April 25th, 2016 Group Coaching Call

YARO: Hi there, this is Yaro Starak and welcome to a live coaching webinar for Blog Mastermind members and community members as well. I've just hit the record button so this session for April 25th, 2016 is now being recorded.

For those of you who have never attended a live coaching session, I'll just give you a brief introduction to the technology that I'm using that we're going to use during this coaching call. It's Webinar Jam which is a piece of software that sits on top of a Google Hangout. You're actually watching me on a Google Hangout and I have a control panel that's slightly different from yours. You have a control panel too on the right side of the screen. You have your Webinar Jam chat room as well as a few other buttons. The most important things for you to know about are the chat room where you can communicate with other members who are attending live. And you can also look for the button to raise your hands, so I take questions three ways in these live coaching webinars.

The first way is live. You can press the button to request to speak and I'll see a little icon next to your name and then I can invite you in. What you have to do is press yes to a bunch of windows that pop up on your computer. And fingers crossed, as long as your internet connection is good, you've got a microphone and possibly a camera, then we can talk live. Basically, it's like a normal Google Hangout.

The other way is by emailing in questions in advance. I have five people, actually I think six people send in some questions in advance. So, I get to those email questions as well. And lastly, if there's a few questions that come through the live chat, I do leave those for last though because it's easier for me to deal with the people who are asking live and who have emailed in to begin with and then go back to the live ones towards the end of the session.

If you get disconnected from this call at any point in time, just get your computer up and going again. Look for the link in your email to rejoin the webinar jam session and you should continue from where you dropped off. If on the off chance that my computer disconnects or the internet drops or crashes, then we have to restart a brand new webinar jam session. If that happens, look out for an email from me. It will take maybe fifteen minutes for me to get that sent out to you and it will have instructions for us to either start a new Webinar Jam session or if we're almost done, I might postpone it for the next one and will call the session done.

I've already seen that Barb has said hello from New Hampshire in the chat room. Jill is also saying hello from Dorset in the UK. I'm glad to see that we have some people live and that their technology is working. If you also want to say hello and let me know where you're from, that would be fantastic. Hello to Lorraine as well.

The other thing to know is there's a slight delay in what I say versus what you actually see. It's about a twenty-second to thirty-second delay. That's

done by Google Hangouts. You probably won't notice it at all. It's really more something I experience because I see your replies in the chat room about ten, twenty, thirty seconds later to when you actually type them which is a little bit uncomfortable but I get used to it pretty quickly.

So, without any other things to deal with, I'm coming to you live from Toronto. In my new place, my new apartment here in downtown Toronto with some pretty good broadband. I'm running a test again with my Rode microphone because it's been delayed in terms of what my voice shows and what's coming out of the audio and I want to see what the new broadband and also I'm on my iMac now, now that I'm not traveling. I'm not running off my laptop. So fingers crossed, the sync issues won't be there for the recording of this on YouTube but we'll see. In fact, you can probably tell me right now is my voice out of sync with the audio that you're hearing, if you can let me know in the chat room, that will be a good indication of whether we're having the usual delay or not from my end.

I just want to say hello to Sue from Melbourne, Sean from Caboolture in Australia, Terry and Claire from Brisbane, Breezy another Queenslander and Bridget there, Kim from Southern California.

Okay, Lorraine is telling me that it's out of sync. That's not good. Terry says it's almost spot on. Bridget says there's a slight delay. Okay, so I'm getting mixed results here. And Valentina says it looks fine. Okay. Well, I'll see on the end of the recording what the result is and we can see what I'll do next time but we'll keep going.

Just to answer your question, Barb. No, my cat I didn't bring from Australia. Unfortunately my cat Ramsay's passed away last year, I don't know if you saw my Facebook post about that. That happened last year unfortunately. He was being looked after by people who had rented my apartment.

Okay, so let's dive in. The first thing I'm going to do is I actually have a very eager beaver in Bridget who's raised her hand straight away. Bridget, I'm going to invite you in now by pressing the button to invite you as a speaker and you will be invited in and hopefully, everything works at your end. I know Bridget you've done this before so you know how it works. I'm going to then jump over to the email questions. There are some pretty long ones. Not too many questions, although one of our question askers, Miranda, sent in seven questions. We have a lot to get through just from Miranda.

I think a few of the people who emailed questions in advance are attending live as well. So fingers crossed, they can also join me live to get coaching if they happen to be here rather than go through the email questions. Bridget, I'm going to assume that you're going to get the windows and you know what to do. Just click yes to any of those windows that ask you to approve anything.

I'm going to jump over to the email questions. Now that I've seen Miranda's also raised her hands as well which is great. I want to go first to the email question. Bridget, Miranda if either of you, I think again, Bridget whatever if something is going wrong at your end from the technical standpoint so Miranda, I'm going to invite you in because you've raised your hands as well so hopefully, you can come in. Bridget might show up. Miranda might

show up. While we're waiting for those guys to get approved to join me live, I'm going to switch screens so you can see the first of our questions.

These people emailed in questions in advance. You can do that simply by hitting reply to the email I send out to you when I notify you of these upcoming coaching calls or just email questions@EJInsider.com is the email address and that will get to me like Scott did.

I wasn't entirely sure whether Scott wanted to ask this on the live coaching call but it's such a great question Scott. I'm hoping that you're okay with me addressing this here because it's a common situation. I think I deal with this in some shape or form in every coaching call we do almost, so let me go through it. Here's Scott's story...

"My name is Scott and I'm 26 and live in Australia. I joined your Blog MasterMind course after reading the Four Hour Workweek by Tim Ferriss. That book was an eye-opener for me. To keep this short, he just made me realize how much I want to change my life. It took me weeks to get the courage to take a leap of faith and join your course. Being a big fantasy reader all my life, my Amazon Kindle would have to be the best present ever. I've been surprised by how much I have enjoyed learning and reading about blogging. I was never good at school. But I'm stuck.

I took the personality test and got ENFP, and I can say wow it describes me 100%. My only problem is I can't for the life of me come up with a topic for a blog. It's made my journey grind to a very fast stop.

I've tried to write down my strengths. So far, I've come up with that my only natural talent would be in that I can talk to anyone about anything."

Definitely an extrovert then.

"If a monkey could talk, I would love to know what makes it tick. Develop skills would be that I'm a scaffolder by trade and unique experience as I had been working fly in fly out at a gas plant. Sadly, I have no results credibility to add. Maybe that I'm an advanced scaffolder but anyone can achieve that in three weeks in Australia.

I feel I'm almost there but so far away with choosing a topic. Thank you so much for your time."

Okay Scott, in case for everyone else who's listening in to this, Scott was actually referring to a lot of the work you do in the Blog Money Finder training which all Blog Mastermind members get access to as a bonus. It's also a stand-alone program. So, there's a personality profile that he's done and the program also goes through a process to ask you about any skills you've got developed or any credibility or results you had or any experiences you had. He's reporting back those things.

Scott, to me, just by the way you've written this email, you don't really sound very excited about any of the developed skills and experiences you've had anyway. You're not really looking to write a blog or start an online business about scaffolding or how to become a scaffolder or flying in and out of work at a gas plant. Those are just things you've done to make a

living. And because of that, you can't see any other areas in your life that you have the background, the experience, the credibility in order to derive a business from.

That's not an uncommon situation, if you're new to running a business in general and certainly new to the world of expert-based marketing where generally, you're a source of information, most people I work with, certainly most people who take Blog Mastermind, they're coming to this with a goal to be a teacher of some sorts, an expert, a trainer since blogging and content marketing is all about teaching and training people. So you have to find a subject that you can do that in.

A person like you Scott, this really goes to any person and I know we've had some similar conversation with other people in the past, is that you have to not look for a solution as much as you have to look for a process you want to work yourself through which will then lead to your solution. So what I mean by that is in your case Scott, You might want to instead of looking for the answer in what you've done, look for the answer in what you want to learn or what you want to become. Think about something you're really interested in, you're really excited about, something you might want to teach yourself or an experience you want to go through or a change you might want to make in your life.

You might want to figure out how to travel around the world on only $500 a month spending. There's a story there and there's a journey you could process. You might want to lose weight using a certain system. You might want to talk about investing your money using a special type of stock

trading or a property investment. You might want to talk about even the process of educating yourself in something else. I don't know you might decide you want to get good at cooking. I don't know what your interests are but the key here is to go to something you see yourself diving into and really spending one or two or three years at least at it and through the process of enjoying your own education, you get the experience, the skills, in order to then become a teacher yourself. That is what I would recommend to any person who's completely starting at this when their background doesn't have any relevance on what they could potentially do as an online business.

That's a common situation if you knew this, even when I started my blog I already had six years of online business experience which I turned into blog content. If I tried to do that as a 19-year-old when I first went online and had no business skills, I didn't even have anything to talk about other than my love for the card game, Magic: The Gathering, which was what my first website ended up being about. So it made sense because I'd spent the last two or three years involved in this game. You have to look at what you've done. If you don't have anything to look at in terms of what you've done, you have to look at what you're planning on doing and then, throw yourself into the doing of it and then, turn that as you learn about it into content.

But bear in mind that's a process. You're not going to wake up next week with everything you need answered. You're going to have to go through an education process yourself. And maybe by documenting it and then in a

year's time by having experiences, you'll get more clarity about where you want to go with the business.

The challenge with that is how do you make money from a business you're only learning how to do at the moment. In that situation, you often need to get some kind of stock gap solution income source like obviously part time jobs. I had a part time casual job while I was still running my other businesses to begin with. The other option is delivering some kind of service or being a contractor basically freelancing, those sort of jobs that aren't really employment. You're running your own business but it's not necessary thing you're going to do as a teacher, blogger, expert long term. They allow you to have a bit of cash flow while you go through the process you need to go through to get to the point where you're ready to actually be the teacher, be the expert, create a blog that's going to be your platform.

All right Scott, hopefully that has helped you at least take a step forward. I know it's not going to solve your problem but certainly it will give you a direction to head towards. And feel free to email or join in the next live coaching call. I'd love to hear more about what you're thinking of possibly doing.

Before I answer Alison's question, I'm going to switch back screens. Okay, so I've just seen a few people Barb and Sean talk about some technical issues. Unless I hear everyone saying they're having the same issue, probably it's just something at your end. Usually it has to do with your internet connection. So if your screen is fuzzy, that just means your internet connection is slowing down, same with the audio. You might want to just

give it a few minutes. It will come back to you. Definitely check that you don't have any other programs running that are downloading a lot of the bandwidth on your computer, that can do it as well.

I'm on a pretty high quality broadband here in Toronto with a really large upload speed. That was one of the main criteria when I went looking for a provider, so this should be pretty good.

Going to jump back to the questions, hand raised people. Miranda and Bridget, I know you're eagerly waiting. I'm going to try Bridget again and fingers crossed Bridget, we'll get you in here and we'll have a live Q & A session. And then Miranda, you're coming up in the text question so before I hit those, I'll try and get you in live as well.

While I'm waiting for Bridget to join us... Here she comes, all right. Hey Bridget, how are you?

BRIDGET: Oh, good morning. How are you?

YARO: I'm good thank you.

BRIDGET: Oh, I'm trying to get this [*unclear*], it's really hard. Oh I got it. Right. I think you know what I've been doing. I've been starting to do podcasts.

YARO: I noticed.

BRIDGET: I know, it's really, really complicated. But I'm getting there and I've also made, well I'm in the process of making fifteen five-minute just pretty raw videos. I do them every single day. Just on my specific topic of women going through a midlife crisis. That's had a reasonable response so I'm pretty happy about that. It's all brand new really.

I have a couple of questions because the first podcast I did was we were just together using the computer, so it was pretty easy. I didn't have to use any other programs. But, the next ones because I'm going to be all over the world, so I have got to have to use Pamela and one of the questions I got was is it okay if I use headphones and the other person doesn't? Is the sound quality the same?

YARO: Yes, I mean you're always at the whatever the technology is at each end, you're going to be dealing with that. I've been on my laptop where another person's been on a high-end computer and I'm not going to look as good as them and the internet connection has something to do with it as well. You can't control that.

What you can do is control what your end is like. If you do want the best quality audio, you have to get yourself at least a USB mic. That's always going to be better than the default microphone in the computer. This is easy, you plug it in and it works. There's not much you have to do with it. But it's not mandatory. If you're just getting started the microphone in the laptop or in a desktop computer is going to do the job. My first few podcasts I certainly didn't have a microphone like this.

The audio part or the connection component, that's Skype. You're kind of at the mercy of whatever Skype feels like doing at the time when you do the call. I find it pretty reliable though. I have to say it's usually only an issue when it's not Skype's fault, it's simply your internet connection in what part of the world you're dialing in from and how good your internet provider is so I've traveled mostly North America, Australia, Asia and had good connections there so I don't think you'll have an issue with that.

When you're saying headphones you mean like because you're using your ear buds right now when you're talking to me.

BRIDGET: Yes.

YARO: You know what, half the interviews I've done where I've been being interviewed by someone else, they have the headphones in. I usually don't just because I think visually if you're doing a video presentation, it looks a little better when it's like I am like now with nothing attached to me but really, it's not a big issue. If it's just audio, no one sees it so it really doesn't matter. So every podcasts I've done that's not video, is I have my headphones in too because it's easier to hear their voice. You don't need much. Just your computer and your headphones on your phone or even just your phone if you really want to get basic. I'm not sure Pamela works on a phone yet but from the technical standpoint, easy.

I think in my opinion, the hard part about podcasting is knowing when to ask the right questions and in keeping the dialogue going to interesting places. That's the most important thing.

BRIDGET: Yes. I do find it difficult. The first one I did, I relistened to it and edited it as well as I possibly could and as much as my patience would allow. I mean and yes, she was a rambler. It's like I was always bringing it back. But look in the end, it was my first one and I'm happy with that. It's done and she's happy. Hopefully, I'll get it up within the next couple of days. And I think you mentioned in your podcasting is it the Auphonic? Is it necessary?

YARO: Auphonic, not necessarily. It will clean things up for you so it will balance the two voices you've got so the same volume and try and reduce some of the background noise. Not required. I think 80% of my podcasts were created before Auphonic even existed. I've got podcasts out there where my voice is a lot quieter than the other person's voice. Not ideal, not saying that's a good thing. But it doesn't have to stop you from putting your podcasts out there.

Nowadays, I have the team that I send the podcasts to and they will do the Auphonic part for you. But, if you're just getting started, Auphonic is as long as you're only doing one or two a month, it's free. You upload the MP3, press the button and it does the job.

BRIDGET: Sounds good. I've made a little podcast cover theme and I've got onto audio drum roll, I've got the intro. I haven't figured out the outro yet. It was too late last night for me to think about it. I'm getting there. That's cool. That's really all I needed to know because my next several weeks, this is all I'm going to be doing.

YARO: Okay, awesome.

BRIDGET: This is it.

YARO: One thing with the podcast, if you're not doing it already, just try and get the person you interview to share it. That's like you want the traffic benefit from podcasting, getting them to distribute it at least on social media ideally, to send it to their email lists. If they're really excited about your interview and they don't do many interviews, just ask them, "Hey, would you share this with your email newsletter subscribers?" and that can really boost your traffic significantly.

BRIDGET: Beautiful, yes I will definitely do that. The podcast I did a couple of days ago she really doesn't have an email list.

YARO: Does she have a blog?

BRIDGET: I was like, all right… Yes. She's got an amazing, yes she's got two. Two blogs.

YARO: Well ask her to share it on her blog then.

BRIDGET: Yes, and she's got your book. So yes, she's totally flawed. She went, "Oh my God I did it the wrong way. I've started with the big product. I've got to get a list yet. No wonder no one's booked in." So yes, she's just, she's devouring your book [*laughter*].

YARO: Okay [*chuckle*], awesome well, let me know how it goes. Let me know when that first podcast is out so we can have a look at it.

BRIDGET: Okay, all right. Beautiful. Thank you very much, Yaro.

YARO: Thanks Bridget.Talk to you next call.

BRIDGET: See you later. Bye bye. Okay… I don't know how to get out [*laughter*].

YARO: I'll do it for you. There you go. Okay. We did our first live session so that worked. Miranda, I'm going to invite you in now. We might hopefully, fingers crossed, address the seven email questions that you sent through or at least maybe you can ask me what's your most important question of the questions and we can deal with that first. Let me pull up your questions while you're waiting to fill up.

All right, so Miranda has been a very regular coaching call participant for the last few coaching calls and is clearly going through a process of her own trying to figure out things like your lead magnet and getting... Miranda has the blessing and the curse of knowing too much about her subject and having too many resources to draw upon so I would like to get down with what to start with first.

Miranda, I'm going to open up your email questions. I don't know whether you're at the front of your computer or you may have missed the invite that

showed up. You know what, instead of that, I'm going to go to the next question in the order, Alison, and if you show up on live we'll jump to your questions that way.

Alison, okay here we go, Alison asks…

"Could you please look over my website and landing page and give me any suggestions you may have on how I could make them better."

Alison, I believe you're joining us live. Let me just check the chat room to see if you're in there. Okay, just checking the chat room. People are asking. Miranda, yes you're reading lots of things. I know you're there Bridget. Hopefully, if you get the connection going in your end… It can be a bit of trick the first time you do it.

You know what Miranda, I'm going to close your finger down so you're no longer invited in and if you want to raise your hand again, and also anyone else, I mean Jill you were just putting your hand up as well. Okay Jill, I still see you up. Miranda, if you want to press your invite button one more time... Okay, yes Jill you're next in line. All good there. Miranda, I'm going to wait for you and Alison I'm going to answer your questions.

So, Alison I don't see you in the chat room so I'm assuming you're not here live. So I'm just going to open up your website so everyone can have a look.

This is Alison's landing page. She's asked us to have a look at it. I'll just read the rest of her questions…

"So I've been working on them for quite a while now carrying through and the community have been a huge help in getting what's in my head actually onto the website."

That's great to hear

"I think they're at the point of being good enough but any additional tweaks you think I should make would be appreciated. I'll be on the coaching call on Monday."

Okay so let me just show you again. This is the opt in page, the landing page for Alison's free report which is a great free report, 29 Leading Antidepressants, A Report: The Secrets Your Doctors Won't Tell You.

I'm not going to play the whole video. I've watched it before the start of this webinar because I just wanted to get a feel for what's going on in that video since it's a big part of this. My short answer is this is definitely good enough to go out there and start using. No doubt about that. This is clean, clear. The value propositioning, the headline is great.

I think the video, this is the interesting thing with your video, it's eight minutes long. Now, I actually think you've done a great video that people should see after they opt in. It's good enough to run with what you've got right there right now. It's just a bit long for an opt in video. You kind of

explained how to use the report. The thing with a video like this, it would be better if it was like one minute or maybe two minutes maximum. Just talk about the benefits of the report. This eight-minute video you've done is more like a virtual tour of everything inside the report. That's the kind of video I would be putting next to the link where they'd actually download it after they've opted in to encourage them to actually use the report. You created a guide on how to use your free report.

While it does sell the free report and it's certainly appropriate to use it here, I think it's too long and I think it's too detailed. You could say in two minutes why they need the report. You don't have to go into all the details of what's in it. Talk about the benefits. You've gone a little bit too much into features and breaking down each of the elements so you start to lose people at that point. It's just this is why you need the report. Basically, reiterate the things you've written down here and just say them in the video and you're good to go.

That I think is great though, in terms of design, layout, perfect. You could definitely run with it.

Now, this Alison's actual website, her blog. Now this one, again I think your layout is good to go. I don't think in terms of anything on the page that should stop you from going out into the world and telling people that this exists. That's the first piece of advice.

In terms of tweaking, while I love the fact that you've got the opt in box above the fold, so what that means is we can all see on the opt in box here

without scrolling the page downward. So this area from top to bottom is above the fold area. Even if I was on a smaller screen if I zoomed it in like that, it's very much going to be above the fold on pretty much any sized computer which is fantastic, so I'll just zoom out again so we can see more.

I love the fact that you highlighted you, as well so you're really putting in the credibility behind you. I'll touch here something I really love about this video too. The glasses. It's really a nice touch, I know you need the glasses probably for your own reading but there's something very trustworthy when it comes to a medical issue like a drug they're taking and a person wearing glasses, you look respectable, trustworthy, credible, someone I believe really knows what they're talking about, so I think you've done a great job there with the video presentation.

In fact, I'd almost would consider, this picture is good too, but this one really lends itself to the whole your medical professional aspect. But I love you've got the badges, I love that you're explaining who's running the site, you're not holding back testimonials. The testimonials would be nice if there were some people, faces there just to make them attached to a real human being but it's not a big issue. Blog posts are there which is great.

The only thing I found confusing was you have what it appears to be two different types of opt ins. You've got the free report opt in and down the bottom you've got the join my newsletter opt in. I wasn't sure, am I going to go on to two different email lists there? Is there a purpose behind having two different email lists like one is just to get your blog posts? But, if that's the case, why do you want to put them on to that one? I think to me, this

one seems more targeted. You're getting them on to something to do with antidepressants which I'm assuming would very likely lead to an offer for your coaching to help them to deal with their depression moving beyond drugs. That's a nice linear progression. Step one, get the report and read it. Step two, if you need more help, I'm here to help you with that issue.

You must consider getting rid of this secondary opt in and just replacing it with the same one. Just keep offering that report, that is the gateway to everything you do and be very specific and has a clear value proposition just like you got here with this button. Really, that was the only piece of advice I have for your overall with this design. I think you've got something that's definitely good enough to get out the door with. It looks clean, it looks professional, you present your content well, the headlines stand out, you've got opt ins in very prominent places.

The only condition again now is you're doing, I don't know which one you're doing. So is that, that looks like a different one again. This is the most important question to ask before choosing a therapist and this opt in is the newsletter one. I would just like you to be congruent and just only put the free report one, the free report on the antidepressants. [*Inaudible*] you have this email sequence running behind that list which goes to your offer for your service or your product. So that would be nice and linear.

But, that's great job, Alison. Definitely, this is something you can go out there and be proud of and start marketing and start building your audience with. You'll get people to join your list, you've got the landing page which is clean. You can mention this anytime you get yourself onto a podcast or

video. You can say, "Go get the free report." You just send them to this page. So yes, good job. Two thumbs up. No major improvements since those minor tweaks there.

Okay Cali, I'll move back to your question but I want to see what's going on here with our live questions. So, Miranda and Alison. So Miranda, okay I'm going to try one more time and Alison, I'm sorry Alison, Jill, I'm going to invite you in as well. We'll see who gets here first. That would be the race. And, if you're both on at the same time, we'll just take turns. But hopefully, one of you will be able to join live [*inaudible*] just as we had before with Bridget. I'll just have a drink of water.

Okay Miranda, ready when you are. Same with you Jill. If you missed the link for Auphonic which is a podcast related link, it's in the chatroom. That's why I keep looking at it over here in the chatroom. So if you missed that, it's a bit of a tricky one to spell. It's A-u-p-h-o-n-i-c. It's for podcasters to clean up their podcasts.

All right, well okay, leaving the... Again, I'm going to jump over the email questions so I can move through them all. I'm going to wait for Jill and or Miranda to join us. Cali, okay hello Cali. Cali asks…

"My husband Jerry and I recently purchased the Blog Mastermind course. I am working our way through it and preparing to launch our blog. Cali Kim Garden and Home."

I would love to know the website address, Cali. Next time, do feel free to share it.

"We have been struggling with how to develop and sell our own digital products for quite sometime. We are so excited to finally have found the system to do this with the Blog Mastermind program"

That's fantastic.

"Our blog is targeted towards teaching beginner gardeners how to grow their own organic food in a quick simple and inexpensive way. We have a YouTube channel with over 350 gardening how-to videos, more than seven million views and nearly fifty thousand subscribers."

All right Cali, I'm just going to press pause for the rest of your question because I have seen Jill join me live, so I'll just switch my camera back to you so you're not talking to text. All right Jill, hello.

JILL: Hello! Sorry it's really late in England and I'm in bed.

YARO: Okay I can see your book stand behind you, that says something.

JILL: Yes, yes. And that's relevant actually to my question because I'm right at the beginning of this course and I've been teaching creative writing for about ten years and my novelist is just about to publish it, I'm just about to publish it as an indie later next month, my first novel. I've started to build a

website around teaching creative writers, teaching novelists and a Psychology of [*inaudible*].

YARO: Oh we've just lost you Jill. It just froze on me.

JILL: Pardon?

YARO: Sorry, I just lost the last ten seconds there. It cut out.

JILL: It worried me that there are so many people out there doing, brilliant people teaching, helping novelists, helping indie writers and I'm just, I'm not sure whether it's a good topic.

YARO: Yes, you know it is a popular one and for a reason, people really want to get their own books out there and become an independent published author.

There's two sides to that, there's look at all those people who are already doing what I want to do making money, but then, there's also the fact that look at this massive audience that's spending money to buy from all these people. So [*unclear*] the belief, that's actually always a good sign as long as you bring value to the table. You got your own story, your own case studies, your own background that is credible. I think I've got three graduates of Blog Mastermind who all teach something to do with book publishing. Joel Friedlander...

JILL: He's brilliant.

YARO: I've gone mental blank on the couple of the other ones. Anyway, there's list for you...

JILL: Joanna Penn.

YARO: Sorry?

JILL: Joanna Penn.

YARO: Yes, Joanna Penn. Thank you, how can I forget Joanna Penn?

JILL: She's awesome.

YARO: It's not like those two cancel each other out either, right? You could say, well, why is Joel successful when Joanna exists and why is Joanna successful? Not to mention why is Chandler Bolt there? Why is Jesse, I can't remember Jesse's last name but all these other people are doing very similar things. And Nick Stephenson and so on.

JILL: Nick Stephenson, yes.

YARO: So it's more a case of your ability to market yourself with a unique story and to build your own tribe. Hey, I'm one of at least probably thirty to forty or fifty people teaching to make money with content marketing and blogging, podcasting, selling digital products, and everyone is making good money having a great business. I say that as a good thing.

It just forces you think a little bit more clearly on what's unique about how you teach and what you teach and who you teach. Those big important questions and that will define itself as you go out there and market what you do and connect with people. So no, don't let that hold you back. It's just a little fear, a little voice in your head that everyone gets especially today because it's more crowded.

But, I think that I'd rather you see that than tell me there's no one else making money in the industry. That would be [*unclear*].

JILL: [*Chuckle*] Okay, thank you. Thank you, that was really helpful actually. I think it's a matter of confidence.

YARO: Half the battle is just self belief when it comes to this especially at the beginning when you're talking to yourself with a lot of your content, you don't have a lot of customers, you don't have many people in your email list so you have to just believe in yourself, right?

JILL: None [*laughter*].

YARO: Hey, that's better than zero.

JILL: I've got the website, yes [*laughter*].

YARO: Right.

JILL: Yes [*chuckle*]. Okay, great. Thank you for that, yes.

YARO: No problem, Jill. Let me know if you hit the next roadblock, I'm happy to help you move forward.

JILL: Thanks. I would love it if you could have a look at my website when I'm finished building it. That would really help.

YARO: Happy to. Send it through when you're ready.

JILL: Lovely, thanks Yaro.

YARO: Okay Jill, talk to you soon.

JILL: Bye [*chuckle*]. Talk soon. Bye.

YARO: Okay, Miranda. Thank you, Jill. Miranda, third time's a charm. Hey, we'll try it again one more time. And, I will go back to Cali who I was midway talking to through email. Cali, with her husband Jerry, have a garden and a home business, teach people how to sell organic vegetables and their results so far, "We have a YouTube channel with over 350 gardening how-to videos," that's impressive, "... and more than seven million views and nearly fifty thousand subscribers," that is huge. Fantastic, Cali.

So, first question…

"My question to you for the live coaching call is, with so much free content already on our YouTube channel, how do we attract our current audience to our blog and eventually make a purchase? They have already seen so much of our best ideas for free."

Okay, my first question to you in this case, Cali and Jerry, would be have you actually got call to actions on every single video in YouTube? Oh Cali and Jerry, Miranda showed up on the live call. I'm just having trouble getting to your question here. Cali, I'll jump back to you in a second, I promise you we'll get through this but Miranda is live so I'm going to give her the chance. Miranda, hello.

MIRANDA: Hello? Hello?

YARO: Miranda you just want to turn down your speaker volume. I'm getting the background noise for this call.

MIRANDA: Yes, I had a few device going on at the same time. Okay yes, my webcam is out of order so you probably won't see my face.

YARO: That's no problem, we can hear you.

MIRANDA: Yes okay. So where do I begin?

YARO: So I got seven questions from you.

MIRANDA: Yes I was thinking about which one is more important than the, well to me all of them are important [*chuckle*]. But, what do you think… okay, number five is definitely… number five and number three.

YARO: Let me switch to your questions so everyone else can read them first.

MIRANDA: Okay.

YARO: Because you sent a lot through and you can give us the background. So, this is Miranda. Your first question Miranda, I cut a lot of the information at the start because you were just talking about what you've been going through. I actually think some of these questions are really helpful for other people too and it's worth addressing them. The first one you talked about there was whether you want to translate your existing Indonesian book into English, is that correct?

MIRANDA: I don't have a book yet. Yes, the book into English and yes.

YARO: Yes, so the way that I would have you answer this question is do you plan on teaching people in English or do you plan on teaching people Indonesian? Today, not next year. Right now. Because you might do both one day but what do you want to be first?

MIRANDA: English. I just want to teach in English, yes.

YARO: Forget about Indonesian, then. Hundred percent English. Yes, if you like to translate something from Indonesian to English but just only think about your English business and only go after English customers, okay?

MIRANDA: Right, yes. That's separate from my life, my current job right? I mean my current profession. Yes okay. All right, thank you for that.

YARO: Okay, so you asked about Aweber versus Mailchimp?

MIRANDA: Mm-hmm.

YARO: I haven't used Mailchimp so I can't actually talk from experience with it. I have used Aweber, it was my email autoresponder for the first seven years I was running my business. Even before my blog business, I used it for my proofreading business.

Mailchimp is very popular too. It's cheaper I think than Aweber to get started with but as soon as you start wanting to use the advanced features, I think it starts costing more money anyway.

MIRANDA: Mm-hmm. Okay.

YARO: Long story short, it really doesn't matter. The way I would answer this question is which one are you finding easier to use? That's really the more important question because you're going to spend a lot of your time in this tool because the majority of your money comes from sending emails.

And you've got to feel comfortable setting up an email sequence and sending a broadcast message.

Both those tools can do that, I know Aweber for sure is built for business. My only concern with Mailchimp was they have some rules about not doing affiliate marketing which probably won't impact you since you're not doing affiliate marketing. You're selling your own products and services. But I'll just bring that I up because I know some people have had some issues with that.

If it's me, I would choose Aweber simply because I know their system and I obviously have had issues with them over time, but overall they were great.

MIRANDA: Okay. Well, affiliate marketing I might do with yours, so that's considered to be, consider this affiliate, yes.

YARO: In which case you have to check with Mailchimp whether that's allowed before you do it.

MIRANDA: Mm-hmm. Okay, all right. Okay.

YARO: Going to your next question, you were asking about upliftingcommunication.com. Can I ask you why have you decided to change it to your business name to Uplift Communication Clinic? What's the reasoning behind that?

MIRANDA: You know Uplifting Communication, well my copywriter friend had a lot to do with that. He said that uplifting sounds just like a word, where uplift sounds like a brand and if I want to do other things. And then, I thought about communication clinic that sounds like, yes. Clinic is where people come to improve things. It's more clear and more definite than just Uplifting Communication which is broader. I don't know. This is my thoughts. That's why I'd like to ask.

YARO: Yes, I mean this is [*chuckle*]... it's funny. Choosing a domain name and choosing a name for your company, you've got all these competing elements. You've got that brand element. You've got keywords. You've got making sure it's easy to spell, easy to remember, easy to say. Does it actually mean anything when you read it or is it just…? Google doesn't mean anything but now it does.

So my experience and my advice, especially as someone who has chosen some terrible domain in the past [*chuckle*] is obviously make it easy to spell is the first thing so they don't have to stop and ask you or think about it. Definitely don't use like I used entrepreneur, it's a hard word to spell.

But, the most important thing after spelling is actually remember-ability. And one of the things, I'm sure you've got access to this, I teach in the Beginner Blog Tech Training in Blog Mastermind, the way human beings remember things are common sounds. That's why alliteration and cadence and rhyme and rhythm are important. I believe those things are more important to a good domain name and a good company name than

sounding professional. People who have Business Media Inc. is stupid. It just doesn't mean anything. It doesn't sound great. It doesn't rhyme.

I like Uplifting Communication because there's some nice, it's not ideal but it does flow well. Remember you talked about what your business was about and it kind of refers to that. I also don't mind Uplift Communication although that's only because "uplift" is active tense where "uplifting" is passive tense because it's -ing. But, I still think you could spend a bit more time here choosing a domain name like this. It defines your business for the future. There's nothing wrong with spending three months. If you've got something that's working now, I know you want to change it, really have a good brainstorm. This is something that needs to come to your subconscious as well. You need to have conversations with me, with friends, with other business owners. Tell them you know this is what my business does, this is who my customer is. I'm trying to come up with a name that represents that but also is clear, simple, easy to spell and has rhyme, rhythm, cadence.

I'm so much happier with the name Blog Mastermind than I am with Entrepreneur's Journey. For the simple reason that Blog Mastermind is much easier to spell and it has that cadence "Blog Mastermind."

MIRANDA: Yes.

YARO: If you can get that in your domain name somehow like I said you got to sit down there, write down a bunch of words that you like. See if you can combine them. See if the domain name is free.

I don't like things like Uplift CC. It doesn't mean anything to anyone. I don't think Uplift Communication Clinic, that is a good like not a name you remember but it's exactly what your business is called. That's like me saying YaroStarakBlogger.com, that sort of thing. It states the facts of what the name of your business is but people are going to remember that unless they're walking on the street and they keep seeing that on your company signage.

I would prefer you to have something shorter and simpler and to do with the outcome, what do you actually help people do? You help people to communicate better. Something like, I don't know, Active Speaker or Active Communication, I'm not sure. I'm throwing words off the top of my head here. But rhyme, rhythm, that sort of thing. I'm not sure if that helps you but it gives you direction anyway.

MIRANDA: Yes, good. Let me ask you a question then. Let's say I keep the UpliftingCommunication.com because it does seems to flow better than all the other names, but then still have when they see my blog, it says Uplift Communication Clinic. Will that be confusing?

YARO: I don't think so. Let me...

MIRANDA: Or, Communication Clinic or something Uplifting Communication Clinic or...

YARO: It's not there. You know it's not... It's a bit of a mismatch obviously because... I guess, the short answer is there's no reason why can't have both, right? You can get yourself Upliftingcommunicationclinic.com and own it and point that to your website, but also go out there and use Upliftingcommunication.com as the actual domain name you mention whenever you do marketing. That works.

MIRANDA: Mm-hmm. Okay, all right. Just a consideration so that when I look into that because now I'm designing the logo and all that. The logo actually says uplifting, it's very beautiful. Big uplift and then, communication.

YARO: Okay, if you like it, I would get it out there. One of the ironic and frustrating aspects of the stage you're at, you need to experience running a business to try and help figure out the name of the business, but you can't start running the business until you have the name of the business. It's a catch-22 situation. So, if you feel you've got something, I'd rather see you go out the door with that something and maybe, you'll realize in six to twelve months that you've come across something a lot better and you'll change to that. But, at least, you would have made that decision with having worked with customers and get a feel for how things are.

MIRANDA: Uh-huh. So, can I use that also for my current business? Because that is something that I could already use and test, actually.

YARO: Yes. I recommend if you can minimize the number or names and brands you have like Oprah, right?

MIRANDA : Mm-hmm.

YARO: That's it. You just know Oprah as, I mean yes, she's got other things. It's a wild network but really, one word sums up everything she is. Oprah, Tony Robbins, one word sums up everything. It's their names in this case. I mean, you could be Miranda [*chuckle*] as a potential name.

MIRANDA: Mm-hmm.

YARO : But, as you build your online business, you may become known for more than anything other than Miranda. Most people, like I am probably known for "Yaro" more than anything else.

MIRANDA : Mm-hmm, right. Yes.

YARO : So, especially in the world of internet business it's really a lot about personal branding, so your name and the way you sound and that comes to define who you are. If you have one company name around your personal name, that's nice and simple. So, yes, definitely, offline business, online business, try and keep it around the same branding.

MIRANDA: Okay, so basically, just start and then see how it goes, right [*laughter*]?

YARO: Well, that's the shortest answer. The most important thing here is action. You don't want your domain name and your brand name to stop you if you have something that's good enough to get out of the door with, right?

MIRANDA: Right. Yes, Okay.

YARO: Okay, so you've got your next question. You're indecisive about what your first offer should be. Whether you offer a book or you could do a book offer and a 20-minute consultation, or a free email course, or an abbreviated version of your book, or sell the book, or create a course based on the book, right?

MIRANDA: No, that's the funnell. The last sentence is the funnel.

YARO: Okay, so is this relating to what you give away for free to get people to join your email list, your lead magnet, the one I talked to you about?

MIRANDA: Yes, I guess yes. The very first one. You know, that first one, getting people to sign up or to give me their address.

YARO: Their email address. Okay, well, I wouldn't offer a 20-minute free consultation for that. That doesn't really make any sense.

MIRANDA: Ah, yes [*laughter*].

YARO: That would be something you can offer to the people who already subscribed to your email list.

MIRANDA: Okay.

YARO: I wouldn't say, "Join my list. Get a free 20-minute consultation," especially because what if you have a thousand people a day joining your email list?

MIRANDA: Right, I got it. So, that would be part of the sequence, the next thing, right? I mean after they sign up and then, that would be the next thing. All right.

YARO: Yes

MIRANDA: That would be [*unclear*].

YARO: The short answer to this is it could be a free report. It could be an email course. It could be a download of an audio file something like you talking about something. It could be a video. It really doesn't matter about the format as much as it matters about the strategy because you're trying to give them something they want that then leads them to buying something you sell.

MIRANDA: Right.

YARO: The thing that they want that you're going to give them must connect to the thing that you sell.

MIRANDA: Yes, I got that, yes.

YARO: Right? If you're going to do a 20-minute free consultation in order to turn that into paid coaching package that you can sell, the free report or the free email course needs to get them ready, get them educated, get them enough benefit from you to then say, "I really want a book Miranda for 20 minutes because I love what I just read in her free report, or I just love this email course I went through with her. I just love the video that she just gave me."

It probably will end up being many of those things. You might, first of all say, get my free report, which is what I'd do with my main free report, but then I give them four videos afterwards. One a day for every two or three days. It's video, it's audio, written.

But for now, all you need to worry about is really one thing. Just get one thing on your blog that says, "I'll give you this. Join my list. Enter your email address." That's all you have to worry about.

MIRANDA: Yes.

You know where I feel like I get stuck, Yaro is I wanted to use what I already have but my heart is just like feeling, oh, I want to write something that's really current because I wrote that book two years... no, actually four

years ago and I've developed and progressed since then and I think I keep avoiding just writing the whole new thing, which--

YARO: I think you know the answer to your question there Miranda. If you have no energy to something old, go to where, I'm on the same. I've got old content that I could edit and turn into things but I am much more excited about creating new content. You got to use your energy where it's going, you can't force yourself to go back.

MIRANDA: Yes. I think that's where I lost so much time because I keep forcing it but you my heart was just not in it and I just could not get excited about it and I feel like I'm forcing what I have now with what I had before.

Yes, so I guess yes. Thank you for that. You helped me clarify it with that.

YARO: Sometimes, you just need people to almost tell you stop wasting time on the old stuff. Go where your heart is telling you to go.

MIRANDA: Mm-hmm. Yes.

YARO: Okay, sixth question here, you are talking about how to put together a free report, how many pages… You are basically asking how to format one. I can't really break down every part of it. There is actually a, I know I've answered this question a couple of times in the community, and I've broken down eight to ten chapters. It's also in Blog Mastermind where I talk about the subject headline that you could put into a free report.

In terms of word count though, I've seen free reports that are 5000 words do well, and I have seen free reports that are 25000 words do well. It is this funny answer where it needs to be as many words as you need to deliver a valuable message. Sometimes, that's a lot less words than you can write. Sometimes, it needs to be more words than you are at.

Actually, for me, I find it's the other way around. I have trouble cutting words from my content not getting to those numbers. Especially if you decide now to start a new free report, what you are going to write about, what you care about, what is current, what is fresh to you. You may find that that's something that easily come. You may get 20000 words out of you in three to four days.

MIRANDA: Yes

YARO: Just try and give people enough of a beginning and an ending like a complete solution. You are not selling a product to them so you are not holding their hand and step by step for every part of the process but you are opening up some doors in their awareness of what you teach, enough to do that, enough for them to go, "I really learned something and now, I can actually go away and improve my life, thanks to this free report that Miranda has given me." So, whatever it takes to do that. Happy to break that down more in the community too if you want.

MIRANDA: Okay. I think again, this is another emotional stuff for me and the feeling that, what was I going to say, that oh no, I forgot what I was

going to say [*chuckle*] about writing the report and… I'm totally blanked. I don't know what I was going to say.

YARO: It's not the topic of the report that is confusing you, is it?

MIRANDA: No. It's not the topic. It's like… I don't know. I'm totally blank right now. I was very, very clear and then, I was listening to you and now, I can't… Maybe, okay… Let's forget--

YARO: It will come back to you.

MIRANDA: Yes [*chuckle*], all right.

YARO: While you're trying to think about it, I'll just answer your seventh question. You are asking about whether Wordpress is required, is that right?

MIRANDA: Yes.

YARO: It is not mandatory but I don't know anyone who is not using Wordpress. Let's put it that way. I've got someone, a friend of mine here in Toronto, she had a designer who decided that it would be better to build the website on Weebly. I'm not sure if you are familiar with that. It is another platform.

MIRANDA: Well, my web designer is totally a programmer. He is using CMS Couch or something like that.

YARO: Yes… I'm just going to switch back the camera here.

I'm so used to Wordpress and all the available plugins. That is the number one thing, the plugins, the themes. It's so widely supported online. It's hard to find that replicated in any other platform.

The other issue, if someone builds something that's a little bit custom or uses a platform that is not as popular, you are either going to be trapped to working with them and then, if they leave or you decide you don't want to work with them anymore, you don't have as many options as you will have with Wordpress. With Wordpress, there are so many people that can help you plus most of the stuff is free with Wordpress. A lot of the best plugins and themes are free. You have to pay to maybe get someone to customize things for you but the basics you can get going for free.

MIRANDA: Yes. And now, I realize it is actually quite an important consideration whether to use… He said that he could do any of the plugins but I keep having to tell him something new or something is outdated and stuff like that. So yes, I'll think about that.

YARO: Okay, where are you at now, Miranda? Because we've been talking for a few weeks now and I feel like you're still guess collecting your ideas and you get stuck and then you get confused. Where you at now?

MIRANDA: Number six, I remember now why I wanted to discuss that.

It's time. I feel like I was procrastinating but actually it's just like I didn't have the energy. I didn't have my heart about integrating what I already have.

I thought if I just use what I have, it would be quicker, but I realize that actually also stops me because I just didn't feel it was really connecting.

YARO: Mm-hmm.

MIRANDA: ANd now, when I talk about... it's becoming clear, I just shoot what I should do what I really want to do which is to write a new content and that's going to take a bit of time. I was a bit scared because if I write, it might take me some time to really feel good about it but I guess it is very important because if I don't do all these things that connect, then I'll always feel like something is not really working for me. You know what I mean?

YARO: Yes, you're finding yourself.

MIRANDA: Yes. It seems like I almost have to start from start with the first offer, with the lead magnet and if I get that right, and the rest, it becomes a lot clearer.

I don't have problem with the offline business because that is pretty clear, so now. I'm just like turning the offline into an online product where usually I have to be present in front of the people and now, they have to rely on the email courses.

YARO: Mm-hmm.

MIRANDA: Yes. But I think now I'm a lot clearer after this conversation about really following where my heart is. I feel a lot better [*chuckle*].

YARO: That's good.

MIRANDA: Until then I felt very, very stuck. Yes

YARO: No problem. I think these coaching calls can be therapy more than anything sometimes.

MIRANDA: Yes. It's just that little simple thing. I suddenly like opened up my… and not real. I was just like so heavy about coming in and talking about this and feeling so bad about not really progressing and all that.

YARO: One of the things you could possibly do with your old content is save it up for the future and to add it as bonuses to anything new you create. Perhaps your first course or ebook or product you sell, not a freebie, but a product you sell, you could include some of your previous material as bonuses. That way, you don't have to rework it into something new. You just give it to people as it is now, maybe not in Indonesian, if they are English speaking but find something that works.

MIRANDA: Yes.

YARO: That's important. Bonuses are a big part of the marketing piece and that can speed you up quite a bit.

MIRANDA: Yes. What I saw with listening which is a big chunk of my whole sequence of program, but I feel like I could not lead in with that anymore. But, as people go along, it is like one fourth of the program. So, when people get there, that is something that we can use, but I don't see the importance of using that to live in anymore. That's why I feel like I want to write a report that is more comprehensive like an A to Z but not very detailed.

YARO: Yes, I would go for that. I--

MIRANDA: So that people can see the whole picture, that's what I want to say.

YARO: Right, and you want to give them the picture as it is today not what you wrote three or four or five years ago.

MIRANDA: Right, yes.

YARO: I did the same thing. I have to recreate my free report about three years ago and my course over the last a year and a half. And, you basically do. You start from scratch because the world changes and the way you do things change.

MIRANDA: Right, yes. That's the most important thing because I do things differently now and some of the content in the old book just I don't support anymore [*chuckle*].

YARO: Yes, well that's a good reason to do it again.

MIRANDA: Yes.

YARO: Okay Miranda, did we get through all seven then? Is that--?

MIRANDA : Yes, well thank you so much.

YARO: No problem.

MIRANDA: Yes, it's all covered. Thank you so much I appreciate that. I feel like I'm good even if I have to re-strategize and just like start and not getting rushed and feeling like I have to have something already which is counter-productive for me.

YARO: I hope next coaching call you have something like a free report or a web landing page or a web site home page or something we can have a look at.

MIRANDA: Yes. Okay, all right. Thank you so much, Yaro.

YARO: Thanks Miranda, talk to you later.

MIRANDA: Bye.

YARO: Okay, thank you Miranda and I'm going to boot you off.

MIRANDA: Bye.

YARO: Okay, so Cali, I know [*unclear*]. Apologies Cali but I've been trying to get to Miranda several times as well.

I'll just check the chat room and make sure nothing is broken. All right, so I'm going to jump back to the email questions and I'll take a look in the chat room for any more questions.

Cali with her husband, Jerry, just to remind everyone is doing amazing things in the world of organic garden growing and already has a huge Youtube channel with 350 gardening videos, seven million views, and nearly 50,000 subscribers. Amazing!

So first question was, with so much free content already on your Youtube channel, how do we attract our current audience to our blog and eventually make a purchase? They have already seen so much of our best ideas for free.

Okay, so the simple answer to this part of your funnel, so you have created a content aspect, your Youtube platform. Huge traffic, huge subscription base, fantastic work. What you may or may not have done yet is work that channel to bring the people who watch those videos on to your email list. I don't know whether you may have done that yet. Ideally everyone of those 350 garden videos should have a call to action that says, "Hey, do you want to download our short video course on how to grow an aspect of your

garden?" Whatever it may be, it's an email opt in to get people onto an email list.

Now, the good thing about your situation Cali and Jerry, that email list can just be more of the videos that you've already created. Just send to them via email in a specific sequence. That can work well. So you have an abundance of content. There's no reason why every single video on Youtube should not be a little source of new email subscribers. Every single one of those videos.

All right, Kim, I'm seeing you are actually Cali, Kim. Okay, good. I'm seeing you in the chatroom. Okay, cool. If you want to talk to me about this live, Kim, you are welcome to raise your hand. I've just read in the chat room that you do not have a blog and I know your second question is with regards to launching it. Let me answer that then.

So, the way to do this would be to, first of all, decide what you're going to get people to sign up to to join your email list. That means to relate to the product you are going to sell to them.

Now, in your case, the product you are going to sell to them, you are saying you might have issues getting them to buy because you give away everything for free. That's not an issue because even if you give away everything for free, there's always a greater depth of information. There is always people who want more contact with you. There is always more types of materials. You can provide different formats. A course is a lot different than just watching some Youtube videos. You might be giving

them action plans. You might be holding live webinars like this. You might even be inviting them to spend some time in your garden or virtually spend some time in your garden. So, there is always a deeper layer that can go into products.

What matters is you understand what people actually want and you have a great asset to figure that out. You have all this content with an audience paying attention to it.

The first step though is, and I really would need to speak to you a bit more about this but if you could tell me what do you think people would spend money on in terms of what they want more information about, like for example, if you put in front of them, "I'm going to do a six-week course on how to grow the most popular organic vegetables if you only have a small amount of space in your home garden or in your apartment complex..." or something like that, if that happen to be what people really want to find about. And you could plan that and then, you could also plan the email list you are going to build to get people to then buy the product. Everything works backwards, "This the product I'm going to sell because I know people will have interest in this issue. I'm going to create this freebie to get people onto an email list that will then sell that product."

And then, I want to go back to every single one of those videos and put a call to action that says, "Go to this website address opt in to get our free training on this issue." So, that's kind of how in reverse engineered.

In terms of your next question here... "Also, we want to launch our blog within the next two weeks and are close to having it ready to go with a landing page, a few blog posts, to email auto-responder and freebie."

Okay, you have all those things already.

"I do not have front-end product ready. Question two, would you recommend launching it with what we have already just to start building our email list and then, send out a broadcast email to let folks know when the front-end product is launching."

The short answer is definitely yes. You should have a landing page out. Actually, you should have one out a long time ago. I can only imagine how many leads you could have collected from your Youtube channel by now if you had at least the landing page as a bare minimum. Yes to a landing page, yes to a blog with opt in forms on it, even if it only has one post on that blog. You've got a traffic source. Most people don't have that yet.

So, the sooner you get people going back from your Youtube videos to a landing page to your blog, your blog could have 350 blog posts, one for every single video you've made. Put the video. Get a transcript made with some pictures. You've got 350 blog posts as well. There's a lot of potential there. Just do something with what you've already got in Youtube.

In terms of the product, one good thing about having an email list is you can actually start surveying the people who go on that list. In fact, your landing page could actually be the survey. You could say on your videos,

"Hey, go to iwanttogrowagarden.com and answer the three questions we have and we will send you something free."

That landing page could ask most important things you need to know in order to decide what to sell to them in the first product. It could be do you want to know how to grow tomatoes? Do you want to know how to grow carrots or do you want to know how to grow potatoes? And, everyone puts… or more people put their hands up for carrots, then you're going to create the how to grow carrots course first. I know I am simplifying that, Kim but that is what I am talking about when it comes to learning from your audience using your email list. You can really get some clarity on what product people want.

And then, certainly doing a front-end product, one thing I want to say, is do not wait until your product is done before putting anything live. Everything should be live. You should be collecting email lists from the moment you started Youtube channel to be absolutely fair, but that's too late now. What's important is you get it up as soon as you can.

Okay… Kim, I'm hoping in the chatroom that you've heard all I've said and that's made sense to you… or Cali Kim, Cali, Kim and Jerry, that makes sense to you and you have a next step to take. I'm happy to speak to you live, I should probably check whether you've raised your hand. That would be a good idea. Oh, you have. Good.

Let's have a conversation, Kim. I'm going to invite you in, and we can continue this live, fingers crossed. If you just press any windows that pop

up requesting you to access your microphone or your camera, just click "yes" to those once Cali Kim and join me live and hopefully, what I've said has made sense.
Hello? You are live Cali or Kim. I'm not sure which one to call you.

KIM: Hello. Kim is fine [*chuckle*].

YARO: How are you doing?

KIM: Good. How are you?

YARO: I'm good. So, did you catch everything that I just said?

KIM : Yes, yes I did. Basically, we should put something on the end of all of our videos or asking people to go to our blog and then, our email list and everything. I like your idea but certainly, I haven't thought of that so that's a great idea.

YARO: I would do that and also like the very first description box of Youtube. Put the URL that you want to send people to [*unclear*]. That is the primary source of opt ins. If you put, don't even change the videos. Just put a website link into 350 videos plus every video in the future if you also say go to iwanttogrowyourgarden.com to get the free whatever it is, then you're going to instantly probably have ten, twenty, fifty, a hundred, two hundred subscribers a day joining this email list because you have a gold mine there ready to be mined basically.

KIM: Okay, that's great. That really helps. That's why I was struggling with this. We have so much content out there, how do we attract people that we've already given a lot of stuff to with something different?

YARO: I'd be surprised when you say, "Hey we're creating a training program, or a book or an ebook." Just float the idea to them. Even in a video and then, it just says, "Go here. We've got a short survey. How many people will just go and do that? Because you've been so prolific in giving away free information. They trust you. They like you. They are already raving fans. A percentage of them will want to buy something from you especially if they are treated special. You say, "You're a large group. We're going to keep this small. We want to work with you closely. It's going to be cheaper for you…" All those sorts of things and then, go from there.

The problem right now is you probably don't know enough from directly communicating with that audience since you don't have the email list to go with all those subscribers on Youtube.

You kind of do because you could create a video, ask them the question in the video and read the comments, right?

KIM: Yes, and we do get a lot of comments so I have a pulse for where people are at.

YARO: Right.

KIM: But, the problem is they're still used to getting everything for free and sometimes, there are problems that you can do like a sponsored video so, that is a little bit of a challenge to run Youtube, as well.

YARO: Yes, we all have that issue. I think I spent two years before I asked someone to buy something my own and I gave away five blog posts a week for a long time and I was thinking everyone just expects free content from me forever so, what am I going to do? I cannot run a business on that.

KIM: Right, exactly [*chuckle*].

YARO: What you want to do is just you have to isolate somewhere within those 50,000 or one thousand people who actually will spend money and there might be three thousand who complain that you're asking them to do something like fill out a survey or spend money. But it's the one thousand you have to pay attention to. You might want to get to rid of the three thousand complainers.

KIM: Right, exactly. Okay, this is great help. I really like this survey idea. So, thank you

YARO: No problem. If you need any help like coming up with questions, you probably already know what to ask your audience so, I'm here.

KIM: Okay, great!

Thank you so much!

YARO: No problem. Thanks Cali. Talk to you soon!

CALI KIM: Talk to you later!

YARO: Okay. I'm just going to quickly check the chat room.

Terry, I saw you question. Lorraine,I've seen your questions as well. Lorraine, if you just want to type your website address, your landing page address into the chatroom, I'll just make a note next to it so I get to it when I finish the email questions. So I'm just going to check Alison, Cali, we responded to. Miranda, we responded to. And, I've got no hands raised.

And so, I'm going to move on to I believe our last email question, from Amina. Okay, Amina asks…

"I'm having great trouble to get people to sign up form the email list. Also I'm not getting people to comment on the posts. Most people read the post from the facebook page but comments are rare. Any suggestions to increase engagement?"

For example, last post (which I'll open up in a moment), ask people to let me know what they thought but there was no response.

And, the second question, this may not be your area of expertise but have you any ideas about SEO. There are many topics that I know that have high volume of searches on Google like urinary tract infections, yeast

infections... I've done posts on these topics. Is there anything you can recommend by getting them to show up when people do relevant searches?"

Okay, yes I do.

First question. Let's just open up Amina's page.

So, Amina, you were asking about why you are not getting comments to this post and why you're not getting many email sign ups.

The first very important question or potential explanation for why you are not getting an outcome is surely a traffic issue. If you don't have a lot of people reading the post, you're definitely not going to get comments and you're not going to get email opt ins as well.

I'm not going to spend time teaching you traffic techniques here because that's obviously a huge subject and no matter what training you're doing with me, I'm pretty sure you are in Blog Mastermind I think actually, Amina but even if you're just in the community, don't have Blog Mastermind, there are traffic resources you can even ask for traffic building advice if you pop in to the community. I'd be happy to give you ideas.

But, we are just talking about you doing some kind of outreach, you going out there and getting your content on other people's websites, getting your Podcast, getting yourself into on a podcast, getting yourself in an online magazine, getting yourself appearing on someone's video channel, maybe

doing really well with Slideshare, or Pinterest, or Youtube, or Facebook, or Twitter, or Instagram, or Linkedin… Any one of the social networks going out there and really growing a presence because that will bring a traffic back and that actually will also solve your second issue. You were talking about getting higher rankings for this content? The way Google works is it looks at the content itself and it looks at the authority of your site. The only way to raise your authority is to have other websites linked to your web pages.

If your blog posts don't have anyone else linking to them from other websites, you're not going to rank well especially for more popular phrases in the search engines because other sites will have articles rank better than yours because they have higher authority because they have more links. Everything comes down to your ability to market your content, market your website, market your blog. So that is the first problem you need to solve if you want things like more email subscribers and more comments.

Regarding comments, they are actually not a big deal. I would not get caught up on whether you get comments or not. Blogging in general has moved away from comments to social media. Most discussions nowadays are happening on social media and not happening in the comments.

Comments are pretty much [*unclear*] nowadays. Most people who leave comments are not really having a conversation. They are just trying to promote something. What you really want to do is to share your articles on Facebook and have the discussion there or on Twitter or whatever network.

I know you are on Facebook judging by you got your Facebook page Infectious Doctor. But without the traffic, without the eyeballs, without people seeing this content, there is no one to have this discussion about. In my next redesign I'm actually turning off comments altogether because the comments that I get are not really providing much value anymore. They were five to ten years ago. Back then before social media was popular, commenting was important. I have somewhere between five to eight thousand people a day visiting my blog and I might get ten to twenty comments of which 19 of them are barely worth posting.

That is just the way blogging has moved. You'll see that in a lot of blogs are switching off their comments and are also moving all their discussions to social media.

The issue with your opt in, I can give you some advice, simple things to change about your blog design. For example, getting yourself a header opt in will probably perform better than this right sidebar opt in you've got here. Having some kind of exit pop up opt in will also help you increase your email subscribers. It's good to have a footer opt in. You don't have a footer opt in down here. You can even put an opt in bribe like some kind of upgrade, maybe a downloadable PDF within the content like a box here that says, "Download the PDF that goes through the seven steps or the seven syndromes…" or something like that, "Enter your email address," and it's a little pop up box if they want to subscribe.

Basically, all you are doing is putting more ways to opt in to your email list in just this one box here. The other thing you need to work on is this headline, "Subscribe to our mailing list".

I don't know about you but there is no reason why I want to subscribe to a mailing list because it doesn't tell me what the mailing list is about. What are you sending me? Are you sending me promotions about products? Are sending me your the latest blog posts? Are you sending me a free report or an email course? Are you just going to me email every now and then when you feel like it?

I need a reason to join this mailing list. And, as people who take my training are very familiar with, I recommend you should have a very strategic email list. It's not going to be just random content about random things. You're going to put a specific series of information, or a specific free report, or a series of videos, or a series of audios that leads to the thing that you sell.

I think you need to stop and really have a serious think about what is the point of my email list too. You got to solve the traffic issue. You got to get a better offer for the email opt in. And you got to put more email opt in boxes in different ways across your blog. That would be the answer to these problems we are having with both SEO and increasing the engagement with your content.

But, if I was to give you any piece of advice, I know, Amina that in your case, you haven't really got a blog that's specifically about solving one

problem. You got a blog that is about all kinds of things, lots of different infectious diseases so it's a bit more magazine like.

What you need is more marketing. You need to get out there and put yourself out to other websites. My question for you, Amina, when we next speak, is what have you done to market your site?

Don't tell me about the blog post you've written on your blog. I want to know what you are doing to get your content onto other sites out in the world. Grow your audience. Reach new people. Bring people back to your blog, back to the most important thing.

Okay. That wraps up the email questions. I'm going to leave this window open because Lorraine in the chatroom, has given me her domain name or landing page to have a look at. Lorraine, while you listen to my voice while I load up your website, can you ask me what aspect of this page do you want me to asses it? What is goal here? Are you trying to get email opt ins? I'm getting your About Page at the moment so I don't know what…

It looks like you have a landing page, too. I don't know if you've published your landing page. I'll check this link and see if it's there. I mean, this is your landing page. It might be a landing page but it does not have an opt in box yet. So, there is nothing to opt in to. I'm just going to click this one in case… this looks like it's your… yes, that's a page you haven't made live yet.

Lorraine, I don't know what page, what I need to asses here. I'm thinking even if I read this headline it says, "Sports Performance". That is a landing page. It really needs to say, "The Seven Steps on How to Increase Your Serve Speed. Enter your email address and I will send you a video." That would be specific to a specific type of sports performance and a specific offer.

Okay, all right Lorraine. I'm seeing in the chatroom, I'm guessing this is not the page you want me to look at. If you want to give us the actual website address. So, Lorraine is going to make this page live. While you are doing that, I will bring you back up since that's this one here. Let me know… Let me know when you have the website address, Lorraine. That actually would be working.

I'll just answer Terry. Terry asked a little while back what email system do I use today since I used to use Aweber to run my business and today, I use a system called Ontraport which is a customer relationship management tool as well as an email responder as well as a product selling tool. It's kind of an all in one, Terry. Ontraport, I'll just type that into the chatroom so you can check it out. Anyone else who wants to, as well.

It's nothing more advanced tool. I would not go there if all you need to do is start your first email list. It is really designed for email marketing, product selling, affiliate programs, all about controlling your customers and sending things like shopping cart, abandoned the emails and second chance emails. It's a lot more advanced stuff.

If you just want to do a newsletter, or an email course or an email sequence, AWeber, Mailchimp, Getresponse, Constant Contact, those things, they are advanced enough to do huge so you can have a six-figure business with those things. I did. But when you want to really start branching into more complicated marketing techniques, you need something like a Ontraport or Infusionsoft. Convert Kit is in the middle of those two. It is another platform available. There's a few...

Okay, Lorraine. Terry, I hope that answered your question. If you have any follow ups, let me know. We are working with Lorraine to get her landing page up. She's still got it in draft mode in her Wordpress Blog so she needs to publish it and then, send us the actual live website address and then, we can look at that.

After that, I'm going to call a coaching call done since I've answered all the email questions. If you want to speak to me live, I'm going to make this the last call. If you want to raise your hand, press the request to speak button on the top right of the Webinar Jam control panel and I'll be notified that you want to get live coaching with me just as some of the people Cali, Bridget, and so on, Kim did it and we spoke live. Otherwise, we will call it a coaching session done and the recording will get sent out to you shortly. We'll get the other recordings done, the transcripts, the mp3 out to you public tomorrow, as well.

Okay Lorraine, I'm checking the chatroom. You just publish it but we need to then know what the actual website address of the page is, Lorraine. So,

you can find that page and put it in the chat room. Okay, I'm seeing it I think.

Thank you, Martha for sharing it, I believe. Good to see you still here Martha. You're up late, I believe. Okay, here we go. I think I'm seeing it. Let's switch to it and Lorraine, first of all, let's make sure we're at the right page so I'm not critiquing the wrong one. This looks like a landing page.

All right, so let's compare and contrast here since we've got the benefit of Alison's sending hers early. Martha, you should go to sleep at 1:30 AM. I don't know why you're still here. Go to bed, but thank you for staying with me all the way with me all the way to the end of the webinar. Martha is my dedicated customer care person.

So we've got, Lorraine, this is your landing page here and we got Alison's landing page which we looked at earlier in the coaching call. So, just some basic things you want to get right and change with yours. You need a headline that appears above the fold. If I'm on a small computer, this is going to be the size of the above the fold area.

If you have a look on what you're seeing now, you're barely seeing any text at all. You're seeing this blue logo and there's big picture of the body. I go to Alison's, I'm seeing everything still. I'm seeing the headline. I'm seeing the video that explains what's in the opt in. I'm seeing the actual opt in box where I could enter my name and email together. That's really important. You need to have the name and email box above the fold. That means it's up above high in the page.

So yours isn't even on the page when it's in small mode. I have to scroll down to even see it. That's going to reduce your conversion rate.

The other thing I'd strongly recommend is to remove this big picture. It doesn't really do anything. It's in the most important place at the very top of the design. Same with this logo. If that is your logo, then you can include it but maybe move it so that it's somewhere in the top right or top left and it's not taking up this prime space. You've used all your space for these two images that really don't actually say anything.

The next thing I'd work on is this action here. What your headline defines the interest a person has in what you're offering. So, I know you're offering a free report because you're saying download your free report here in the box. And I'm guessing it's something to do about mind mastery training and it's got something to do with sports performance. So I'd really want that to be turned into a much more targeted specific headline that says, "Let me teach you the three most important mindset training techniques that professional athletes can use to…" whatever it is they're trying to do, increase their speed, increase their endurance...

Ideally, I'd love you to get really specific and target individual sports or individual... something more specific within this area that you teach. If you have to stay at the top-level of all sports performance, then try and at least get more specific with what aspect of sports performance you're teaching.

Is it endurance? Is it recovery? Is it stamina? I'm not sure those things are that different but whatever, speed, and connect the dots for people because if I'm a swimmer who is trying to get faster lap times, this page does not appeal to me because it's too generic.

If I'm a tennis player who wants to get faster serve speed, if I'm a football player who wants to be able to run longer from the pitch, if I'm a cricket player who wants to hit the ball harder... all these guys and girls have different goals with their sports performance and the closer you speak to their goal, the more likely they are to opt in to your landing page.

Going back to Alison's here. She's speaking to people or group of people who have very clear problem. They're depressed that's why they're taking antidepressants.

So, she is speaking to one class of people, people who need antidepressants or who have been prescribed antidepressants by their doctors.

This headline appeals to them very clearly because it's 29 of the Leading Antidepressants: What doctors won't tell you about that. That's very appealing to someone who's considering putting this drug into their body.

So it's excluding everyone else. It's not about any other conditions. It's only antidepressants, very specific. She clearly said, "An Insider's Report of 29 Leading Drugs and What Your Doctors Won't Tell You." Not antidepressants but just the word "drugs". That would be the equivalent to

what you're saying here with sports performance as opposed to an aspect of sports performance.

The minute she changes this to say, "An Insider's Report 29 Leading Drugs," it immediately becomes more generic. It appeals less to people and less people will opt in because they don't know what drug it's related to so specificity is what make things convert. That's what you want to get into yours. So, get rid of this imagery. Get a better headline. Move all this content up. That will be the first changes I recommend you make into your design. I'm actually going to stop there, Lorraine because I don't want to overwhelm you with too many changes at once because I'm sure you're probably dealing with some technical difficulties to keep changing this page and working with a tech person.

Okay, I hope that was helpful, though. Hopefully, it's not too daunting. You're making progress. That's the most important thing. That actually looks like a landing page. It's just, that's step one, something that actually has an opt in box on it which is very important.

Okay, just one little quick question that popped in from Cathy here. I'll just broadcast it to everyone in case you missed it.

"Would you explain more why I need to move from Wordpress.com to a unique server?"

All right, let me just bring up my other window because this is explained with us visiting Wordpress.com where it says wordpress.org.

Okay, so Wordpress.com is a free website hosting service that you can make use of to start a basic blog with. Now, it's a good service. It's a starting point for beginners. It's the best way to put it. What you don't get with this service is a lot of control.

Wordpress.com is a locked down platform. It means you can't have a lot of custom plugins running. You can't hack a lot of the design aspects. You can't hack a lot of custom coding. When you download this Wordpress.org, download the software and install it on your own host, it's completely open source, unlocked, ready to go. Any plugins, you can run with it. You can hack the code. You can do custom work on your design. And, it's basically completely flexible plus you got the support of all those free plugins that are out there which there are literally hundreds of thousands, I believe right now.

The problem with Wordpress.com is essentially, it's like you're renting versus owning. That's another aspect of this. You do want to make sure you have your own domain name. You can use your own domain name with Wordpress.com. But, if you go into trouble of getting your own domain name, getting your own hosting, get Wordpress.org.

Wordpress.org can be installed with the click of a button. If you go to most hosting services like I talk about Bluehost as an entry point, they have a control panel that has a button on there. They have some help videos to help you with this. That just says click this button. You fill out some basic details like the name of your site and what's the admin login account, and

then, you go through that process, finish it. Boom! You got a Wordpress.org site done.

Now, a lot of this becomes technically challenging which is why I recommend people go to people like Kerry who is known as the Blog Mechanic, someone I recommend to everyone inside Blog Mastermind and also inside the community. She is a tech person.

Everyone needs a tech person. So, yes, you will have to spend a bit of money, but the good thing about using Kerry especially for those first few steps, set up the blog. Set up the theme. Set up your domain name. Set up anything like an email opt in box, little more challenging things you need to add to your design. Kerry can do that for a few hundred dollars and you may never need to hire again for anything. But, if you can just get past those initial hurdles of email opt in, blog set up, ready to go, you can just blog and build your business knowing that it's there. It's working. You can send your emails. You can publish your blog posts.

You're not going to get stuck on this horrible challenges like I hate to remove this picture. I need to move this box here or my formatting and my email opt in box is wrong.

Those basic tech things are 10-minute jobs for a person like Kerry or they're like three-day long challenges for people who are not technically able. People like myself, I struggle with that tech stuff. I do the basics myself but I go straight to my tech team to do anything more than that.

Hopefully, that helps you, Cathy, with your question regarding why you need to get on to your own hosting account. And, you have your own domain name what I'm seeing in the chatroom. That's good. So, the domain name, it means you have ownership. That's step one. You own your own house.

Now, you have to go build on a piece of land. That's the next step so get yourself webhosting. If you want a very affordable starting point, Bluehost will get you there for like six-seven dollars a month and you're up and ready. So I would get going with that.

I'm reading in the chat room that Lorraine, that was helpful, just previously I answered your question, which is good.

So, the email questions are done. Chatroom questions are done. I'm not seeing any hand raises for any more live questions to do a live coaching session with me. I'm going to call this coaching to a close if that's it guys. Nothing else in the chatroom is coming through.

Thank you for staying with me. We're almost at an hour and 45 minutes. That's another good solid call. The recording will get sent out immediately by webinar jam. And then, probably tomorrow, we'll have the text, well, not the text transcript, we'll have the MP3 and the other versions of the recording.

Eventually, we'll have the text transcript in PDF as well. Thank you for everyone who's stuck with me in the room, in the chatroom and live. I'm

seeing pretty much everyone who started this call is still here, which is great to see you.

Thanks Angela, Jeff, James, Samuel, Pacita, Andy, Lorraine, Vera, Sue, Irene, Sheila, Rushka, Valentina, Terry, Amina, Michele, Shawn, Jill, Kim, Cathy, Katy. I think that's everyone and Ishwaraya.

Whew! That's a challenge one. Challenging name. Thank you guys and girls for sticking with me to the end. I'm going to be here in Toronto for a number of months now so I have a stable base.

I'll see you in the community. Keep working through Blog Mastermind if that's what you're working on. Get your landing pages, your blogs up, your email list growing. Do some marketing. Everyone needs to do more marketing and then, more and more speak to people. We're not getting out there and reaching out to find and grow our audiences. So get out there and do that.

Yes and good luck. I'll speak to you in the next coaching. We have one coming up in May, so I look forward to doing that with you. Otherwise, good night from Toronto. I will talk to you very, very soon.