a solution, a process, a system and that's what I sell in this product, and then, you go and switch to, okay, what are the benefits of the product and you might have a huge bullet point list of all the benefits, not the features, the benefits and then, you might include things like some case studies, some testimonials, some examples, some statistics and then you've got some credibility proof you might show yourself being on TV or some badges showing you've appeared on certain magazines or newspapers. All these elements that are building trust and persuading people that you have a legitimate product. Every person listening to this webinar was exposed to those kinds of elements in my content. So, you would have seen that in my sales page, in my blog posts, in my podcasts... All these persuasion, trust-building elements that combine sometimes overtime, sometimes in one session to convince someone to buy what you're selling.

So, I would look at this page and start seeing if you can tick the box and all of those elements, get them all included into this page and it will convert better. In your case too, a video might be the way to go, I think, Xavier to help a bit with what you're doing.

I just want to open up, the one thing I forgot about which is your PDF, so let me grab that quickly. I got to find it. Xavier and I had a conversation… Okay, here it is. And I might just bring this up because I think Xavier has his

hand up and wants to communicate, so I'll open up your PDF and I will switch to that quickly.

All right, here's your PDF and while everyone is looking at that, which might confuse people, I'll just quickly, okay, all right, Jamie's got her hand up, too. You know what, I think it is a good time. I feel like I'm bumping Claire and Tasha if I talk to you Xavier first because I know Claire and Tasha had their hands up.

I'm going to say pause on you, Xavier. I'm going to finish Louis and then, we'll call all the email questions done, and then, we're going to go Tasha, Claire and Xavier and make sure everyone gets their turn in the live questions, as well. So, I'll save that PDF for Xavier's live session and you can perhaps break it down a bit more with me. We'll just finish off with, I think it's Louis. Louis? I hope it's Louis. I think Louis is in the chat room as well.

Okay, Louis, "One, is the citing of information necessary for writing reports? I do have information from my own experiences but I use WebMD and some of my company, Melaleuca, for references occasionally."

Okay, short answer is it's certainly not a bad idea. You're talking about citing research as a way to demonstrate the credibility of your information. That is definitely a helpful thing to do Louis, but it does depend on where you're citing it from. You want to make sure you're obviously using a source that is reputable. You don't want to go and source information that ends up making you look bad, so I'd just be a little bit careful about where you

source information from, but as a general rule, it's always a good thing to include statistics, referencing any kind of research peer-reviewed research that's been done, even just an article in a journal as a source is a great way to lend serious credibility to what you're saying, especially if you're in some sort of medical, scientific, even financial field if you can point to some kind of research to back up your case. You're just going to sound that much more credible and trustworthy.

"Two, I contacted the Melaleuca company for advice on using you to introduce myself to others and they said be vague on the company, but you can talk about the product for certain illnesses or something. I want to be able to encourage clients to ask me for advice, and then I will contact them directly on setting up a presentation for the Melaleuca company as this is the way to do business with them. I want to be sure this will work with blogging."

I'm not sure what the question is. I think you're asking whether partnering with this company and using a blog to promote them is a workable strategy. The short answer is yes. To be clear, when you're learning everything that I teach and certainly everything that we go through in the community, I'm teaching you how to sell with a blog and an email list. It really doesn't matter what you're selling. Marketing and selling is universal, fundamental, so you can pretty much sell anything using these two tools-- a blog and an email list especially when you get the copy, the words you use are right when you're speaking to the right audience with the right message, when you use all the persuasion techniques I've been talking about like authenticity, credibility, social proof, testimonials, case studies, research

like scientific research like you were talking about, those things can be used to sell anything. Obviously, there has to be demand for those things on the internet for it to work, but the fundamentals are universal. So, I wouldn't worry about that at all.

The last question on the email question, three, "I am slow to get moving with my own health issues but want to know if there is a set of schedule I should keep to to learn all I can until I get sure of the type of blog I want to do. I'm thinking of skin as my main focus such as recognizing skin problems as another problem deep inside the body that could be happening."

That may not be a question. Okay, I think you kind of got the question there. The question you're asking me is do you have to stick to a schedule?

No, it's the short answer. There's no deadlines in terms of me taking away your access to the content if you're talking about Blog Mastermind or your community membership, but as long as you're paid for the program, then you have lifetime access as long as I'm still running this business. So, don't feel the pressure of any deadlines. You have access to these live coaching webinars. I do them at least once a month throughout the year, so we're going to do a lot more this year, so you got plenty of time to email questions or talk to me live or do both.

The only thing I recommend is you come up with some kind of structure of deadlines of habits for yourself. There's nothing worse than that feeling of not moving forward. As you finish the training I give you, sit down and think,

"Okay, what's the most important thing I need to work on today, this week, this month, and then give yourself your own deadlines to work towards. Be realistic but give yourself some pressure because deadlines do force you to take action. I do strongly recommend some form of public accountability whether that's partnering with a friend, joining a mastermind group, going into a community and saying, "I'm going to get this done by this time."

I remember one of my mentors, Eben Pagan, he's a big fan of doing live events. He said the live events rarely made money for him. They weren't profitable but they did two things. One, they gave them a massive public deadline. If you don't have all the content ready for the live event, you're in trouble. You've got all these people showing up so you have to create all the content, and then, two, all that content turned into information products that he sold over and over again online. So, it allowed him to give himself a deadline and it created products for his business, so you can do the same thing. I find it my own experience. If you say I'm teaching a webinar, that forces you to create the content for the webinar, or I'm going to have this free report ready for you in two weeks' time and you create a landing page, and you tell everyone about it, then those are great ways to make sure you get stuff done.

Okay, Louis, I hope that was helpful. I can see you in the chat room and you're saying, "I just want to get my best production to get it right." You understand you want a balance between following the steps but also being clear that you're actually targeting the right audience and you have the right message.

That that's what we're here for. If you want to get some clarity on your subject with skin problems, talk to me or email a question. Okay, I'm going to switch to the live questions now. That's the end of the email questions. Let me go to the live questions.

Now, I've got Tasha, Claire and Xavier with their hands up. So, Tasha, you were first, so I'm going to click now to invite you into this live call to talk to me live. You're going to get some windows popping up asking you to give permission to your computer to share your video and audio, so make sure you click yes when those windows pop up. And then, fingers crossed, you're going to join me live and we can have a conversation with everyone else listening in.

And then, I'll go to Claire and Xavier who both sent through email questions, so hopefully we can clarify the answers I've already given and continue those discussions.

One thing to know about these live hangouts is you're actually watching me with a thirty-second delay. So, if you do raise your hand to join me live, you'll jump on live with me and then, when you finish, you'll go back to the 30-second delay stream so you'll actually be watching yourself talk for 30 seconds. It's a bit weird the first time you see it.

Also, with this, if there are technical problems that you're in, which seems to happen to a good 30% of people who try to speak to me live, some of the problems have often to do with your browsers, so if you're using Chrome, switch to Safari or Firefox and that might solve the problem.

Bridget had that problem but it looks like Tasha is on the way to joining me live. Tasha is a regular community member I know.

Hi Tasha, how are you doing?

TASHA: [*Silence*]

YARO: Only thing we haven't got is your audio. Is your microphone on? I'm seeing you but not hearing you.

Okay, you might try that. Where is your microphone source? No, I'm seeing it but not hearing it. You might want to check your system settings on your computer to see what the audio source is as well. I will tell jokes while we wait for you to figure out your audio problem. I really shouldn't. I'm not really good at one-liners, so… I'll have a sip of water.

Are you on a Mac? If you're on a Mac, if you go to system settings, you can check your audio section and it will tell you what source under the sound is where you can see under the input level whether the bars are moving or not. That can let you know if your computer is working, but often you select-- say it again?

No, I can see your mouth saying, "Can you hear me now?" But, I can't hear your voice.

I don't think we will be able to do this with lip reading. I'm not that good. Okay, while you figure that out, Tasha, I'm going to invite Claire in and we

can always have a three-way with this. Let me see... All right, well, let me see, Claire, where are you?

Okay, Claire, I just invited you in. Oh there we go, Tasha, you just made some noise.

TASHA: I did?

YARO: There you go. You're good to go.

TASHA: All right.

YARO: How are you?

TASHA: [*Silence*]

YARO: No, I think we lost you again.

TASHA: Okay.

YARO: Oh, there you are. Can you hear me?

TASHA: Yes, I can hear you.

YARO: Okay, good.

TASHA: I'll take these off.

Hi, okay, so I'll just get started here because I've wasted a little bit of time.

YARO: No problem.

TASHA: I have a round of questions and I'll just go. I ordered them in a certain order to ask you.

YARO: No problem.

TASHA: I've started creating two eBooks. One is on how to make videos yourself and the second is how to market your videos online and track them and then, see how successful they are. And, I've written one and it's being edited and the second one, I'm in the middle of writing and so, that's happening.

There's that. I need to think about how I want to use them because if I break them down, I can make them into some really amazing pillar articles or I can keep them as an ebook. I have no content at this moment because I've been focusing on that content in terms of posts and things like that. So, I'm trying to figure out which way to go with that. I'm leaning towards using them something like an ebook or keeping them, I have a hard time asking for money so...

YARO: [*Chuckle*] Okay.

TASHA: I don't want to give them away but I also have a hard time, I don't know how much to charge for them. So, that's question number one. And then, I can go into the next question.

YARO: All right, well, let's do that one first. They sound like very top level subjects. They're not like really one aspect of video. It's like a complete A to zed guide, is that right?

TASHA: Yes, there's a lot going on, so there's a lot of information, a lot of new information that people haven't probably heard of, a lot of explaining and a lot of directions.

YARO: Right, and how many pages and…?

TASHA: The one on marketing that's finished, Marketing Your Video, is anywhere from, it depends on if it's double spaced or not, but it's anywhere from 50 to 75 pages.

YARO: Okay.

TASHA: The next one that I am writing right now is at around 25 pages, but I always write it with five and a half inch margins and like all one, so I don't know, it will be a lot longer.

YARO: Just to clarify, who is your target audience? You're not helping everyone who wants to do video, or are you?

TASHA: No, no. Definitely not. Oh, I figured out, thank you, Yaro. Thank you for helping me figure out a lot of these stuff but through my whole process on EJ Insider, figuring out that my target audience are newbies to video in general and people who need to just know how to orient themselves with the process and get themselves started. So, that's how I approach both of these books that I am writing, wrote.

The next round of my courses are whatever I could get into some really deeper, more advanced things for me.

YARO: And, what's their goal? Are they hobbyists? Are they trying to run a small business? Are they artists? What are they doing video for?

TASHA: I'm finding that people who I can help the most, I think are small business owners who need to incorporate the video into their business somehow, and I can help them decide in which ways it would be best, and what types of videos and how to get started on that.

YARO: Okay, great. So, if you're going after small business owners, currently the trend of the personal brand business owner, like for me, an example, and let's not forget everyone out there who is running a blog, doing YouTube, podcasting, anyone who is anyone in whatever industry, if they're the personal brand behind the business, chances are, it's them on a video. So, you're saying to them, "These are the five most important videos you need and I'll teach you how to create them." You need your about video, or maybe like I teach, the about video, a life story video, a sales

page video, an opt in landing page video, all those sorts of core marketing videos. I am assuming you're probably talking about a lot of that.

So, the first thing I would say, make sure you're messaging is as targeted as that. Are you a personal brand business owner, let me tell you the five most important videos you need on your website today. Something like that would be a fantastic landing page.

I think in your case, it's kind of funny that you're teaching video but you're talking about books, right? So, they almost would expect you to teach video, if you're teaching how to do video, right?

TASHA: Right, I've heard that, yes.

YARO: Yes.

TASHA: And, I can turn them so easily into... every video has to start out with a script of content.

YARO: Right.

TASHA: I can easily turn it into [*unclear*].

YARO: Yes, okay, there's no specific absolute best way to do this. A lot of it, for me the best advice I can give you is leverage these things in as many ways as you can, so having them as free reports for a lead magnet to give them away, to get people to grow your email list, if you don't have that or

something as a lead magnet yet in your business then, having one of those, how to market yourself with video sounds like a good lead magnet, and if you're talking around the 50-page mark, that's a pretty solid freebie. There is no reason why that can't be a Kindle book that you sell on Kindle. I wouldn't necessarily start there because that's a different strategy. It might be something you do in the future.

Then, there's no reason why you can't take a few chapters from the book and put them as blog posts. Often, I teach and recommend bloggers do the reverse actually. They write a bunch of blog posts that get turned into a free report which then is given away as a lead magnet. You could do the opposite. "Give it away as a lead magnet from day one but then, start stripping out some of the chapters as blog posts."

If that makes sense, it's like… the important thing here is you want to think of a linear funnel. You're trying to take people through a pathway, so they come to your blog. They did a Google search or they found you through a shared Facebook article on some aspect of video, it might have been, maybe you do, let's say you do a video on the five most important videos you need on your website today if you're a small business owner and you're the face of your business. So, you do a video. It might be ten minutes long. It talks about those five videos. They find it in YouTube or they find it in Facebook. They come to your website, they watch the video.

At the end of the video, you say, "Hey, if you're really interested in marketing yourself with video online, grab my free report, it's 50 pages of solid content. I'll teach you the A to Z guide of how to use videos to get

clients and get customers for your business. Go to this page, the landing page and opt in."

So then, you've got the start of this process, the content and the first freebie which you then give to people and then, of course, following up on that is the sequence that sells whatever it is you sell.

Now, the thing to bear in mind is if you go from a free report to selling an ebook, that's very close. It can be quite difficult to show the value of a book you charged for after just giving them a free one. This is why with my books, I actually have an email course to lead up to the book. That way, the format, like you're taking people through steps, so an email course seems of lower value than an ebook. An ebook seems of lower value than a video course. A video course seems of lower value than a flagship coaching program. So, you want that to be a progressive growth. So, in your case, as I said, try and get the most value as you can but also think about the third step here as what you're going to sell after these things.

I would like you to think, "All right, well, if I give away the free report and that's my lead magnet, it's going to lead to some kind of course, or something like that, or some kind of membership site." That might be a case of you going, "Okay, let's get as many people as I can on to my email list. I'll try to get to 1000 subscribers and then, I am going to switch into I am launching a course mode." It's not a bad strategy just to focus first on getting to 1000 subscribers, make sure they're engaged. They love your free reports, they love whatever video content you're giving away for free, then you say to them, "Listen, I am planning on doing a six-week live

training series. It's going to be on live videos which probably will be a webinar, a series of webinars which will be recorded so you can turn into your permanent for sale evergreen six-week course," and then, just do a launch. If you'll only get 10 or 20 customers from those 1000 subscribers, that's okay because you can grow and you can sell that course then forever once it's made.

So, that's the sort of way I'd like you to think about it, kind of the overall progression you're trying to get to and then, the answer is what is the quickest path to that outcome? That's the question to answer here.

The simple answer is before you can sell something, you need an email list.

TASHA: Right, I got it. So, I'm going to go, thank you, I'm going to move on so we can get through these--

YARO: No problem.

TASHA: As you know, I started a meetup group to help me get my juices flowing and all that kind of stuff. I've got 70+ people in the group, a local meetup group here, and I've been meeting once a week since I started it in January and it actually helped me to really answer all my questions in terms of exactly where do I begin because this process of video correction is gi-normous like where do I start writing? So, people have been asking me to my face questions and I use that to start to create those two books.

Also, one thing that I noticed is that they really want to connect, like even though there is only like less than ten people in every meetup, they're like is there anyone in this group who wants to shoot with me or whatever? So, I created an online community through my Wordpress sites. I want that to be a free community, just build it up and get that built, my email list that way.

YARO: What's the website address, Tasha? Because you've got Bridget, Marianna, and Anna wanting to be involved, so what's your website address?

TASHA: Let me just give you a disclaimer about the website. It's not done but I opened it up tonight only. It's been like hidden but I opened it up just in case you guys look at it.

So, the front page is practically empty but anyway, okay, so it's DIYWebVideo.com.

YARO: Nice. DIYWebVideo.com, I think we're all typing it into the chat room, so it should show up in the chat room in a moment. DIYWebVideo.com.

TASHA: Yes.

YARO: Okay… nope. I'll write it, DIYWebVideo.com. Okay, there it is. I'm going to have a look while you're talking. So, keep talking.

TASHA: I do have questions about that about, not about having looks right now in terms of just first glances, but there are some operational questions that I have about it in a minute.

YARO: Okay.

TASHA: I was thinking about selling the ebooks and then, using the community as a way to build my email list. Then, I have questions specifically about the idea of coaching and either just having like only this community be a community or do I have coaching, too?

YARO: I would recommend, if you're not adverse to it, switching over to a Facebook group for a free community and then, turning what you've got going at DIYWebVideo.com to the membership paid for community. You don't have to do it that way, but it's a formula that's working really well for a lot of people right now.

The good thing about Facebook groups is everyone's on Facebook everyday. So, any kind of conversation going on in the community shows up in their news feed, in their main news area in Facebook. It's very interactive and I know how much you love community, too. I think you mentioned that in my community how much you love community in that daily interaction. So, you being in charge of your own Facebook group, I think would be a great start, and those people in the Facebook group, the day you're ready to launch whatever it is you charge money for, will be the most likely customers because you have been dialoguing with them for weeks and months prior to that.

So, I think the combination of a lead magnet growing your own email list and a Facebook group, everyone in your meetup should be part of the Facebook group, and it's quick. You can have that in an hour set up. A Facebook group takes seconds. And then--

TASHA: But, you mentioned something to stay out on… did you say something about a paid Facebook thing?

YARO: Well, not necessarily a paid Facebook thing because if you go from free Facebook to paid Facebook, it's kind of hard to differentiate. Again, it's like going from a free ebook to selling a paid ebook. It's hard to do that jump.

But, you've got this great domain name, DIYWebVideo.com, which is, I think it's your platform for everything you sell, right? Eventually. So, you will have all your books for sale. It's your whole blog sales funnel right there, all the products. The flagship course can be there and you could eventually have a paid membership area.

It's up to you to decide though which one of these things you want to do first and that goes back to what I said before, "What's the speediest answer to get the thing you need the most right now?" I think most people who I speak to at your stage, it's all about cash flow, right? You need to get enough cash flow obviously, to pay your own bills, but also grow the business, so you can start hiring a few people, maybe get some more tech

help to speed up the creation of the website, the landing pages, and all that. That's the first thing I would spend money on.

So, the quickest way for cash flow is either a membership training that you charge for, so you might need a forum basically, a little bit more work than Facebook group, and that could be a database of content. Like I said to Mariana earlier on, she might have a bunch of videos on how to do clothing, you might do a whole database of videos on how to market and create good video content and you have it in a community, you charge $49 a month for ongoing. You've got the benefit of being in a market where there's a direct translation. You learn how to do video. You get new customers so you can say, "Create these five videos by going through the step-by-step course in my membership site that you get access to, plus you get access to me once a month on a live webinar," this should sound familiar. "You get an online community and those videos will help you get new customers," and it's an easy sale in that regard and you probably have some customers at that meetup ready to go. You might have 10 customers right there. The only thing stopping you from getting those customers is you having in place a sales page and the product itself. So, I would speed towards that or if you like presenting live, have you ever done a webinar before?

TASHA: I actually have been doing some online meetups with people.

YARO: Okay, like Google Hangouts?

TASHA: Yes. No, I was using Join Me. I've been using all the free online virtual meeting like the free trials and then, creating and going to the next free--

YARO: [*Chuckle*] Okay, have you found one you liked yet?

TASHA: Oh, I really liked Views.

YARO: Well, there's no reason why you can't run any. The most important thing is you like doing it and you know how to do it and you're building those skills. So, a six-week webinar series that you record and turn into a course, it's one of the easiest ways to get straight to a $300 or $400 product. Often, the only reason people don't do it is lack of traffic and lack of confidence. So, you're building the traffic, I would get the free Facebook group up tonight. Email everyone in the meetup and tell them to join it. They all know how to use Facebook, so they'll be active straightaway. That will give you another way to be in touch with them.

As soon as you decide what to do with those eBooks, you can tell your Facebook group, "Hey, I just released a free report. Go to this landing page, or go to my blog to get it," and then, you've got your email list growing as well at the same time. It all starts to be a virtual cycle, one helps grow the other, everyone who you joins your email list, you can tell them to go to your Facebook group and then, as I said, once you've got a thousand people as a goal to reach for, go say, "Hey, I'm going to be launching a six-week training series, an A-Z guide on how to create the videos you need to sell your products and services," or whatever it is you decide that

they want. You're going to figure out what they want from what they tell you.

And then, don't do anything more than put up a sales page with a buy button and see who buys. If you get 5 people or 10 people or 20 people, whatever you need to justify, then you build the course one week at a time. All you need is some slides, and then you say, "All right, we're doing the webinar on this date." They sign up. They go do it and then you do some Q&A, then you do it again next week and then, you do it over six weeks. It's all recorded and you're done.

If you do it and one person signs up or zero, you don't have to create the six-week course. You just go, "Okay, what went wrong and how can I do this again? I probably don't have enough traffic or I don't have the right traffic," or something like that. I'm certainly there to help you with the construction of the sales page for something like that as well. So, I would go, do I want to do a membership site that I charge money for that's a database of content, or do I want to do a six-week webinar?

Those two are the path to the kind of cash flow you need to run a real business. The ebooks are starting point but you have to sell a lot of ebooks at $20 each to make a lot of money and that's difficult unless you've got tens of thousands of people on your email list reading your blog and so on where if you have a membership site, $50 a month, hundred members, that's $5,000 a month or you got a 6-week course for $250, you sell 50 people into it the first time, a hundred people into it the second time, it can grow a lot quicker.

TASHA: All right. Your EJ Community, you probably created a whole special platform for that. I just added a forum into my Wordpress site for a forum. Do you have experiences with the forums on Wordpress?

YARO: Mine actually is. It's called BBPress. It's a plugin for Wordpress. It's obviously got a custom design. My designer, Carly, my tech person, she did the layout. But it's--

TASHA: [*Unclear*] Carly.

YARO: Yes. But, we're actually looking to switch. I'm probably going to move the community to another platform called Envision Board. Again, it's a forum software but there's lots out there. vBulletin is a popular one but you for sure can start with BBBoard on Wordpress. It does what EJ Insider does right now, so it's all you really need to get started.

But, like I said, Facebook group for the free one, I think is the way to go.

TASHA: Can I ask one last question?

YARO: You can ask as many you like.

TASHA: On the coaching page of the website, it's half done so--

YARO: Okay, do you want me to switch over to it?

TASHA: Yes, if you don't mind.

YARO: Yes,

TASHA: I have a question about… oh, and then, I also wanted to ask you, I don't know if you're seeing the smart slider.

YARO: Yes, I closed the smart slider. There it is. Okay…

TASHA: Anyway, it's there. My question is about individualized… I just don't know if I want to or need to, I can be a coach, I can offer coaching to people, or to be their individualized coaching and I was wondering about setting up a membership maybe, or per project or by the hour, should I even write all these things out? It just seems like I know a lot or do I just offer one thing?

YARO: So, you're talking about with private coaching?

TASHA: Yes, I'm talking about ways to offer my private coaching other than like, everything you just said is amazing and I am going to work toward those things, and maybe I just take this right off the board, period, like focus on creating those other blog sales funnel to those other products and creating those products.

YARO: Coaching like consulting coaching, there's no reasons not to make it available especially when you're getting started because you're not going

to say no to a client who has money ready to hire you on a per hour basis at this point.

I think I lost you… Oh, what are we looking at… there we go. I think we're looking at the wrong page. I've been looking at… That's not the right one. Aha, here we go. Sorry.

TASHA: What's that?

YARO: That was a page I wanted to show people for a headline but I'm just going to switch. There we go.

Okay, that's your private coaching page.

So, we're looking at Tasha's private coaching page now. Yes, so to answer your question, you've almost, well you built one. Really what you've got left here is I would recommend adding a video to it just to talk about what you can help with, and I recommend you go into the community, and I'll just show it to you. I'm sure you know about it but down here is a video on how to write a sales page. Making sure everyone is seeing this, yes, okay.

TASHA: Yes, I've downloaded the PDF [*unclear*].

YARO: Yes, okay so I would recommend, you're a video girl, so do a video, just you as a talking head. It doesn't need to be any more complicated than that. Take the PDF or watch my video and go on your page here, just put it right underneath that headline. You could potentially improve that from,

"need individualized help" to something more specific, like you're having these conversations at the meetup now so you're starting to understand what people are asking for from you like what they're trying to do. So, I would just consider saying, "Do you want to speak to me one on one to create an action plan for your business to figure out exactly the videos you need to double or even triple the number of customers you're getting online. I am here to talk to you about how to do that. I am available to hire for consulting for that."

You're meeting them in their minds. This is what a person is thinking, "I need more customers and I want to use video but I don't know which videos to use. I don't know where I need to put them. I don't know what to say in them and where to get customers. Ah, but Tasha has the answers to these. I'm going to hire her."

So, you want to make sure you're saying those things in the key areas of your site, which are the headlines. The headlines are the most important area of every single website for all of us. So, make sure you do that on your private coaching.

In your case, put together a video because it just doesn't make sense, someone teaching video is not using video. There is a credibility disconnect there. So, I would sit down and create a 5 to 10 minute video saying, "Hi, I'm Tasha. This is how I got into video. This is what I can help you do. Here are some of my clients, or here are some of my examples. I'm available to hire and we'll go through these things. In a one-on-one session, you will leave with this kind of action plan and you will be able to walk away and

apply it to your business and create these five videos of whatever it is and you'll immediately double whatever you're doing right now in terms of getting new customers from the internet," or something like that.

Just be honest, genuine, focus on benefits. Focus on them. Make sure you have all the things that show you're trustworthy and yes, then, have a button to hire you. PayPal, one off $99 price, you've got that already on this page. Just leave that there.

Now, you're already starting to build a community. You could go straight away to them and have a sequence of emails that actually lead into this private coaching. There is no reason why you can't create that.

But, as I said, if you want the stability of consistent cash flow, moving as quickly as you can to some sort of a two to three-hundred dollar course, or some kind of membership community is your end game to get that kind of cash flow.

But, private coaching, ten clients a month is a thousand dollars. You might increase your fee to $200 an hour once you start having more clients than you need. So, it can very quickly become that two to three to four to five thousand dollars a month.

The problem when you get to that level is you find have no time to do anything else. You're always doing private coaching, so obviously, it's a great problem to have.

What I would recommend, this is for everyone, if you're not ready to do a course, if you're not ready to do in an entire membership community, private coaching and consulting is the quickest and easiest thing to sell. You're almost there with this page we're looking at right now-- a video, a buy button, a little bit more copy on the page, testimonials, case studies, proof, examples, all those sorts of things, maybe a bit of story about your background, all the points I cover in that training video, and if you're done with your sales page, then all you need to do is make sure that this page, people see it, so you send them an email about it. You link to it in every blog post you ever write or you talk about in every video you ever do going forward from this point onwards. That free report you're going to give away, throughout the free report and at the end of it, you say, "I'm for Hire for one-on-one coaching." Because you need to make this offer over and over again in as many places as you can in order to start getting those customers.

TASHA: Okay, got you.

YARO: Okay, I'm going to come back to us. Tasha, how are we doing?

TASHA: I have more questions but that's good.

YARO: That's good. Okay, what we can do is I can come back to you for more. I've got Xavier and I think, Claire still have their hands up or they might need to raise their hands again.

TASHA: I'll wait for the next coaching session then.

YARO: Okay, no problem. It's up to you. I'm here to answer all your questions. So, I'd love to see what you end up doing, too. So, if you decide membership site, flagship course or pushing more of the private coaching, I'd love to see those sort of pages that when you finish them and same with your opt in form. The first place where you get people to sign up for your newsletter, I'd love to see that, as well.

TASHA: Okay, I'm learning Aweber right now.

YARO: Okay, yes, that's a technical hurdle there.

TASHA: Yes. Okay, thank you so much, Yaro.

YARO: Okay, awesome. Talk to you soon, Tasha. See you in the community.

TASHA: Okay, bye.

YARO: All right, Claire, Xavier, I'm going to jump to Claire. Let's hope this works again. I'm inviting Claire in. Claire, say yes to any of those pop ups that show up and I am going to pull up your website again.

While waiting for Claire to join us, I'm going to quickly switch back to, that's Claire's website. This was the site I had up, we were looking at the wrong site before. I just want you to see this because, as you can tell, pretty much

every time I'm critiquing someone's blog or landing page, the thing I'm talking about the most is the headlines and the way things are presented.

What you're looking at here is Double Your Dating by a guy named David DeAngelo whose real name is Eben Pagan. This is the foundation of a twenty-million-dollar information publishing business. Now, you may not want to copy the colors and the style and the layout but I'd like you to look at the words and how they speak specifically to the needs of the person who's coming to this page. It's not really talking about the expert. It's not ambiguous language. It's very specific.

There's another version of this from the same company. This is the woman's version. So, this is Double Your Dating for men who want to meet women, and this is called Catch Him and Keep Him for women who want to keep their men. Funny how the goal for a man and woman in dating is a little bit different and that might sound a little bit cliche but I'm sure this is because they've done the research to know what their target market actually wants. Guys want to get more dates. Women want to figure out how to keep the guy in a relationship, I'm guessing based on the name of this site. But, regardless, look at the headline, "Learn exactly what to do when he's pulling away that will have him begging you for commitment. So, if there's a woman whose man is pulling away and she wants to have a real relationship, that headline is going to really speak to her. If you look at the name of the business, you look at the slogan, all of it speaks to the desire and a very specific desire of a target audience. It's laid out clearly. It may not be modern. It is not modern design but it's the words here that are selling and it's the same with the David DeAngelo here again, and again

there's only one thing you can do on this page. It's, "Do you want to join this email list?" This is the clarity of messaging. That's the most important thing I want to get across here.

Clarity of messaging with a benefit that really speaks to the target audience that you service. That's what we're aiming for here.

All right, Claire, it looks like you may not have successfully been able to navigate the signing up to or the coming on board for the live chat with me, the live hangout with me, so I'm going to invite Xavier now, as well and we'll have a race. Maybe Claire, you'll figure it out and you get on first, or maybe Xavier will now figure it out and join me.

Xavier, same story for you. If you could just say yes to any of those pop-up boxes that show up on your browser and then you will join me live on the screen.

So, we'll switch back to live and hopefully, we'll have a conversation again.

I'm just checking the chat room. I try not to take chat room questions but since we're waiting for Xavier and Claire, if there's anything you want clarification and you want to ask in the chat room…

Okay, Claire you're saying it just goes to Google login. Weird. Yes, you do have to potentially be logged into Google to join me with your Google account, your Gmail account basically. If you don't have one, I'm actually not sure with the procedure. I know Lindy, you're quite familiar with this. If

you're there, Lindy from EJ support, otherwise hopefully, Xavier can join us in a moment.

But, Claire, I'm going to just close down the invite for you and you can raise your hand again if you want to have a go one more time. Yes, Xavier, I've invited you. I'm going to do it again.

Okay, Xavier, I'm resetting and I'm inviting you one more time and we'll see how we go.

I have to say the art of getting your headlines right is one of the most important skills you can learn in everything you do with your online business whether it's blog post titles, subject lines in your email newsletters, landing page headlines, sales page headlines, the name of your free report, how you name your videos, how you name your podcast titles, this is a skill that we have to keep learning.

I still probably struggle. That part of my writing is the hardest part because I know, the headline is the gateway to actually getting the person to engage with whatever it is you're trying to engage with. I do recommend, if you have a chance, if you're in the community, I'll just show you, there is a handout on this, (while I wait for Xavier and Claire). All right, Claire, I'm inviting you again and Xavier, you're still in the invite process, so I don't know if you're seeing the pop up windows or not.

Xavier, if you're still seeing your hand up, can you close your hand and I'll reset you both and we'll try that again. I'm just going to jump into the

community for those people who are dealing with this copywriting issues. So, if you're in the process of coming up with your headline for anything, a product name, blog post, your email sequence, if you go into the community, if you're a community member, Blog Mastermind members have workshops on this. I'll just show for the community members.

If you scroll down here, you're going to find this Copywriting for Blogs 46-page Manual from Brian Clark. That is something I asked Brian's permission to include because it was really a very powerful PDF for this, the art of copywriting.

There's also a handout in Blog Mastermind that members get and I've got some content on this subject in my blog, as well. For community members, I definitely recommend you dive into this. It's a skill that you have to keep practicing. It's something that you're never good at it naturally unless you're a born copywriter.

I'm not a born copywriter. I found myself, even as a blogger, you have to learn how to write blogging style, but then, headline writing is different again. So, it's not something that you're naturally very likely going to be good at, so you need to practice it. Templates are good, swipe files, as what copywriters call them. That's a list of common headlines that you can swap in and out your own words. I know that there's plenty of templates in this. I'm just trying to find them. I think they're in there in multiple places.

Yes, so here are some how-to headlines. Anyway, I recommend strongly, if you're at the phase of writing anything and you're not confident in your

copy, better you get a hold of that. It's in the community, in the resources area. If you have trouble and you can't find that, just send me an email and we can directly send you the link.

All right, Claire, Xavier, I'm not sure whether we're going to be able to get you in here. I'm not seeing your hands raised anymore and I'm not seeing you there as listed.

What I'm going to do is completely reset the hand raise aspect on both Claire and Xavier. If you both want to have a go again, press the request to speak button and I will invite you in and hopefully, we'll be able to get our live session just like we did with Tasha then.

Okay, so Xavier, yours is working. I'm going to invite you in. Xavier, your first, fingers crossed, you will see the prompts to come on live with me just as we did with Tasha before. Otherwise, I will start wrapping up the call since we've done all the email questions. Thank you to everyone who sent in email questions in advance. If you want to talk more about this, you know what to do. Email me again for the next live coaching call. If you're a community member, you have 24/7 access to the community so we can continue discussion there. I know Mariana will be doing that since she's a regular in the community.

Well, that's interesting. I said yes to Xavier but it looks like Claire has shown up. I don't know what's going on there, but Claire, hello!

CLAIRE: Hello?

YARO: Hey, how are you?

CLAIRE: [*Inaudible*]

YARO: Claire, your video is a little bit scratchy and I think it might be affecting your audio. Do you want to turn off the video and just use the audio and then, we'll be able to hear you.

CLAIRE: [*Inaudible*]

YARO: Go ahead.

CLAIRE: [*Inaudible*]

YARO: Can you turn up the mic volume for you. I'm hearing background noise.

CLAIRE: [*Inaudible*]

YARO: Your voice is very far away from whatever microphone is picking it up.

CLAIRE: How is it now?

YARO: Better, better. Shout.

CLAIRE: Okay, I'm shouting.

YARO: Okay, that's good. Keep doing that [*chuckle*].

CLAIRE: Okay [*chuckle*]. My question is around, I have with my domestic violence center, I have [*unclear*] clients with no money or minimal money and I also have clients who can't afford to pay. So, I was just wondering your idea about how to layout the price options, a kind of strategy for that.

YARO: Okay, do you want to help the people with no money?

CLAIRE: Ah, no.

YARO: Let me re-phrase that. You don't want to try and sell to those people. You obviously want to help them with your free information, but you don't want to target them with your products.

CLAIRE: Yes.

YARO: Okay. Well, you can end up self-selecting. At the end of the day, when you're dealing with an information product business, you deliver information designed to eventually sell your products and services and the people who can't afford your products and services, which will be the greater majority, by far, we're talking 99% of the people you reach won't ever buy from you. It's the 1% you will spend your time on. So, you don't really distinguish that in any way other than the fact that you're going to give away free information and you're going to focus on a strategy that

leads to selling your products and your services and the people who can afford it will enter the funnel and go through the same information that the people who can't afford it will go through. They'll just be able to progress because they'll have the money.

The only consideration you'll have to think about with this question is where you find people. So, where do you source your traffic? That's when you have to go, "Am I hitting a source of traffic where I am only getting the people with no money?" If that's the case, don't spend your time marketing there. Think about where the people who have money hang out. That might be a case for you needing to get in front of someone else's buying audience, like do you have any relationships with other people who teach something similar to you? Maybe they also teach about abuse, by the different type of abuse, and you can do a joint venture with them like a webinar you present to their audience. At least, that way, you know you're getting in front of an audience that's already paying money because they're probably members of that person's community or they bought that person's book or something like that.

So, it's more about a targeting traffic question. It doesn't really impact the content or how you structure your own materials. Does that make sense?

CLAIRE: Okay. Yes, that sounds really good.

And then, one more question about money.

YARO: Sure.

CLAIRE: I'm in Australia and I wondered about putting the price on my website in US dollars. I wonder what you thought of that because at the moment, I have it in Australian dollars and I do probably my largest number of traffic in the Analytics does come from America.

YARO: Yes, I've had that issue, too. My business for most of the previous years was an Australian business and there was only one time when I charged Australian dollars which was when that window where the Australian dollars was 10% stronger than the American dollars which made sense to switch back to Australian.

But, in your case, actually, it's similar to the previous question, where are you getting your customers from? So, if you were purely a local business and you found all your marketing opportunities were like getting on stage at Australian events or talking at Australian meetups or connecting with other Australian experts and they have email lists and audiences that are all Australian, then it probably makes a lot of sense for you to charge in Australian dollars.

If, on the other hand, you're writing articles and you're getting search traffic from mostly Americans, you're getting joint ventures to do webinars with other American experts, then take advantage of that conversion rate. Charge in US dollars and you make that 20%, 30% to 40% extra.

If it's viable, definitely charge in US dollars because it doesn't hurt the Americans and you benefit by being based in Australia and one other thing

to consider with this, it's a bit strange but sometimes, Americans won't buy from an Australian simply because the currency is in Australian dollars and then, there's a disconnect there. It's like a trust factor. I don't want to hire an Australian because they don't know about my American problems.

It might not be a problem in your niche because it's a universal subject but don't underestimate the parochialism there when it comes to who people buy from. You sound like an Australian, too though. It's going to be pretty clear, you're an Aussie. But, I think charging in US dollars whenever you can, it makes a lot of sense.

CLAIRE: Okay, I had wondered about that with regard to Americans buying from here. I think, yes, that's really interesting to hear. That's really useful. I really appreciate your critique. It's great.

YARO: No problem, Claire. And, what I said earlier, I'm assuming that was the same Claire that I was talking to right now with your email questions?

CLAIRE: Yes.

YARO: So, did that all make sense? Is there anything you want me to clarify about that?

CLAIRE: No. They all made sense.

YARO: Okay, great. Well, let me know what your next step is maybe on our next webinar.

CLAIRE: Okay.

YARO: Great.

CLAIRE: Talk to you soon.

YARO: Talk to you soon.

CLAIRE: Okay.

YARO: Glad you could get on with the technical problems.

CLAIRE: Okay, great.

YARO: Okay, thanks Claire. Now, Xavier. Xavier will be our final caller and hopefully, Xavier, we're going to go through that reset process again. I'm going to shut you down and when you hear me saying this, can you raise your hand again and I'll one more time, invite you to become a speaker with me and hopefully, we can talk.

Okay, Xavier's hand is live. It's up. Xavier, I am clicking the invite button now and hopefully, we'll get you on for some live Q&A.

We're almost at the two-hour mark for this session. All right, well I'm waiting for Xavier, I'm going to answer Tasha's question here from the chat room. I'll just broadcast it to everyone so you can see it.

"Can you talk about how to write a good accountability thread?"

Yes, I can. I've been doing one myself for almost a year now. The most important thing with accountability is specifics. This is the thing that most people get wrong with their accountability thread. They're saying, "Well,I'm going to write a blog post this week. I'm going to write to my email newsletter this week," or something like that.

What you want to do is do something specific and attach it to a goal and you have to remember, your goals are potentially big picture. You might have something that's going to take six months like, "I want to finish writing an entire eBook or I want to finish an entire six-week webinar course," or something like that. Of course, from a week-to-week basis, you're going to break it down to, "I need to write just the first chapter or the first module," or something like that.

What you want to do in your accountability thread is say, "I'm writing the email that's going to be the first email in my one-month long email sequence. That's my task for today." Or, "I'm going to finish the three emails, email one, two and three for the first week of my 4-week email sequence that's going to be part of the funnel that sells this product."

You want to connect the thing you're working on today or this week to the bigger goal and make it connect, so there's a tangible outcome that that connects to and the reason why you do that is it gives you a clarity that you're forced to create. You have to think about, "Well, what is the project I

need to solve today? What is the step I need to do today to take a step forward towards that project?

So, it makes you come up with the process in terms of, okay, these are the ten things I need to do to finish the goal, but what's the first thing in this line? So, that's the most important thing when you're coming up with accountability tasks. Tasha.

I saw Xavier, you're back again. I've already got you invited, Xavier, so I don't know if you didn't see the messaging. I'm going to turn it off one more time. If you want to raise your hand one more time, Xavier. We're going to call it the last time though. I'm not sure what's going on at your end with this.

Yes, Xavier. I was just talking to answer Tasha's question while I waited for you to come through. Xavier, I'm pressing the invite button on your account now. The system is inviting you to become a speaker on the live hangout. So, any windows that pop up, make sure you say yes to and go through the process and hopefully, you'll come online. I know you came on our last call, so I think you've been through this process.

While I'm waiting for you, hopefully Tasha, that's answered your question. I'm just going to zip through the chat room to make sure I didn't miss anything.

Okay, all good.

Okay, it looks like everyone had their questions answered in the chat room so that's fantastic. While we wait for Xavier to hopefully join us… Xavier, if you can't join me technically through the live speaking, you are welcome to have a go with typing into the chat room. I know it's not as good, but that, at least, will be some kind of answer I can give you to whatever your question is before we call it night on this Q and A session, or day depending where you are.

Okay, so you're in a tablet, Xavier. Theoretically, no. It shouldn't be an issue. I know Webinar Jam has support for tablets as well as smartphones, but it does depend on what browser you're using on your tablet. I'm not sure about that. If you can get onto a desktop or laptop, or even try on your smartphone, that might be a solution. I haven't seen it with anyone do it with a tab, well, actually, maybe Nicholas did it once with a tablet. I'm not sure. It may also depend on what tablet you're on.

Yes, I just hit the invite button one more time, Xavier but if that's not working, then you want to type your question in. Otherwise, we'll call it a night at the two-hour mark on this Q and A session. I'm going to schedule the next webinar tomorrow when I wake up to plan an April, probably do an April call. I've just done about four in a row in about 6 weeks. I want to make sure all the new Blog Mastermind people had a chance to get some time with me live.

So, after this call, we're going to switch back to the approximately once a month live webinars and with that space, it allows me to actually create some additional training for you like I've done in the past. I've actually

written down a few topics that I'd like to create some training videos for that I find we get frequently and I always give them to you first on these live webinars. So, hopefully in April I'll be able to get you one of those as well especially because of all the interaction I'm having in the community, I see this frequently asked questions, so I want to have a response for you, things like how to sell or how to do private coaching and how to offer it for free, a lot of topics like that come up frequently in the community, so I want to have a few videos for you guys to answer those problems.

Xavier, I'm thinking you're not getting the right prompting. So, last chance for you, if you want to speak to me through the chat room, please type your question there. Okay, there we go. Ivan. Ivan is asking a question.

All right, well, Xavier, I'm going to answer Ivan while we're waiting for, see if you want to type your question in the chat room, too.

Ivan is asking…

"This is my first session on live coaching. This was really an issue with time. This coaching call is a fantastic time for me. I really enjoyed the session. Thank you. Truly appreciate the trouble you take, Yaro."

Okay, not a question. You're welcome, Ivan. Thank you. I appreciate you taking the time to say thanks, as well. I realize this is a great time for some people and not a great time for others. I move them around. That's the short answer. I've been doing them everywhere to try and get everyone around the world. I do notice that certain times seem to work better for a

larger group of people. Night time in North America allows Australians to join. Not great for people in Europe though. So, I will continue to float them back and forwards. You always have a chance and of course, you always have email questions if you want to email me in advance. I'm happy to reply live.

Xavier, I don't think we're going to get you across the system with the live Q and A here, so I'm thinking it's your tablet. Last chance, type your questions in the chat room and I'll answer it that way or hopefully, if the tech will work, I'm going to give you a minute more. I don't want to keep anyone here longer than we need to. Amazingly enough, the same group of people here with me at the start are here to the end, so I really appreciate your attention and engagement. It shows that you guys really get a lot out of this, so that's great.

And, while I am waiting, oh, I think we have, hey, Xavier. How are you doing?

XAVIER: Hi, amazing.

YARO: Better late than never.

XAVIER: Yes, I switch browsers, downloaded something from the app store, so…

YARO: Are you on a tablet?

XAVIER: I am.

YARO: Oh good, so it works.

XAVIER: [*Unclear*] Yes. While they're speaking with you, you let me write some great points.

The problem with c3 ,Yaro, pretty much the regular or the basic indicator of tax exempt status for the States when it comes to a non-profit [*unclear*]. It's better to know when it's a good search word, it's a good keyword for traffic, but I like what you're talking about this one, the word "non-profit" is indeed changing the seven essential steps as the headline on the image that I have on the headline.

As far as the ladies, the group of women there, I want to do… if you want to do some working with Facebook and stuff, and we're looking at certain demographic and it's generating familiarity in the brand, certain age range with professional ladies there looking to have enough profit [*unclear*].

YARO: Okay, you might want to make the image of a background image and have the text on top of it. That might be a way to incorporate both. I don't know if you have seen a lot of very modern style landing pages. They're actually using a video even playing in the background like if you go to airbnb.com for example and you can see that there's a video. I'm not necessarily saying that will convert better to get more people to sign up to your email list, so this is something to test.

XAVIER: Yes, of course, okay. Very good.

I guess, I know it's kind of late and I think you covered everything but on the PDF that you had pulled--

YARO: Yes, let me pull that up for you. I've got it still sitting here, waiting. Let's have a look at that. So, everyone can see it now.

XAVIER: Yes, and I guess one question I would just ask is what's your thoughts on the third box down from the lead magnet which is, what I got there is a pre-sell to a four-week workshop.

YARO: Yes, before you ask that, just break this down for us so we understand what you're doing. So, you've got box one, it's this non-profit launch formula lead magnet, so that's I'm assuming a free report, a free download.

XAVIER: Right, this little image that we talked about.

YARO: Right, then--

XAVIER: [*unclear*]

YARO: So, they opt in for that. They get taken to a thank you page with the link to download that report. Now, on that page, is there also an invitation to register for the webinar, is that what you are saying?

XAVIER: Yes, and it's an invitation to a Q and A style webinar similar to what we're doing here.

YARO: Okay.

XAVIER: And, this is really to answer questions, get insight and then, promote this multi-week website product. And, it's kind of similar to what you've been speaking to some of the other [*unclear*] people about a product except for being a webinar.

YARO: Yes, got you. Okay, so now your question is about the third box, you were saying. So, is that the webinar registration page?

XAVIER: Right, well, I guess we get a price point, there's four there. There's the application review, then there's the online course, then there's the done for you service, and then, a community.

So, the thing that I, when I put this together, so it's just this, what would be your recommendation in terms of that workshop, in terms of price point and should we try to charge for that or encourage something small, credit toward a done for you or toward if they want to do it.

YARO: Right.

XAVIER: There's some backup here that I'm skipping over.

YARO: Got you.

XAVIER: But, a lot of it is coaching, step by step, some people try to do it themselves. What we want to do is, whichever way they want to start out, we can help them to take them further, or if we're going to do the whole thing which is the done for you service.

YARO: Okay, you're talking about the Q and A webinar whether to charge for it or use it as a freebie and then, sell the $197 application review or the do-it-yourself course. All these things basically, right?

XAVIER: Right. In essence, I don't have a price point for week one, two, three or four, but at week one, let's see if we can have that as a trial basis for what will become people who can do it themself.

YARO: Okay.

So, it sounds to me you have to decide what you want to sell first first because you've actually done a great vision here for a potential series of products, a funnel, a sales funnel. Like I said multiple of times, to Claire and Marianna, about the speediest path to the outcome you want here, and in most situations, if you're already planning you've got a lead magnet, and some kind of Q and A webinar, those two things are enough trust building freebies to pretty much sell anything. If you turn the webinar into a teaching webinar as well like an actual pitch webinar, you could sell anything like I would not recommend selling a $27 a month community. You're talking about at least a 200 to $1000-product because you're building up enough

trust, giving up enough front end value to go straight to that higher priced product.

The only thing with doing that, you got to do more work. You got to get a more substantial sales page done for a higher priced product or a more substantial video done for a higher priced product. You got to nail that webinar. It's got to be a good webinar. You got to nail that lead magnet as well.

The difference from say using the free report then doing a free Q and A webinar and then, on the Q and A webinar, offering a consulting service which I think is your complete application review, which is like we will talk one on one and you'll leave with an action plan, I'm assuming for $197. That doesn't require as much selling as a $997-product does, right? Nor does it require as much setting up.

XAVIER: What I will say is that it's a little different in there. The process is government forms and all these steps that you need to do if you want to do this on your own. The complete application review is when people have pretty much done everything but they want to, once it's over, like a final edit in order to send it in and make sure it that it doesn't get kicked back in weeks and months. It's delayed because that's what happens and as I mentioned, to sort of know the background story, the partner on this has done many of these and strictly does them for a thousand people in July 1997. That's actually the big product if you will. So everything else is a part of that or a fraction of that.

But, to me, for example, would be after you're already done doing the follow on things.

YARO: Right.

XAVIER: ...like website design, marketing and other things.

YARO: Well, my question for you is what do you want to sell first?

XAVIER: Our focus is doing application review which is the 197 and then, they take it from there. So, we're out of the equations of where they're going to send it in [*unclear*]. Or, the 297, the online course. The online course is a situation where without any additional help, they can take what they are learning and get the formation done. So, what we want to do is use the workshop to build that course.

YARO: Got you.

XAVIER: So, either one of those to either sell the 197 or to sell the workshop which is 297.

YARO: Okay, well, the short answer here is you got to create a funnel and it needs to focus on selling one of those things only. You have to decide, "I am going to create a sequence of information including this lead magnet, including potentially a free Q and A webinar, not to mention these follow up emails you're going to write." You've got five of them there already in this PDF. You need to have a linear strategic focus to sell one thing in all that

information because it's going to convert better, sound better, it's going to make sense, right? It's a different thing you're selling.

I would advise here, you can build both of these as two separate funnels, but obviously, you don't do them at the same time. You could have one turn into the other. You could start with the application review, sell it first, and then, the decide, that's just not the path for the future and then, re-jig the sequence of information to sell the do-it-yourself course.

My advice though is go for the thing that you want to sell the most first that helps you meet whatever your goal is and I would just… Well, this is kind of a bit of a generic answer but you got to put whatever you need to put in front of people to get people to buy it. So, the lead magnet by itself with five follow up emails might be all you need, some people might want to hear your voice on a free Q and A webinar. You might need to do a full training webinar for free and then, sell the do-it-yourself course after that. That's pretty common right now. There is a lot of people out there right now who just do one thing. They buy Facebook ads, send them to a live webinar which is an hour and a half presentation. It's full of teaching, a little bit Q and A and it sells a 300 do-it-yourself course. That's pretty common. That's a separate--

XAVIER: Definitely.

YARO: Right.

XAVIER: So, [*unclear*] for the webinar registry before the question and answer pre-sell and then, sell the workshop.

YARO: Right. And, you know what? I can't actually even answer this for you because you don't know until you throw this in front of enough people what's required. I always find it interesting myself too with my own training.

Sometimes, what brings people over the edge is they read my lead magnet, my blueprint, but they read it eleven months ago and then, they listen to a podcast interview with someone who's successful and it's just the right time for them and then, they think of me at that point because they listen to the podcast, they finally have the money saved or they're finally at the right situation and that's when they buy my course. You don't really know. What you're doing here is putting out enough different types of information, giving away your best ideas showing your proof and seeing which converts best to meet your financial goals and your business goals.

I can tell you, a really well-structured webinar sells great right now. A really well-done free report converts really well, too especially with a nice sequence of emails following up with some scarcity like a deadline, the price is going up or the program is going to close or something like that. Those sorts of psychological persuasion things work really well.

But, in terms of my advice for what you've got here, my simple answer is go out and do this. Just decide one product to sell. That's the most important thing. Don't confuse yourself by trying to sell two products with one sequence.

XAVIER: Excellent. Well, thank you so much. I appreciate it.

YARO: No problem, Xavier. I'm glad we can get you on board. Happy to have a look at any of the pages when you get them re-jigged as well. If you want me to look at your landing page, sales page, happy to do that.

XAVIER: Got it. These were two pages that will go into the website. The website is more or less going to be [*unclear*] membership [*unclear*] community. So, those pages that I sent will be like internal pages that drives traffic to.

YARO: OKay, well, you know it's the headlines that matter the most so happy to look at them.

XAVIER: Okay, good. All right, thank you, Yaro.

YARO: Awesome Xavier. Talk to you soon.

XAVIER: Okay.

YARO: Bye.

All right, so glad that we could get all three of our live callers on. Just quickly checking the chat room before I wrap it up. Tasha just asked me will I ever do a live seminar somewhere like an Entrepreneur's Journey Summit. I don't know. It's something I've thought about for five or six years.

My friend, Gideon Shalwick, we were very, very close to doing one about 5 or 6 years ago but we decided we didn't want to organize it.

The simple fact is it's very rarely something that actually is profitable but it's something that's a lot of fun, potentially. But, short answer is right now, there are no plans. I like the online world. Being an introvert, I prefer hiding behind the computer than spending long days with people face-to-face, that's my excuse anyway.

But, it might happen at some point in the future especially if there is demand and I might do what, like I talked about with Evan, it might be a great way to create content, too. It certainly forces you to do that.

Irene, thanking for a great session. Irene, great. Thanks for joining me. Kim, first session for you, really informative. Great, Kim. Good luck with the blog. And, Mariana, you're welcome. Great webinar. Thank you, Marianna. Good to see you and answer your questions on today's session.

Okay, thank you everyone for your questions, both the email questions and the live questions. The recording will be ready pretty much immediately after this ends and Webinar Jam will send that out to you. I'll also make the MP3 and the transcript available, but that takes a little bit longer and I'll send you those out in email as always.

If you have any more follow up from that, you know where to go. If you're a community member, you've got the community forum 24/7 hours a day. You can go in there and ask questions and get help. You also have the

next live coaching webinar, all Blog Mastermind member have that too, so you can join me on the next live coaching webinar and I'll be doing them throughout the year moving time. So, hopefully, you'll have a chance to join me.

Otherwise, thanks everyone and I'll talk to you on the next live coaching session or I'll see you inside the community. Talk to you soon. My name is Yaro. Goodbye.