Facebook Fortunes Webinar 3

List Building (part 2) - Opt In Page

Daryl: Hi guys! Welcome to this week's Facebook Fortunes Program webinar, this is Daryl! And we also have Kerry!

Kerry: Hi everyone!

Daryl: And, this week we are continuing with our series on list building. You will remember that last week we talked about the importance of list building and how your list is really the lifeblood of any business.

We talked about building a pot and filling it with gold. Your list is like your pot; it allows you to fill your business up with gold. It is really, really important to get list building happening as early as possible.

In order to be able to gather names and emails, there are a few components that you need and the first of them is a great offer. That is what we talked about on last week's webinar. This week we are talking about the opt in page - the page that people go to in order to get that great offer that you have built.

As usual, if there are any questions on the way through, please put them in the question box and we will answer them as we go, or at the end, but do make sure that you are following along and answering questions on the way through.

Kerry, do you have anything to add before we get underway?

Kerry: I love building lists. The money is in the list! This is a really exciting part of the process.

Daryl: Absolutely and list building and Facebook really go hand-in-hand, don't they, Kerry?

Kerry: We find that if someone opts into your list and then we can remarket to them after they are on your list, they are the most likely people to take action.

Your fans convert better than a cold audience and generally, the people on your list convert better than your fans, so it is really important that you build your list through Facebook and then we can remarket to those people, to get them to take action.

Daryl: It is a marriage made in heaven - Facebook and a list.

Let's have a look at today's component, which is all about building your opt in page. If you are not quite sure what we mean by an opt in page, you may have heard it something else. Sometimes, people call them landing pages; squeeze pages; lead pages, but this is the page that people go to in order to give you their name and email, in return for that gift.

I have one up here as an example. This is one for a client of ours who has a fantastic membership site-helping helping carers - people at home who are looking after a family member, generally. Maybe a child with autism; maybe an elderly parent with Alzheimer's; maybe a partner who has had an accident and is in a wheelchair; someone who is a full time carer, looking after someone at home. This is a great example and it converts really, really well off an opt in page.

You see it has a great headline; a sub-head; bullets of what you get and then an opt in box - put in your name and email and grab a copy of the free gift. That is what we mean when we talk about an opt in page or landing page or squeeze page or whatever we are going to call it.

Let's have a look at some tips for creating a good opt in page. Kerry, feel free to jump in at any point.

First up, the metric that we are after is that we need it to convert at between 20-30%, in other words, for every 100-people that Kerry sends to your opt in page from Facebook, between 20-30 of those should give you their name and email.

We know if we get those numbers, that is the industry standard. Sometimes, we can get better than that, particularly with remarketing, but often it starts off worse than that, because the thing about an opt in page is, you can do your best guess at getting it right, but it does need some fine tuning of your wording and layout, in order to get it to that 20-30%.

Sometimes, it only takes 2-3 changes and sometimes we have had opt in pages, where we have done maybe 20-changes to it, to get it up to where we want it. Be prepared to make a few tweaks along the way.

In order to get those sorts of conversion rates, this is what you need. First up, it needs to be uncluttered - one purpose per page. I have seen opt in boxes hidden amongst all sorts of other things and really hard to find, where there are multiple things to do on the page - people are just not going to find it.

If I had my way, the only way off an opt in page would be to put in your name and email - there wouldn't even be a back button. I don't think that is allowed, but hopefully that makes a point. You really only want people looking at giving you their name and email, on that page. Don't mess it up with all sorts of other information.

Generally, they need to be short and this is generally a test and measure, but they need to be very to the point and brief. You might have other information further down the page - testimonials; a bit of information about you, but all the main bit that people see when they first come to your opt in page, needs to be all about the benefits to them.

Remember the old "what's in it for me?" That is all that the client is interested in at this stage. They don't want to know how long you have been in business or how good you are because they are not interested. Don't do it! What we want is short; uncluttered and one purpose per page.

Our next tip is to have your graphics and copy match your Facebook Business Page Banner and your Facebook Ad. Now, this is an interesting one. Can anyone tell me why this might be important that the graphics on your opt in page should be the same as the graphics on your Facebook Business Banner Ad and on your Facebook Ad?

Consistency reduces confusion and so they know that they are in the right place. Continuity equals familiarity and builds your brand. Synergy, so they know that they are in the right place. The key is that they know that they are in the right place.

What doesn't work is when people click on a Facebook Ad and they go somewhere that looks completely different. If that happens, immediately they are starting to wonder if they are in the right place, so be as consistent as you possibly can be. Even having the same wording on

your ad as in your headline, reassures them that they are in the right place and that they are going to get what it was that they clicked on the ad for. Make sure that it is matching and you will have a much better chance of people staying on your page and taking action.

The way to tell if you have missed your mark on this is in Google Analytics. It will tell you how long people have spent on your page and they will only spend a couple of seconds on your page, at the most.

So in you Google Analytics, look under "time on page" and if it is 10-seconds or less, you know that for some reason, people are confused when they get to your page. They don't think that it is for them or what they were looking for and they leave. That is the best indicator for you there.

There is a question: "Is this the bounce rate?"

Good question! Who is familiar with Google Analytics? Half yes and half no!

When you go into Google Analytics and we will show you the bit that you want to look at, at a later date, but you want to look at the screen that shows you the number of unique visitors that you have had and the time on the page.

That is measured in minutes and seconds - time on page. It is different from the bounce rate. The bounce rate is the percentage of people who come to your page and leave without going anywhere else and that is shown as a percentage.

What it typically tells you is how many people have opted in and how many people have looked at your opt in page and just left.

Bounce rate is more about whether they have looked around your site because on an opt in page we don't have lots of links going to lots of other places; we expect a high bounce rate.

The only two pages people can go from an opt in page is to go back and leave the page, or to opt in. If we have a 20% opt in rate we would expect and 80% bounce rate, but that is ok. We don't want to distract people from our opt in page, by sending them off to get lost on other pages of our website, particularly if we have a big site with lots and lots of pages.

It is fine if they are looking around, but we really want them to give us their name and email, so for an opt in page we are not looking for a low bounce rate - that's really irrelevant. We are looking at time on page and when we get to the point of looking at our analytics, I will show you the screen, which will give you the number of unique visitors and the amount of time - the number of minutes, and seconds that they are spending on your page.

Ask for minimal details. Typically, name and email is all that we want and you will notice that a lot of Internet marketers these days, don't even ask for your name and that is why you get emails generally addressing you e.g. hey, how are you going today, rather than addressing you by name.

It is a test and measure and I think it is nice to have people's names so that you can talk to them directly and so that you know who they are, so we tend to ask for name and email, but if you are asking for more than that e.g. phone number; postal address etc. the less response you get. Why might you want to reduce the number of opt ins that you get?

It seems counter-intuitive, particularly if you are paying for traffic to get to the site. The time that you might want to reduce is it is when you want to qualify people a little bit more. The more people have to put in, the more interested that they are in what you have to offer and if your offer is sending out an information pack, which costs money to put together and send, then you don't want just anyone requesting a pack.

You want to ask for a bit more information, because only the people who are serious are going to put in all of their details.

If your offer is that you will have a 15-minute conversation with the client, to see how you can help, then again, you don't want just anyone opting in. You want to get a bit more information and qualify them a bit more, but in general, when all we are doing is getting their details, in order to market to them, all we want are the name and email.

What do we put on the page? We need to focus on the benefits. We need a big, grabbing headline that screams out to people that they are in the right place.

It is not your business name or about you, it is the benefit that they will get by being on the page or by opting in. After the headline, we add some "what you will get" bullets and normally we will use 3-5 bullets to create some curiosity and get people asking more about

what it is all about. We will talk about writing good bullets and copy in another webinar, because that is a really powerful strategy and skill is to write good copy - benefit-laden copy.

The next is to make it easy and obvious how people opt in. Make it so that it is really clear; it is not hidden away somewhere; it is above-the-fold - this is an old term from the old mail-out direct response marketing days, when you would get a sales letter in the mail and you would unfold it, so above the fold means in that first fold area, so above-the-fold.

On a screen, it means that they don't have to scroll down in order to see it. The opt in box is above the fold.

If we go back to this example over here, you will see that we have the opt in box; pop your details in the box below to grab your copy of...and you will see that it is appearing there, above-the-fold.

Kerry: One of the things that we do when we are building the Landing Pages is that we make sure that this opt in page is mobile optimized, as well. It looks slightly different on the mobile phone.

On your desktop, it will look like this: your headline; sub-headline; opt in box to the side; it's above-the-fold, so we can see it, but on a mobile device it will be the headline sub-headline and then all the writing and the opt in box is right down the bottom and they have to scroll, scroll.

So, what we try to do is optimize it so that it has the headline and maybe the sub-headline and then the opt in box and then we put the writing underneath it, because we know that most people from Facebook are coming onto your page from a mobile device.

So, I just wanted to point out that we do change it around for mobile. i don't know who is a web developer out there, but there is a mobile plug-in in Word Press that can rearrange your page for you. I don't know what that is. That is why we have our techies.

Daryl: The other thing that you might want to do, besides having your opt in box above the fold, is put it in again at the end. If you have added some testimonials down underneath all of the crucial stuff, then you might want to put your opt in box again, at the end.

For the people who do like to have a lot of detail and who will read through everything, put the opt in box in again at the end, so it is easy for them to opt in.

Testimonials work well, but you do need to put them down the bottom, underneath the headline; bullet points and the opt in box. Don't try to squeeze them in above that, because it will push your opt in box too far down.

It is a good idea to put in an image of your free gift and depending on what your gift is it will differ. If it is a report of some sort, then a little 3-D graphic of a little book.

One thing we have found in testing and measuring and you won't believe this, is to put a hand behind a disk. If you are offering and audio or video you can add a hand holding it behind it. The difference with and without these little fingers in behind the disks is about a 5-10% difference in opt in rate.

You can go from 15-25%, simply by putting hands behind the disks. What do you think of that? Does that stun anyone? This absolutely amazed us when this was done, but sometimes it is the littlest things that can make a difference and that is why it is important to be tweaking and testing and measuring a whole different things.

It may well be different from niche to niche, also. So, we can't say that will work across the board. It will be different depending on who your clients are.

Kerry, do you want to talk about putting the Facebook Pixel on the opt in page and the importance of doing that?

Kerry: The Facebook Pixel should be on every page of your website, anyway and that is certainly a lot easier when it is a Word Press site, because there is a plug-in that will put it in to the header and footer of every single page of your website, but you do want to check.

If you have had an opt in page built for you, then you want to go into Chrome and you want to download Facebook Pixel Helper and you can download the Helper, which will show you if the Pixel is on the page and you might want to make sure that it is on the Thank You Page, because we want to track people who come to the page and we want to readvertise to people who come to the page and don't go to the Thank You Page.

As long as that Pixel is on both of those pages, we can go back to Facebook and set up an audience that says: Landed On -Landing Page and then another audience that says: Landed On - Thank You Page and then we can run ads that include people that land on Landing Page; exclude people that landed on Thank You Page and run those remarketing ads.

I will find the link for the Pixel Helper and put it in the chat box, so you can put it onto your computer after this.

Daryl:	The other thing is that we are creating that website custom audience, whether or not they opt in, so that we can then go and create a look-a-like audience, right?

Kerry:	Yes, that is correct. The Pixel will collect the website audience so we can create the look-a-like audience, which is a really good audience!

Daryl:	Even if you are just getting a small amount of traffic to start with, what it an do by having an opt in page is it can make things grow quite quickly. Kerry, what size is a look-a-like audience, usually?

Kerry:	A look-a-like audience, well let's just say that you have 100-people in your look-a-like audience, because you need over 100-people to create a look-a-like audience and if it was in Australia, if it was just Australia wide, we would definitely coming up with 300,000-500,000 more people, that are the same as.

In The States, it is more like a couple of million people that are the same as. It really does make it a lot easier to find who your target audience is.

Daryl:	And, of course, those people generally will convert better than your precise interest audience, right?

Kerry:	Yes! Nine times out of ten, they convert a lot better.

Daryl:	The next thing is to test adding audio or video. Now, I say test this, because sometimes adding video and audio will put your conversion rate down, for some reason. Sometimes, it will put it up, but sometimes, it will actually put it down, so do test that if you want to add audio or video to it.

Now, here is something that is a suggestion that we haven't actually implemented, but I think that it is worth trying to see if it makes a difference and that is to put the "call to action" on the submit button.

So, if your call to action is: Get A Free List Building Guide, then instead of just saying "submit" on the button below the name and email, write "get my free list building guide". Whatever the action is that you want them to take is what you should put on the submit button, rather than the word "submit" or "go" or whatever it is that you are putting in there.

Always have a matching Thank You Page. Now, obviously if you are wanting to do Facebook Remarketing, then you need to have a page for people to go to once they have opted in. You don't want it to just go into cyberspace once they have opted in, because then you have no way to tell whether people have taken action.

The pixel on the Thank You Page needs to fire, so you can differentiate between the people who have and have not given you their email; put them in two separate audiences and remarket to them separately.

When you create your Thank You Page, make sure that it matches the opt in page - the same banner; headline or similar headline e.g. thanks for grabbing your copy of whatever and then whatever instructions, so if there is a link to it, have the link on that page; if you have emailed it to them, tell them that; if you are going to be giving them any other free gifts or any sort of other unannounced bonus, tell them that, but have a nice thank you page after they have taken action.

Then you need to hook it up to your auto responder. The auto responder that we generally use is Aweber and any training that we give you will be about Aweber, however I know that there are other auto responders around.

Does everyone know what I mean by auto responder? Is anyone not sure? Please put yes or not in the question box and let me know if you know what I mean by auto responder.

It is a bit of software that the name and email goes into and then you are able to mass email out to the people on your lists. In Aweber, you can have as many lists as you want, so each of your opt in pages should be going to a separate list. Now, a couple of tips when you first hook up your auto responder to your opt in page. First up, have the first email already prepared and loaded in. We generally call this a follow up email, so that once people have

given you their name and email, they immediately get a response from you, which thanks them for downloading your free gift.

You tell them you know they are going to love it and give them the benefits, which is the same sort of list in the bullet points on your opt in page e.g. keep an eye out for and then tell them whatever it is that you are going to be sending them ongoing.

It should be a really nice, short, sharp, benefit laden welcome email and have that created and preloaded before you start sending people to your list. It is actually quite a manual process to go in and get people to send out the first email to people after they have opted in.

It is a bit of a pain in the butt, so make sure that you already have the first email prepared.

The other tip, and not everyone will agree with this, but this is something that we do and I know a lot of other Internet marketers do, too, is to switch off double opt in. Does everyone know what I mean by double opt in?

It looks like about two thirds of people don't know what it is. Double opt in is when you give your name and email and instead of immediately getting your free gift, you get an email saying that before they give it to you, they need to know that you are a real person.

It sends you an email and you have to click on the link in that and answer some questions and it puts a barrier in between you and your client opting in. Not everyone who sees that message will go back to their email and click on it.

Some will think it is spam and some will just forget to do it. If they are on their phones it maybe too hard to flick over and do that and find it.

The reason that double opt in exists is because that Aweber, like to keep their lists clean. They don't like to have people who are loading in fake emails or buying lists and loading those, breaching the spam act and one way to make sure that they are not getting those sorts of emails, is to encourage you to have everyone on your list double opt in, that way it makes sure that they are real, however it drastically reduces the response rate that you get.

In Aweber, anyone who has given you their name and email, but not gone and done the rest of the process - not gone to their emails; found the email and clicked the link etc. they just sit there and you are not able to do anything to them. You cannot email them. You cannot

delete them. They sit there and they mock you, because you know that you have paid money to get the traffic to your opt in page - you know that they have opted in - but you can't send them anything else and it is extremely frustrating. I am sure it is frustrating for the client, as well, because they think that you aren't very good because they haven't receive their free stuff, because they haven't double opted in.

Tony is asking: "Is it a legal requirement to have double opt in, in Australia and the US etc.?"

Daryl: The auto responders would so love it to be, but no, it is not. There is no legal requirement! In Aweber, when you turn it off, they will make a song and dance about it and ask you if you are sure a few times, but that is really so they can keep their house in order.

What you do need to make sure of is that when you do follow up marketing to those people, you do not spam them, because if all you do after you have them on your list, is sell them crappy emails with lots, and lots of hard sell and no value, then they will unsubscribe and they will complained and that will trigger problems for you.

The risk with single opt in is if you get a lot of spam complaints, because you have been sending out crappy emails.

The auto responder like Aweber can say that they are not real emails because they haven't double opted in and they will say that you have been buying lists and uploading them - even if you haven't been - that is what they will accuse you of, so you do need to be far better with your marketing and we will, in a future webinar, talk about exactly what to put into your emails to avoid that sort of stuff.

It is not illegal to have single opt in, but you do need to be very careful with your marketing and all of the marketing that we are teaching you is about loving your list; building the relationship; providing value and provided that you do that, you won't run into problems.

We have been doing single opt in marketing for 10-11 years now and never had a problem with it. Don't be conned by the auto responders trying to get you to do the double opt in.

Here is the thing with it, once you have had someone opt in, if you have forgotten to switch off the double opt in, because it is the default, as soon as you have one person opt into that list, you cannot go back. You cannot switch it from double to single opt in.

You must do it before anyone joins that list, otherwise you have to create a new list and start again. When you are doing your initial set up, make sure that you switch off the double opt in right from the outset.

Hopefully, that makes sense. I know that it is a little bit complicated. Can I have a yes or not whether that makes sense?

Finally, test and measure until your opt in rate is 20-30%. You may not hit it right at the start, as I said before.

It maybe 10-15% to start and it may even be lower, but keep working on it; tweaking it; fine tuning it; testing different things and remember it has to be benefit, benefit, benefit to the client, is what you are after.

Let's have a look at a few examples of opt in pages. Tell me what you think of these ones. Here is the first one. Let me know whether you think this fits the criteria?

The heading is: The 3 Landing Page Mistakes That 98% of Marketers are Making (And How to Fix Them). The subhead is: Let's fix your landing page mistakes! Then they have a little bit of a blurb and an opt in box. What do we think of this one? is it short, sharp and benefit laden or long and confusing?

This one is actually a pretty good one; this is pretty much what you are after. It is short and sharp and if this is a topic that you are interested in, it is obvious what you need to do and it has a gift of what it is going to teach you how to get rid of those mistakes. This is a good one.

Let's have a look at another example. What do we think of this one?

Keep Your Store Open When Your Network Stops Working, is the heading. Free Whitepaper, is the sub-head and then a blurb about that. Opt in box is over here and it has a big arrow pointing to the opt in box, making it easy and obvious to see what to do. The only issue that I would have here is that there is possibly too many fields to fill in, however they may well want to qualify people.

It's a bit messy and too many fields are the main things that aren't the best. If they are following up with a phone call, which maybe they are, although they haven't got phone

starred in the opt in box, then they may want to qualify people and asking for job title and company, means that the telemarketer can go and look at their website and know whether or not this person is a decision maker and know whether to put their best sales person onto that particular lead.

It depends on your purpose, but again, it is pretty good! It is clear and obvious what you need to do; it has a big compelling heading and there is not doubt about what they want you to do on this page.

Darren is asking: "What if we need a mobile number to match them on the Facebook Custom Audience i.e. if they gave their work email, but we want their personal mobile number to try to match them up?"

Do you want to answer that one, Kerry?

Kerry: If they are coming to this Landing Page anyway, you are building and audience with them already. It is not as important, realistically, because if they are coming to your Landing or Thank You Pages, effectively, that is your audience - the people that came through to the Thank You Page.

It would be exactly the same as what it would match up with and that is their Facebook email. You probably don't necessarily need their phone number, in this instance, especially if you are driving them from Facebook. If you are driving them from other places, if they have a Facebook Account, Facebook will match them up.

Does that help, Darren?

Daryl: That is a really good point, Kerry! That is something that I didn't realise, initially, is that no matter where people come from, whether it is a Google Search or from a link in an email or from something other than Facebook, if the Pixel is on the page and they have a Facebook Account, it still tags them, doesn't it?

Kerry: It sure does and they don't even have to be logged into Facebook, so when they come back to Facebook and login, they will start seeing ads that you are remarketing to them, so it will build the audience, anyway. Once that Pixel fires, you get the information.

Daryl: Darren has another question: "My email list is work emails and not the emails that people are going to be using on Facebook and we don't have mobile numbers."

So, one strategy that you could use, Darren, is to put together an opt in page, like the ones that we are talking about here, with a great free gift, that is going to suit the people on your list and be really appealing to them.

Email them and ask them if they would like a free gift about whatever it is. You ask them to click on the link and as soon as they click, they go to your opt in page where that sneaky little Facebook Pixel tags them and immediately you have them in a website custom audience, regardless of the fact that you don't have their personal email or phone number. You are still able to create a website custom audience out of them, you just have to get them to go to one of your pages.

We have one more example. What do we think of this one?

This is an example of a bad opt in page and I have actually seen worse, believe it or not. Seriously, what is this about?   Would you really give your name and email there?   It is completely confusing. You take one look at it and feel overwhelmed and leave. You are not going to get results with something like this.

Yes, they have the opt in box above the fold and they have a nice little arrow pointing to it, but why would you give your name and email. It says: Start here! You have found it! Well, ok, but what have you found. It looks like you are going to process my credit care. There is nothing obvious nor easy on this page, about what it is that they are trying to do.

It is probably a great product, because when you do spend a few minutes looking at it, it gives you a way to start accepting credit cards.

You get a free credit card terminal or a free mobile credit card reader or a free Internet virtual terminal, because they are features and not benefits and you get a few other bits and pieces, but I think what it is saying is that we will allow you to take credit card payments and here is how to go about doing it, but it really is not clear and obvious.

Kerry, is there anything else that you want to add about opt in pages that you have seen?

Kerry: No, I think that you have covered it, Daryl! Like you said, the easier it is for them to opt in, the better - nice and simple does it. The really cool thing about it is when we are running ads to these opt in pages, we can see pretty quickly what they issue is in the opt in funnel, so to speak.

We know that if we are getting over a 1-2% click through rate - so that is people seeing the ad, to people clicking through to the website - if it is over that, we know that the ad is ok and people are liking the ad. In the newsfeed or mobile, we prefer it to be about 3% plus of people clicking through and then we know it is a good ad and then we can see how many people came to the website and then, how many people opted in.

If we have under that 20% of people opting in, we know that there is something on the Landing Page that is wrong. It is really, really easy to tell where the problem is and then if you have Google Analytics on your page, you can kind of get an idea of exactly what it is they are doing when they come to your Landing Page.

The really cool thing about this when you have this all set-up right, is that if people are not opting in, you will know exactly why they are not and it is quite easy to go in and fix that.

Daryl: Absolutely! That is the important thing! For this to work, you need both of those halves optimised - you need your Facebook Ads working at the conversion rates that Kerry is speaking about and you also need your opt in page working at the levels that we expect.

So, at the start, there is a little bit of toing and froing and testing and measuring and getting it right, but then once we have got it, that can sit there and chug along and grow your business in the background, for as long as you want.

So, let's go onto how to build your opt in pages. Remember, if you are in the Platinum Level of the Facebook Fortunes Program, then we build and opt in page for each of your five income streams. For each of the income streams that you are creating, we build a website for you and one of the pages on that website, is an opt in page.

If you are not in the Platinum Level, or if you want a lot more pages and we would certainly encourage you to have plenty, to cover the different sub-niches that you are targeting. Then, of course, you can out-source and get those opt in pages built elsewhere.

Fiverr is a great place to out-source. Do we all know about Fiverr? There are other outsourcing sites, as well. A thing like Upwork, I think, is the latest name for all the collection of odesk and elance and vworker and rentacoder.

I think they are all now amalgamated into Upwork, but for small jobs, Fiverr.com tends to be quick and easy. If you just want a one-off opt in page on Word Press, then Fiverr is a good place to hunt that out. I think they generally call them Landing or Squeeze Pages, but do a bit of searching around.

If you are outsourcing, make sure that you are looking for two things - people who have a high star rating (4.5-5 out of 5 star rating) and people who have done lots of jobs before (hundreds, if not thousands). You don't want a newbie with poor or no star rating, because you can get pretty questionable results.

You should be getting really used to outsourcing to techies and getting them to do stuff for your business. In the long term, you are going to need ongoing tech support and outsourcing tools and places, like Upwork and Fiverr.

They are a really great place to go to get anything done if you don't want to hire a full-time techie. Get use to using those for little things and then, you will find, if you want something big done later on, it is much easier to get them to do it, if you are familiar with the platform.

I have just sent you a link to Click Funnels and you will recall at the workshop, we showed you our daughter, Brodie's, competition page.

It was for her I Got Cattitude Facebook Page and she was building an email list from that Facebook Page, where she has nearly 80,000-likes on her Facebook Page. She ran that competition and she awarded the prize on Monday this week and over that time, she ended up with over 2,000-opt ins - 2,000-new names and emails.

She built that opt in page herself, using a really great bit of software called Click Funnels. I have just put the link for Click Funnels in the chat box. Let me know whether or not it is working in the question box, please.

Click Funnels is a really clever bit of software that allows you to build as many opt in pages as you want, yourself. Anytime you have an idea - an idea in the middle of the night - you can immediately put it together and get back to sleep. I think it takes Brodie 20-30 minutes to

put together an opt in and thank you page, like that. You hook it up to Aweber and publish it and it is there, ready to take traffic. It can be a really, really quick way to do it.

Go and have a look at Click Funnels and watch the video on that page, after this webinar. If that is something that you want to do and you really want to be building as many opt in pages as you can and you don't want to be waiting for techies to build them for you and you want to really supercharge your business and really get that momentum happening, then this is a great way to do it. We really recommend it.

I think that is about all of the content that we want to cover for today.   Kerry, is there anything that you want to add, today?

Kerry: I'm just throwing this out there - the alternative to the opt in page, but it is not ideal is lead ads. One of the things to test out whether your free offer is going to fly is to actually do a "lead ad". A lead ad is an ad that is done inside Facebook, where people do not leave Facebook.

The click on the add; they open up a form inside Facebook; they pre-populate with their Facebook information and they can change that if they want to and you can put in an extra couple of fields, also and then they submit it and it goes into the backend of your Facebook Page and you can go in a download the CSC File off the leads collected, inside Facebook.

You do want to have an opt in page, because we do want to drive people to our website, but in the interim, if you want to test it, we can put together a lead page while the opt in page is being built, to see whether that idea is going to work.

The thing with the leads ads is that it does collect the information inside Facebook, so you do need to either be in there and downloading the information on a daily basis, so you can send out whatever the free gift is.

In saying that, when someone opts into your list, they pretty much want that information straight away, so the other solution is to get a little bit of software that I spoke of at the workshop called Zappia and that is about $29 or $30 a month, or something like that and that integrates the Facebook and lead ads and auto responder and so, when someone puts their name in a lead ad, it zaps it over to your auto responder. That would be the ideal.

Daryl: I guess what you could do with that, too, is create and email custom audience from that and again, a look-a-like audience, so again, a quick way to start growing those audiences.

Kerry: I was just explaining that at this stage, if someone clicks on your lead ad, you can't collect an audience of people that click on your lead ad, but it is being rolled out. I believe that some people do have it, but it is a slow roll out.

Daryl: i would assume that once you had downloaded your CSV file, you could re-upload that to create a custom audience, couldn't you?

Kerry: Yes, that is true - that would be of people that actually opted in, but we are talking about people that click on the ad and don't opt in.

Daryl: So, what you are saying is that the benefit of an opt in page is everyone who clicks to go to that opt in page, gets collected as an audience, whereas with a lead ad, just because they get to the place where they can opt in, doesn't mean they are being collected, they have to actually opt in, to do it.

Diane is asking: "What is the CSV that is being downloaded?"

You might want to explain lead ads again, so that it is clear.

Kerry: The CSV is the file of the name and their email address. So, let's just say that you see a lead ad and you click on it and it opens up a form inside Facebook - you don't leave Facebook - prepopulates with your information - your name and Facebook email address, you can change it if you want to - and then you click submit. Now, that clicks again in the backend of your page, that clicks into a CSV file that you can download at the end of the day and put into your auto responder or have an automated bit of software that does that for you. Does that make sense?

Daryl: There is another question: "Can you remind me which days you check Base Camp and how long, on average, it takes to receive a response?"

Tony, have you put something in that has not been responded to?

Kerry: The girls are in there now going through everything. The main day that we don't check Base Camp will be a Tuesday or weekends and in saying that, sometimes on a Tuesday night we will go there and the response rate is between 24-48 hours.

We do try to check it every morning on the days that we check it - the girls get in there and go through Base Camp, so if you feel like something has been missed by the next day, as long as it isn't a Tuesday or weekend, just give us a nudge.

Daryl: You have seen that it is a huge program and if there are lots and lots of files and you have been doing lots of interaction in Base Camp, occasionally things can get missed, so do make sure that you follow-up, rather than just sit there stewing and feeling annoyed.

Kerry and Katrine are saying that they don't know how to get onto Base Camp. Kerry, I am assuming that there has been an email go out about the detail of that?

Kerry: Yes! We will resend it!

Daryl: Remember, if you are in the Platinum Level of the program, then you accountability calls will start next week. If you have any questions, at all, about using Base Camp or any other admin things, then your weekly accountability call is a really great time to ask any questions about that sort of stuff.

Are there any other questions?

Are we excited to get our opt in pages happening so we can start to market things to them?

Have an awesome week and we will talk to you same time next week. See you next week!

Kerry: Bye!#