

Ric: Welcome everyone. It is as you should know our coach's corner, Coaching Support Hours. It's the Q & A where you ask the questions and maybe you'll get an answer. Zane is here. There he is smiling at you from ... I'm sorry Zane, you look like a hedgehog from a fraternity yearbook. I'm sorry. [inaudible 00:00:24]. There you are. Zane, most likely to wind up drunk on your front lawn, Zane Baker. There you go. I don't know, maybe next week you could do something with a Mohawk and a cut off sleeve t-shirt with swords of dragons.

Zane: I have these do. Last year for Halloween, I was a lead from the LMFAO band. I get colorful especially around Halloween.

Ric: Oh okay. I'll look out for that one on my front porch. Have you been having a good time since the last we spoke?

Zane: I sure am. Rocking and rolling man.

Ric: Rolling in the money? Have you put a down payment on in a Caribbean Island or the 157 foot yacht complete with a swimming pool?

Zane: I haven't reached that level yet but I'm working on it ...

Ric: I must tell you, years ago on a trip ... In a vacation we're in the South Spain on Costa del Sol and we're sitting on a balcony of our hotel room we're looking out over the Med, beautiful, gorgeous, late afternoon, early evening and I'm looking through one of a very long telephoto lens and I can see this ... At first I thought that must be some sort of merchant vessel or a small sailing thing in Madrid wherever the hell else it was but it's way off in the distance and then when I got it into focus and pulled it in and realized it wasn't as far away as I thought it was but there was a helicopter and a Rolls-Royce parked on top of it.

I realized it was Ari Onassis's yacht cruising around in the Mediterranean. There's a guy driving around on his ... At that time, he was ... I don't know if he was the richest man that everybody thought he was and he had what was basically I think it was used ... Actually, [inaudible 00:02:30] they used to be a Canadian warship or something stupid but he had a 275 foot long yacht to sail around the Med on and I thought if you're going to afford to put a gas in a boat like that, how much money do you have in the bank. You know what I mean. They don't talk about stopping for fuel. They talk about bunkering.

Zane: Oh God. Well I can't wait for that day then.

Ric: Yeah, I guess so. It was the idea of having your own helicopter and a Rolls-Royce on the deck. Actually, on ... Where they built a landing platform for the

helicopter and it wasn't no cheap little helicopter and the Rolls-Royce so if you can't fly ashore, drive ashore. What the hell. Why not?

Zane: Wow, exactly.

Ric: Yeah, I'm sure at some point the guy had his own submarine. Anyway folks, somebody says I'm all garbled. No, that's just the way I speak. I'm sorry there isn't anything I could do about that. My false teeth are out at the repair shop.

Zane: Rick is always colorful. You never know what's going to come out of his mouth.

Ric: I don't have anything important to say so might as well make it amusing for three or four of the people in the crowd. Folks, it is your opportunity to ask questions of Zane. If you haven't been here before, why are you here now I guess would be the first question but you know what the drill is. You know what we do. Zane will take your questions and try to give you answers that will help you continue on your efforts to make some money. Well, that's what this is all about. We're not here to make friends and influence our uncles. We're here to make money.

The objective here is to get the right kind of information in your hands and then turn it over to use so that you do something you must take action. None of this is insert a nickel in the slot, push button B and tomorrow morning you will have a \$100,000 in the bank. That is never possible even illegally I suppose but it's not possible internet marketing for you to do that. You do have to put some effort in. You have to understand what you're doing. Know your craft. It's a business right Zane? It ain't a hobby.

Zane: Exactly. Yup.

Ric: Let me ask you this, when you first learned of this as a means of personal success, what were your thoughts? Did you think ... Well this really can't work but I'll just take a look or did you come to it with the idea of I know this is possible.

Zane: When I first was introduced to email marketing and the whole idea behind having an online business, I know it works. I knew that people out there are making it work. I just didn't know anybody around me in my circle of friends who was making it work so that's when I decided to actually go and look at different friends maybe. People who are knowing how to do this and how to make the market work and that's actually when I started to look for courses online about how to do internet marketing and how to do online marketing and all that good stuff.

I had a lot of scams going on before I found Onyx and I got burned just like everybody else because you are online and there are plenty of people who claim that they do this or that but they are not what they are. I got burned once and I was actually about to give up on my business when I found the Inbox Blueprint and that's when I found that program I was like, "Crap, where the hell was that program all that time?" Apparently, it was out there I just haven't found it yet.

Between Onyx and multiple other online personas and guru's like Brendon Burchard, Ryan Deiss. I have learned quite a lot and I am continuing to learn. If there is one thing I learned from Onyx himself is you never stop learning because Onyx himself who's a master at this still attends seminars, still goes to masterminds groups because everybody has a different perspective and a different idea on something and that could be just the thing that you will need to implement in your business to make all the difference.

That was my beginning in internet marketing and once I started to actually implement all that I was learning, that's when I started seeing major results and I started in August of 2014 and I hit it really hard. I was a full time student and a full time ... Sorry, I was a full time employee so I was employed full time and I was a half time student. For the folks out there who say they don't have enough time, you have enough time. It's just you have to prioritize and I just was up until 3:00, 4:00 in the morning working on my business, building up opting pages, contacting all the solo ad sellers, doing this, doing that but long story short, here I am right now.

I'm fully employed by myself. I don't need a job anymore. I live the dream. I am working on bigger dreams for the near future and I hope that my success story will inspire you to actually take action because that's the only way to get it done. Yes, failure is not a matter of if, it's a matter of when. You will fail at a certain point but that's not the end. That just means you knock that one way that you don't need to do it again but hopefully with me and all the other coaches and because you are a Profit Academy student, your learning curve will be shorter than mine. Let's say that.

Ric: Well, that is the advantage of participating in a program such as this where the people who are bringing you this information are practicing what they preach on a daily basis. This is not a professor of nuclear physics standing up in front of a room explaining a theory when he's never actually seen the inside of a bunker anywhere or doesn't know how it actually looks but can write it down on a big long theory. This is a big difference and keep in mind guys that a lot of times you will hear your information from different people that has slight variations.

You might think it's conflicting but it's really not in the big picture. Everybody brings a little bit of a different perspective to what they do and there are a lot of

good things that some person might be doing and others might say, "Well, that's not how I do. I do it this way." Neither approaches either totally right or totally wrong, it's a combination of things because there are always options. There are always different ways to do this. The old adage, put your plans in sand and your goals in stone.

The objective here is to succeed. The plan is to learn as much as you can so that you can adapt your way through the various pitfalls as Zane said, "Yeah, things are going to go sideways every once in a while. That is inevitable." If it doesn't work, then you find ... Say to yourself, I just spent \$57.96 on something and nothing happened. That doesn't mean that there was a wasted effort. You learned about something that you shouldn't do again and maybe you've seen something that could be adapted in a different matter. Experience is part of the curve.

Anyway, I shall shut the hell up. It looks like we've got some questions. People are putting in the box for you to tackle my friend so I'll turn it over to you. Take it away. It's all yours.

Zane: Awesome. Let's rock and roll. First of all, I want to say hi to everybody who's saying hi on the question box. Sam is saying hello. Bob, Connie, Tim, Leslie and Ron. They are all saying hello and hello back. Some of them are saying we cannot wait to meet everyone in Las Vegas. We cannot wait to meet you either. We've been on this journey for almost three months together and it's about time to put a face into the picture and meet in person and have a jolly good time in Las Vegas and what a better place to celebrate in Las Vegas.

I personally love it, the weather there is fantastic and not to mention all the attraction that the Vice City offers. Other than that, let's jump in to the questions. The first question we have is from Emmanuel. He said, "Hi Zane, with this new WOT or WOT, it's the Web of Trust." For those of you who are online the last time I was conducting one of these sessions, people were asking why sometimes Facebook disable their ads and I mentioned to them the WOT or the Web of Trust which is an application that Facebook uses to actually monitor if a site is being marked as a spam or as a scam.

Emmanuel's question is "My landing page ad GetResponse is showing as a scam. What should I do? Is anybody else on the same situation?" Yes Emmanuel. Anyone who is using GetResponse or using any other third party applications to create landing pages, they are actually getting marked as a spam and even though if it's not ... Even though get responds and leave pages on all these accounts are not spam, they are actually legitimate businesses that's making millions of dollars every year but the work that they do is sometimes considered spammy by some users.

The WOT or the Web of Trust, it allow users to actually rate websites. Just look at it this way, all marketers are using some sort of a GetResponse/LeadPages combination to create their online marketing. They are all marketing online. Sometimes when people receive emails about the same thing over and over, even though it's not considered spam, people just instead of leaving or unsubscribing, they all just mark it as a spam. The solution to this is to actually host that page on your own domain.

I know a lot of you will ask me, "Well Zane, could you please show us how to do that?" I apologize guys, I do not deal with domains or with hosting. They are the least favorite of my work and I outsource these. I use GoDaddy. They are fantastic. They do all my hosting for me and I don't have to lift a finger. If you're interested in hosting your own domain and having your own FTP and all that good stuff, then you either need to learn it yourself and your hosting company would help you tremendously with that.

I know if I'm not mistaken that Dave and Jeff, they worked with this way before me so that was before the time where there were people who are doing this so they know all this stuff about having your own FTP, having your own file manager and all this and that. I don't want to put words in their mouth but I'm sure they will be happy to help out in case you need some help. However, my advice to anybody who is interested in hosting and doing their own thing is to actually contact their web hosting company because they are the only people who actually could tell you what their service is.

Even though me, Jeff or any of the other coaches might be familiar with this specific service but if we are not using ... Let's say, I am using Bluehost or GoDaddy and you are using Namecheap, I honestly don't know how Namecheap works so the best way to learn it is to contact Namecheap and if they are a good company and they have good customer support then they should be able to help you out with that. You can build a squeeze page with LeadPages, with GetResponse with most of the LeadPages creators and then you can actually host it on your own side.

The hosting is a total different game so the ... For that I leave to you but the solution is to host it on your own website because it's not linked to get response, not linked to leave pages or anybody else and it's your own domain and make sure that you actually advertise good legitimate material so people won't actually go and do the WOT on your site and then your site will be marked as spam too. I hope this long answer helps Emmanuel and unfortunately, this is something new that Facebook just implemented in the near future.

Not in the near future, in the social future ... Not future, in the past. We just have to be aware of it and be compliant with what Facebook wants and move

forward with that. We have a question from Deneva I believe after the war on ISIS. Sorry guys, let me just read that in silence. Deneva, I have no idea what you're talking about to be quite honest so please help me out in understanding.

Ric: No, that's nothing to do with our subject. That was a response to my comment about seeing Aristotle Onassis's boat.

Zane: Oh, I see. I was like, "Wait a second, what does it have to do with that?" [Yursil 00:16:46] is asking Onyx Las Vegas weekend coincides with a major holiday. Is there a way to get a replay since I can't be there. I believe that the event will be recorded Yursil. Just don't quote me but I've learned with Onyx, you always make sure that some recording will be available for people who are not able to make it so rest assured one way or another you will be able to attend.

I believe that the actual course or the actual event is livecasted too but I'm not sure about the detail so to answer your question, yes there will be a replay. Just bear with us because for long events, that's three days worth of rendering and videoing and Onyx always hire topnotch videographers for that so sometimes it takes a little bit to get the material back and put on aside. Just bear with us once we get it online, I am sure an email will be sent to all the members.

We have a question from Preshaunt. Preshaunt is asking ... Preshaunt has a question that relates on different people's teaching. Preshaunt, the way I would address every time you are learning from multiple people, we have to keep in mind that each person has his or her own way of teaching. Sometimes they will not match. I follow Onyx closely but at the same time I follow Ryan Deiss and some of the things ... Each person has their own method. I just have to actually take it in consideration and find which way I would like to conduct my business.

If you are learning something from somebody and then from somebody else it sounds a little different then there is no linkage so you just got to understand that each person has our own ... His or her own teaching. That's the only way I could answer that question for you even though it's not a question. It's more of a confusion part but it helps to actually learn from everybody and then find out what makes the most sense for your business. Greg. Greg is asking, "Zane, I noticed a lot of online marketers give a lot of free gifts throughout the process. Not just in the beginning when the people sign in."

Totally, yes Greg, I do give a lot of free material to my list all the time because people join your list to get value so you don't want to just attract them when you gave them a gift and then you just market to them then you will just look like a shark and no one like to be sold to but people like to get some stuff and then get sold to. Have you noticed that as more free gifts are given, would it cause the email list to eventually get tired of free gifts and opt out because there is no

longer fine in value since now their mentalities that it's just another online marketing given free stuff.

Well Greg, that's why we say mix it up. Do not give free stuff all the time. Sometimes you give free stuff. Sometimes you do sale. Sometimes you do a relationship building email. You cannot be a one trick man. If you always give free stuff then guess what? They will think of you as the free stuff person and sadly sometimes free stuff don't have high value so whenever you're given something for free, make sure that you assign a value to it. You say, "As a member, you are getting this specific gift for zero dollar." You can say three but make sure that you mention for zero dollar.

In reality, this gift cost 79 bucks, 80 bucks, 20 bucks, one dollar. Just assign a dollar figure to it so they'll know that this is a service that they are receiving from you. Instead just something for free. Keep in mind as I said to mix it up. One day you give them a free gift, the other day just send them a relationship email, the third day send them a sales email. Mix it up, long email, short email so they cannot anticipate your emails and that's a way to look at it.

Yes, people give a lot of free stuff all the time and that's how they keep people engaged and quite honestly, people eventually will drop out of your list and in my opinion, it's good ridden because you don't want somebody who thinks that way to stay on your list. This is just my opinion. As I said, each person has his or her own way so this is my opinion. Ron and Victoria is saying, "Hi Zane, we'll see you in Vegas." Fantastic, I look forward to see you guys in there too.

Todd is saying hello and so is Michael and Erwin, "Where can we see the itinerary at Vegas?" Erwin, I believe that will be mentioned inside the event. I don't know about the itinerary but I know it's going to be jam-packed with tons of awesome stuff that relates to internet marketing and most importantly to Profit Academy methodology so you will learn from the best on how to scale your business and get things up and running. I attended two of Onyx life events and every time he manages to get the best of the best from marketers to personal development, people who will just rev you up and get you in the right mindset.

I know this event is going to have two people that I just absolutely love. Bob Proctor is going to be the keynote speaker and I've seen Bob four times and every time I see him, it feels like I saw the man for the first time. This is how fresh his teaching is and also, Sonia Ricotti is going to be there. She is fantastic. Actually, last year I was a supporter of her launch and I made a couple thousand dollars from her so that was awesome. Also, it's a way of me to say thank you Sonia for helping me out getting out of my root.

Sonia teaches how to really bounce back when things fall apart and that's something that I love about Sonia. I look forward to seeing her in there. There is a long line. Fred Lam is going to be there. Every time he talks about Google, I just shut the hell up and listen because he knows what's going on and Onyx, the man of the hour will be there and we all know I'm in love in. Get pumped, get excited, come on over there, learn and most importantly take action afterward.

Victor is asking a question, "What is the alternative for people who cannot attend?" As I said Victor, I believe the event will be livecasted and even if it wasn't, it will be recorded and the recording will be available for all the students so they can watch it because we don't want to make the people who can't attend for whatever reason suffer because of that. That's why we create alternatives and Onyx is always puts the students first.

Rest assured you will get to watch ... Either watch it live via an online feed or watch the replay once we get it back. Don't worry about that Victor. Angela is asking, "Are you finding that Facebook makes it difficult to have an ad for the weight loss niche? I'm finding it very difficult to get approved." Angela yes. Angela, I believe that Facebook does not make it hard for anybody to advertise about anything. If you are in compliant with Facebook then you will be able to mark it crazy.

I follow a lot of the weight loss people but they don't approach it from oh my God, join my program and you will lose 20 pounds in a week. They don't approach it this way. I follow this lady, I believe it's Jillian, Chelsea but she's awesome and she always market on Facebook but she gives value and she makes the weight loss look like an actual fun piece. She never talks about join my program and you will lose 200 pounds but she does talk that exercise is important, exercise is the number one way to just stay in shape, to stay exactly in shape. That was I was trying to say.

Facebook will not penalize you if you are adding value with your marketing and you are not given false hope. Take a look at your offer. Make sure that it's actually in compliant with Facebook and what they would like to see in there because I see a lot of weight loss offers all the time and as I said, it's considered weight loss but I am noticing ... Oh here she is, one second guys. You see here is my Facebook, Chalene Johnson. She is like the weight loss or the health. See, confidence course, it's all about looking sexy by working out and you see her advertisement online all the time.

This is how she advertises through showing them exercises through giving them good recipes by giving them awesome content. Look at this one, this is a sponsored blog post of hers but it takes you to a blog. It doesn't take you to some squeeze page that tells you lose 30 pounds and look, now we're on her

site, look how she gets you to join her list. To receive email updates with my latest articles, videos and free stuff. She doesn't say anywhere in here, "Oh my God, join my list and I'm going to help you lose 40 pounds in a week." Sadly, I don't want to sound harsh but that's what a lot of the students are doing right now.

They just go and grab a lose weight in two weeks program and they think that Facebook should allow them to do that. They used to but now Facebook is more sophisticated and they want to make sure that people are adding value and that's the only way I could answer that question. Luigi, "Oh awesome. If we only attend the first two days of the event of Vegas, will we still get a refund?" I honestly don't understand what you mean Luigi so maybe you contact the event on the form but if you are referring to the \$97 to hold your seat, I believe that's refundable for everybody who will come to the event so I'm not sure what other refund you might be referring to.

Marlene, oh sorry, it's Mary Anne is asking, "Hey Zane, may I ask you to explain how do you advertise yourself as an internet marketing in the heart centered gift from Caroline Hanson and Lily Jensen? I saw you and other coaches in there with some people I know like Joe Vitale. How does that system work?" Okay, let me show you guys what Marlene is talking ... Mary Anne is talking about. See, a lot of ... We are in the personal development niche so we don't ... When we are on these events see, here I am right here number five. I was number two but you know what?

I met the numbers so I'm good to go but the way this works is a lot of times, people from the similar ... From similar niche's, they collaborate to help each others build their own lists and build their own businesses but at the same time, to gain exposure. Lily and Caroline are two of my favorite and most favorite solo ad sellers and they do all these kind of events and their main reason for the events is actually to actually help as many people as they can, get as many gifts in one spot and instead of sending tons of emails.

The way this works is you are in the personal development niche, you have a list of ten, five, 15,000 whatever the number you have and you join this what they call it a giveaway exchange and your gift will be featured there and you just have to mail and people will come here and join your list. It's a gift exchange. You could actually do it with any of the students if there is enough number of you guys, you can build a page like this one and do it. The way it works, we all send mailing from our own lists telling them about these gifts and the way this helps is it's like cross pollination.

If I send the same email to my list all the time or the same material like I created this meditation right here, the journey within meditation, if I send them that gift,

I can only send it once, maybe twice or three times if I was pushing hard. It will get stale. To actually give my list more value, I join events like these and see, Shawn here has 9 Solfeggio Frequency Meditations so I can actually go to my list and email them and say, "Look guys, me and ten or 15, it depends on the number of the top personal development people are giving away ten different gifts." Sometimes, I even tell them what the gifts are for. Like my list, go and check it out.

This is the way it works and I hope this helps you Mary Anne and as you can see, usually nine or ten people if you like to be part of that, you will have to have a list because you need to mail in order for your gift to be here. It's very, very simple, very straight forward and it's a way for email marketers to help each others build their own lists without spending a lot of money. You are spending your energy and you are exposing your list to amazing material and then you'll get in reciprocity. This actually works the same way if let's say, I want to contact Joe and say, "Hey Joe, let's do a swap. I'll mail my list which consist of 20,000 people and guarantee you 2,000 clicks.

Could you do the same for me?" This is just similar but on steroid because all these people are mailing to this exact same page and people will come and find the content and whatever they like and whatever they love, they will download it. They will click on the link. It will take them to the page, they download and you're good to go. That's how this works. Usually, these last about a week or ten days. This one is actually ending tomorrow at midnight so this is how it works. Let me get a sip of water and I'll go back to the next question. Guys, thank for all the questions, I love it when there a lots of questions because it helps me address all your needs that might popped up in your mind during the week.

Awesome. We have Erwin. Erwin is asking, "I just had a friend who got burned while outsourcing the creation of her product. How do you prevent this?" Well Erwin, the best way to prevent this is to actually use services like Elance and Guru and services where there ... The money is held in escrow. Usually, if you are doing a huge project, test it out before you do it so don't just go and spend \$5,000 on project and just choose somebody. No, go and choose two or three people for maybe 50, 60 bucks each and see which one does the best work.

Whoever does that then you go and tell them, "Look guys, I have a big project that was X, Y, Z dollars, would you be interested in it?" Always, always, always keep a due date. If somebody misses a due date, I immediately yank the project out and say, "Sorry guys, I needed it on such and such date, now that you didn't actually deliver by that date, I have to go and find somebody else and you actually created a burden for me because now I have to go and postpone the time."

Sometimes, people that have actually the audacity to say, "Oh, if you're going to go and find somebody else, why don't you just extend the time for me?" I was like, "Well, I would have loved to extend the time for you if you came to me five days ago and told me that you have an emergency but telling me on the day on the due date that you had an emergency it tells me that you have not even looked at my offer since you accepted it so no, thank you." I know people have some circumstances and you just have to play it case by case.

If I worked with somebody for a long time and they miss the due date, stuff happens but if it's somebody new and they didn't take my project seriously, guess what? There are a lot of people out there who will take it seriously and all I ask is do a small test. If you are going to write a book, usually that's about 1500 bucks. Go and ask two, three people to write an outline for 50 bucks. Whoever comes with the best outline, narrow it down to two, three people and award it to all of them and then just pick the best one so instead of you go in and spend in 1500 bucks on somebody that might just rip you off, you actually spend 150 on three people, you saw their work and now you're going to choose the best of the best.

That's the way I do it. I'm just sharing the way I do it with you guys. As I said, the services like Elance, you can actually just go and say, "Hey guys, this didn't work and I ... They will handle all the rest for you." Kyra is asking, "How can I choose my niche when I am a nutritionist life coach?" With fashion on health and wellness in all areas of life emotionally, physically, financially and spiritually. To leave a legacy for a better world with love to humanity.

Well Myra, it sounds like you already chose your niche. You don't need to choose a niche when you have all that passion for health and wellness. Just go and implement that passion in life. Okay, I have something that I wanted to show with people and I will go back to a question I believe it was, I apologize if I forgot the name. Somebody asked if Facebook was ... Okay, it was Angela. Angela was asking if Facebook ... If it's hard to market on Facebook with weight loss. Create a blog.

Weight loss and health and fitness are best served via blogs. There are tons of amazing blogs. Even Chalene, if you remember here her website, every time she has a link and she advertises on Facebook, you click on it and it takes you to a blog and see on her blog, she advertise things so do, follow the recipe of people who are already succeeding but back to your question Myra, since you are passionate and since you are a life coach and a nutritionist, then you could create a fantastic blog it depends on which kind of methodology you follow for a nutritionist because some people are vegan, some people are more about protein.

Some people are Atkin Diet Nutritionist. Follow your path and just create material. Feed the world with your knowledge and help them emotionally, physically and financially. If you are not afraid from the camera especially for people and the weight loss niche. You are trying to tell people you got to look as hot as me then videos. You see Chalene here? I'll watch her video all day long and yes, you might say, "Well Zane, you are a guy. Of course you're going to watch her."

Guys, 90% of the people who follow Chalene are actually women because they want to look as good as her and plus, she is a lovely person. Good God. Every time you talk to her, you feel her passion about weight loss and about how women should be confident in their own skin regardless if they looked like her or not. Just channel your passion and it will work out. Trust me, it will work out. [Erma 00:39:41] is asking, "Can I ask how many niches you're in? How long did it take you to be comfortable with a daily routine?"

I assume she's asking me how many niches I am in. Well, I am in two niches mirror. I am in the personal development niche and I am in the survivalist niche. Both niches I resonate with because I grew up in the Middle East so I was ... I grew up in war all my life so I like to help people be ready for whatever that might come their way. I know right now I live in the United State and there are no wars and this and that but there are multiple ways that you need to be ready for.

Even you as a marketer you need to be ready. You need to have your auto-respondents in place. You need to have your hosting in place so it goes on different ways. How long it took me to get comfortable with the routine? About six months to be quite honest. I'm not going to sugar coat it and say, "In two weeks, I was a master." Oh, hell no. It took me about six months to actually have it as a second nature. Right now, I just go on Facebook and create things and then I go on my blog and posting and then I go and join events like the one that Lily and Caroline are hosting.

I go on the forum and respond to your questions and interact with you guys because I love you so much. Once it becomes second nature then it doesn't feel like you're working. You're just doing something fun and at the same time you are monetizing it. This is the way to look at it and this is how long it took me. Some people might take them longer, some people might take them shorter. You just have to stick with it and continue doing it because that's the only way to grow and be comfortable of something.

It's just like riding a bike. You have to paddle to keep moving forward. [Michael 00:41:38]. Oh cool, I love that name. "I just started and I'm trying to figure out how to use this later on. What is the process for asking questions, watching

videos including coaching calls in the future? Thank you." I believe you're asking this is the first time you are doing a Webinar. If that's what you're asking then fantastic. Usually, you can ask questions and all that good stuff inside the Webinar area and write here, I don't know if you guys can see this but usually you will have a panel like this one on your end you will just go to the questions and ask your own question.

If you're asking how do you watch videos and stuff on the Profit Academy Program, then it's really self-explanatory. Everything is laid out in sequences so you start here and then you go through module one all the way through six and that finishes phases one and then you go from six to 13 and that finishes stage two. There are tons of bonuses so since you are just starting all the coaching calls that we had back then, they're all recording and they are right here in the coaching area.

It's taking it a little bit because we are on a Webinar. See, so you can go and watch it at your own convenience. Also, all the workshops that Onyx did with himself and other email marketers me included. I actually did two presentations on how to use Facebook advertisement. They are available there so you just go either under special training or under the virtual weekend or the workshop. This is how you watch the videos. The way I advise you to actually learn is by taking it one step at a time so you go to this introductory module and you watch all the videos, you learn everything if you have any questions about it then I would recommend that you would go to the Profit Academy forum.

It's a fantastic place where me and other coaches and most importantly students like you who went through it just a few short weeks ago could answer you and help you out. Right now, the comradery inside the forum is felt by everybody. We were actually just talking about how amazing it is and how people are helping each others out. Sometimes I actually come to the conversation really late because other students or other people actually just commented and help the student out.

I come and I just confirm that whatever the person helped was right or wrong or I add my two cents but most importantly, I just ... It just makes my heart flutter because it's amazing how much people love each other and support each other. It's the community since. You cannot beat that and you cannot lose that way. I just love it. Awesome. Keith, Keith is asking, "I have been busy creating my phase two product." Fantastic Keith, that's awesome. "It feels like I don't have time to keep up with my subscribers like I did first. Did you run into this problem?"

Yes Keith. Everybody runs to that problem however, you have to start using some time management ways to actually make sure that you do get some content or some material sent to your email subscribers. Before you are sending

five emails a week, then cut it down to maybe one or two so you don't have to invest as much time. Also, you could outsource it and by outsourcing it, you just ask writers to write emails for you and then you just have to go and schedule them and get them in there.

That's another way but I feel your pain, I know what you're saying because I personally ran into that issue and in the past two weeks, I've been revamping my blog so I actually had a lot of time spending on the blog and the funnels that goes with it and this and that that I actually didn't mail my list just once and that was it. Then I emailed them again today. It happens. You just have to either ... Maybe I should tell you this, look at what is the task at hand that has the highest return on investment.

If you believe that the product you're working on is going to yield the highest return on investment, then it's okay to make the emailing everyday a second priority but try to find a way to actually incorporate all of it. Guys, I will tell you about a book called Eat That Frog by Brian Tracy. It's a fantastic book about time management. I'm sure you've heard of the adage or the old saying that how do you eat an elephant one bite at a time? Brian's approach is how do you eat a frog?

Well, he doesn't go that way. He's talking about when you want to tackle something, it's going to be disgusting like a frog so you need to eat it without looking at it and you need to face your biggest frog and eat it first. This is the way he teaches it. Now, I cannot sum that in the two sentences that I just did, I just recommend that you get the book and read it. It's fantastic. Another great book about time management that will knock your socks off is called The Pomodoro Technique.

The Pomodoro, yes, by Francesco Cirillo. Now don't get scared. Yes, this book is very rare so it's extremely expensive on Amazon. Just go to Francesco's website, you can buy it for 17, actually no, 17 pounds. That's like \$24 or \$28 but it's a fantastic book it's a very short book so you can read it in a day. It teaches you time management like nobody else. This is what top people in the business world uses. The Pomodoro Technique. I just shared with you two methods, The Pomodoro Technique and the Eat That Frog. If you are familiar with any time management tools, then use them. That's a way to stay up rest and to keep up with all the demands.

Sometimes, you just have to look at what makes the most sense at the time being. That's the easiest way. I hope that answers your question Keith. Erwin is asking, "How do you attach, let's say \$29 value sign into an opt-in page?" How do you attach, I honestly have no idea what do you mean by how do you attach because Erwin, when you create an opt-in page, you don't attach anything to it.

You just create the opt-in page. Now if you're asking how you assign a value, a lot of these gifts, they tell you how much they're worth.

If you actually paid somebody to create the gift for you and you paid them 50 bucks and you say this gift worth 50 bucks. If you wrote it yourself, how much do you charge if you are working for somebody for something and that will be the value. Now, if you ... If that's not the answer, then please ask me again and I will elaborate on the question maybe if I have more background about it, I can answer it better for you. Let me get a sip of water. Johnny is asking, "I am ready to purchase some solo ads. I have a physical product Facebook page. Would you post build my list on Facebook or should I create new Facebook page?"

Well Johnny, if you're building a list about whatever your Facebook page is about then you don't need to create a new Facebook page for it. However, if your list ... The list you are building right now is not about the physical profits or the physical product that you have on Facebook, then maybe create a new Facebook page that is more related to that deal. Let me show you right here my Facebook pages. I have right now the [inaudible 00:51:20] republic. This is my survival page.

I cannot go and tell people about non-survival material on the survival page because it doesn't make sense. I can't just come here and say, "Oh, meditate your way into survivalism." It doesn't make sense. It makes sense to me because you could actually survive by meditating. You can clear your mind from all the junk but it just doesn't send the right message for my survival page. I have another page for my people. This is actually my entrepreneur page.

I share a lot of posts. See, it's all about trusting yourself and never compare yourself to others and all that good stuff and also I share a lot of great, great articles. Keith, you were asking about productivity. This is one of my main domains. I love to be productive so I always share post about productivity. Five steps to being super productive everyday. The number one thing, get up early. This is the number one thing. If you're a late nighter like I used to be, you might have to change it up a bit.

I do stay late during the weekend or if I'm partying or on vacation but everyday, I go to bed early and ... Sorry, everyday I get up early regardless of how late I went to bed. That's the number one thing. You see, based on the message I had to create a Facebook page for that niche. Just look at it this way and you should be okay. What else? We have a question from [Caesar 00:53:23]. No, Caesar didn't say any question. Caroline is asking, "Hey Zane, thank you for the fantastic coaching." Thank you very much I am delighted and honored.

"Since joining Profit Academy, we joined your list and have received some free gifts from you. Is it okay to use these gifts as a giveaway to our list?" Caroline, I'm glad you asked this question. No you can't. You cannot use somebody else's gift as your own because a lot of times people actually either created these gifts or they hired somebody to get them. If a gift I'm giving is actually a PLR gift then you can just go and get it from PLR and use it as your own gift.

Otherwise, I would not recommend using anybody's free gift to build your own list or to give it as a giveaway to your list. Now if you're asking is it okay for you to send the gifts that I'm giving to your lists? Then yes. You can tell them like, "Hey, this is my friend Zane and he has this fantastic meditation that I just wanted to bring to your attention and you just send them to my opt-in page or send them to my Facebook page." That's considered okay.

Other than that, it's really not very good to do so. [Amar 00:54:57] is asking. Oh Amar, we share the same name. "Hi Zane, what happens when this ends? Will the Profit Academy members will still be supported?" Yes Amar. There will be support on the forum and all kind of support and if I learned one thing about this is every time a new class joins so CI was a profit academy back in August last year when Onyx actually went and spent tons of time and money and energy to build the new Profit Academy.

Guess what? I got access to it. Let's say this group, everybody graduates and I'm hopeful that everybody becomes successful and use the learning that we're teaching you here to build your own business. When the next round happen and new students like you are come online, then guess what? You can definitely ... You are still ... You still have access to the recent discussions and all the items that goes on the forum. You can always ask question there and this is just ... It's a community. We'll never be dropped out.

At least this is my experience. I have always been a fond of Profit Academy and I'm still sometimes using it because when we first started, we were the first ... The second group, the phase two was not included. It was not that advanced. You guys actually got the best of both worlds because you got the phase one and the phase two so guess what? These are some materials here that I myself could benefit from but it's too late for me because I went and learned them before the course was created because I was actually a mentorship student too.

I went on the fast track due to learning. Long story short, yes you will be supported one way or another and if for whatever reason you have a question that is just so urgent then I would recommend you contact support. support@vssmind I believe and they will get back to you but between the forum and the coaches and then webinars, you should be well on your way. "Angela,

what are your idea on cloaking to get approved?" Well, that's a good question. I believe you're still referring back to the Facebook.

Yes and no because Facebook before used to be a one tier for advertisement which means once the link cleared you're good to go but now they're going to tear deeper which means they actually go and checkout where you're sending to people. If you're cloaking a link that Facebook does not approve or it was ... Oh, this is awesome. I'm glad we are right here. You see guys? You see the screen button? That's the Web of Trust, the WOT. The reputation of any given website is right here.

You see right now we are on Facebook, it's green. We're on Amazon, it's green. I don't know which website might not have green but there are a lot of websites that marked as a spam or marked as something else and they won't have a green circle. They might have a yellow, they might have a red, they might have a light green. This is the WOT or the Web of Trust that I was talking about. Angela, if you are suspicious that Facebook might deny it, then choose something else please because I would hate for you to be locked out of Facebook.

Facebook is a fantastic form to advertise and it would be painful not to be able to advertise on Facebook. Leslie, hi Leslie. "Thank you for making a way for us to join you from afar. So sad I cannot come. We will be performing at a Cowboy Festival ... Oh that's awesome at ... In a Canadian Rockies. Have fun." Well, have fun Leslie. I am sad that you can't join us either but I'm sure you'll have fun at the cowboy festival and if we are friends on Facebook, send me some pictures.

Amir, Amir is asking "Will the life event be broadcasted?" As I said, there is a ... I believe it will be livecasted and broadcasted but don't quote me these kind of things will be released during or before the event goes live and you will receive an email from Onyx but as I said, usually these are recorded and you will be able to access them in the recorded area. Steve is asking, "With the new rule when you advertise on Facebook, can you send people to an opt-in page or should you build a site to send people to?"

That's a very good question Steve. Right now, I would say build a site and send people to it. The thing is usually with an opt-in page, it's a one page website and you're just ... It's a one time transaction so if you are actually sending people to a website or a blog, we should not call it a website. If you send them to a blog, a blog usually have tons of content and let me show you my blog valhallamind.com so when you send people to my blog, see right here, they have tons of material to digest and to get.

There are articles, there are expert reviews, there is my gift. See, this is how you ... To join my list if you're interested and here is an ad. See? I told you about the

Eat That Frog, this is the goal planner that goes with it. I support the people that helped me and this takes them to an advertisement. If they buy, I'll get a cut out of it. When you send people to a site like this one, you're actually adding more value than just a squeeze page and then you can actually ask them to join a squeeze page from an article.

Right here, the empowering belief of great achievers. Right now, the way it's set out, it's just a post but I could easily include right here ... You see this error right here? I could hit double enter and add a little banner add and say "To increase your empower and beliefs, get this free e-book." This is another way to get a squeeze page sneaked in without actually latently putting it out there and say, "Hey, join my list." I'm actually telling them how to increase their empower and belief so they become great achievers and I could include it right here and talk about it a little bit and include it right here and talk about it in a little bit and include it right here in the bottom."

You see, there are other ways to do it and also, I give my people the ability to star and favorite and do all kind of stuff on my site but when I'm trying to sell you this ad's value more than just a squeeze page. This is a way of ... This is a new way. It's called a ValueAd Marketing. I am a big person when it comes to ValueAd. I love it because it's the way to go and that's how you build long term relationship. Everyone is asking, "Hey Zane, which training video was it you talked about and showed steps of creating our Facebook page?"

I believe it was in the ... Oh, I know. It was in the Profit Academy Virtual Weekend Number Two. I think so. Bare with me guys. Yup, I think so it's right here. Social media branding with Zane Baker and I believe [inaudible 01:04:02]. Yeah, I think this is the one. I could be wrong guys so interesting mindset. Oh here, Facebook advertisement. Right here. It's inside Virtual Weekend Number Two and then they took advertisement. It's buffering because we are on a webinar so might not be the best time to actually show you exactly where but just go inside the member and then go to Profit Academy Virtual Weekend Number Two and then watch this one Facebook advertisement.

I stay about an hour showing you how to create different kind of ads and all that good stuff. Ric, I know we're at the top of the hour so maybe take another question or two and then call it a day.

Ric: Sounds like a plan. If you don't mind a comment from somebody who's been sitting in the dark watching all of these things for the last eight years from hundreds of different experts. Google and Facebook, both of them began as I guess what you would call nice to use little things. Google was a search engine and before it went public, it really wasn't interested in advertising. Facebook

was, well we know what Facebook was, now Facebook is all about making money.

The problem I think is that internet marketing started off to be pretty simple and there were no rules, there were no limits to what people could get away with. As Google and Facebook and the other big engines decided to monetize themselves, they found that everybody was turning their efforts into junk by working around their basic rules to take people to places to selling things rather than to answer questions. Google is about information so they've been trying for years to get ahead of people so that when you ask Google a question, you get an answer that's useful as supposed to somebody trying to sell you something you don't want.

Facebook is trying to do the same thing so don't try to bend the rules of Facebook and Google. They have mathematicians and rocket scientists in the deep freeze working 36 hours a day trying to make it more difficult for anybody to circumvent their plan. They want their audience to be satisfied and people who are marketing are not their audience. People who are marketing are paying to market on their service. Think of it this way, if you ran a TV station and you wanted people to watch your TV shows, would you show nothing but commercials all day long?

That's what you're trying to work around with. You've got to give people good content to satisfy Google and Facebook. If you just try to sell stuff, you won't survive.

Zane: I was in that. You could have non-said it any better Ric. I agree with you 100%. Awesome. Take two questions and then we'll call it a day. I actually got down to the bottom of the list so if I missed a couple of questions guys, we do apologize, we try to keep it short and refreshing. We don't want to take too much of your time or our time but we try to answer as many questions as we can and hope for the best. We have a question from Laura. Laura asks, "Thank you for being here Zane. Are you a favorite ... You are a favorite coach of mine." Thank you very much. "

"Your positive attitude is great." Oh great, thank you. I actually read the second part about positive attitude and I thought you might have a question about it but thank you very much for the amazing feedback. This is what I live for to serve and help others so I'm delighted to see that I am helping out. Angela is asking, "Is that WOT something that we download?" Yes, you could actually go to ... I use Chrome and so I love Chrome. I don't use anything other than Chrome.

Yes, it's right here. Sorry. World of Tanks is another big game so they're actually bigger than WOT and this is safe browsing tool so you click on it and then they

will tell you ... Download right here and you could download it. They even create a video telling you how to do it on each browser so if you notice they love Chrome too. I personally love Chrome because it's very user friendly and very easy and I can have all my awesome bookmarks in here and also it's pretty, pretty, pretty fast so go to mywot.com and then right here on the download page, just look it up and they will tell you exactly how to download it.

This will enable you to see if a website you're using. Let's check this out. This site actually ... This will pass on Facebook advertisement because there is no good or negative feedback so Facebook will give them a chance but if you go to a website that has horrible ... I honestly don't ... I don't follow horrible sites so I don't know but they do exist. Trust me. This green will change into yellow or red. This is something to pay attention to with the WOT.

Oh you're welcome Angela. Glad to help. Catherine, oh this is a good question to end the session with. It's a MIDI question so that will be good. "I started advertising with Facebook but would like to try solo ads as well however, my niche is women's fertility health and then find any chart to find the list in that niche. There is no one in Clickonomy that matches. Is there another solo ad list directory I could use to find one?" Well, this is a very good question Catherine.

Facebook is fantastic because you can drill down to women and women who are trying to get pregnant and all that good stuff but when you go to lists, sometimes your subject and specific might be a little hard to pin down because you are talking about women fertility so it's a very, very, very specific thing. One way to go about it is you can either expand it a little and you will be about women's health and then one of the women's health issues you'll talk about is fertility or another great way that I use or advise people to use so go and say, "Women Fertility blogs." And see what are the blogs out there five of our favorite fertility blogs and go check them out.

See who these blogs are. See if they have a lot of followers. See if they are ... If they have a lot of comments. Good engagement. See, even on Facebook, their presence is very small. It's 1800 people because it's very, very, very specific. You're talking about a niche within the niche so maybe broaden it up a little but to stay on topic, you go and you find these blogs and then when you find a good blog and you see that they have very good engagement, you could actually go and tell the blog owner, "Hey, I've been following your blog, it's a very good blog. I love reading and commenting."

Maybe even comment so you don't look like a liar. "I was wondering if you actually have a list of people that you mail regularly and if you're interested in sending an email on my behalf telling your list about my free product or about my service or this and that and I'll pay you for it. Sometimes these blogs, they

don't have lists but they have something else which is their readers on the blog so you can tell them, "Hey." If they came back and said, "No, we don't have a list. Sorry." You can tell them, "Would you mind if I'll guest blog for you? I'll write a nice little article and at the end of it, I'll give a gift and I would like you to check the gift and see it because I value you and your blog and I want to add more value."

They love that. Eventually, you have to kiss a lot of frogs to find the right one. I know I've been using a lot of frogs today so I apologize. Actually, I don't apologize. This book has helped me a lot but I know frogs can be a little gross but it's a nice way of saying kissing butts. Other than that, we have answered a lot of questions. I hope you have learned quite a lot and that you are taking action. I hope that I answered your question Catherine too so with that I will end today's session and I hope to see you in Vegas for those who are coming to Vegas and for those who are not, I hope that you will join us either on the livecast or you'll get to see us when the videos will be available.