

Speaker 1: I see a lot of people who are saying that they had a great time in Vegas. Maria, Michelle, and [Camilla 00:00:07]. We were so excited that you were able to join us live during the live event. We had a fantastic time together. We had amazing presenters. Anik himself has rocked the house, as always, so it was event filled of learning, fun, networking, and, above all, it gave us the chance to actually meet and greet and finally put a face to the meeting, because we've been together for the past four months during the Profit Academy webinars, and we've never actually met in person. I was really happy to meet the people who were able to make it.

For those who didn't make it, don't feel left out. Anik did a fantastic job by recording ... Well, he didn't record it himself, but he hired a professional team to record all the sessions for you, so you could actually watch it from the comfort of your home. Just give us a little time, guys, because it was a two-and-a-half-day event, so making and rendering all these videos takes a little bit of time. Rest assured, you will have it shortly. I know the presentations for the event is actually live on the Profit Academy site. I believe under the Profit Academy Live Replay 2015. See? Right here, you can actually download all the presentations that the presenters did during the event, so this could be a place for you to start at least looking at the presentations. The presenters did a phenomenal job. I loved every session. It was jam-packed with learning, and, most importantly, it was jam-packed with things that you can implement in your business right away to see immediate results. As you can see, the replay is coming soon, so just give us a little bit of time, and we'll get rolling. Other than that, let's go into questions, and let's get more questions answered.

Give me a second, guys. I'm going to scroll down through the question. Tim is asking, "Is that the real [Zane 00:02:20] in the picture?" In that picture, it was Halloween, and Halloween is a time of fun, at least for me. I always dress up for Halloween. The year before last, I was a vampire. Last year, I was the lead from [LMFAO 00:02:38]. It's a rock band, I think, or pop band. I love their music. It's just dance music, and you'll enjoy your time with it. Who knows? Maybe this year, I'll dress as the president or something. I always dress up as something. I'll keep you guys posted. If you're my friends on Facebook, you'll see what's going on.

Okay, awesome. The first question is from [Ahmed 00:03:03]. I couldn't make any sales [through 00:03:07] my emails. I have 500 subscribers and great relationships. So far, I sent seven promotional emails, but still no sales. What to do? Ahmed, 500 subscribers [isn't 00:03:24] a small list; however, zero sales whatsoever, it could be one of two things. It could be either you are giving them the wrong offer, or my gut is telling me that you are giving them an offer that they already saw quite a lot. If you don't mind sharing in another question which

niche you're in and which product you're using, and, if you feel comfortable, we can actually go to ClickBank and check it out.

But sometimes, if you advertise a product that's being over-advertised, you might not get the best results. I know when I started a few months, the Millionaire's Brain was one of the best products, and I used to advertise the heck out of it. I made tons of money using it; however, from recent experimentation with my own list and with other students who has been using that as their thank-you page, they are not getting the best results, because, guess what? It's saturated the market. People has already either seen it and bought it, or seen it and they don't want to buy it anymore.

Okay, I see Ahmed has actually responded, and he's saying it's a [forex. I used product from 00:04:32] ClickBank, but the problem is that the [legit 00:04:38] forex products are very few. Yes, unfortunately, forex and the finances, I realize they have a very limited number of offers, so maybe if you could actually do a search like I showed in one of webinars on how to do a affiliate search for programs, so you can go to ... Let's do it live. Google.com, and then you put "forex" plus "affiliate." Oh, see? You do a search for whatever the word you're looking for, [and then I'm 00:05:15] looking for affiliate program, affiliate program lists, affiliate forums. We are looking for affiliate programs that we can join.

Most of the times, you just ignore these first three, because these are actual advertisements by big companies who are paying tons of money. However, it's worth a try, because sometimes, you could go to these sites, and they could have an affiliate program if you scroll all the way to the bottom. If they do have an affiliate, it will be at the bottom, but I have a feeling that they don't have an affiliate program. But here, as you can see, "best forex affiliates on [Warrior 00:05:54] Forum," "best affiliate programs in forex." You just have to go through it and find new things.

I'm noticing forex in the financial market is huge, and there are people making money in that market; however, I notice that a lot of people are making their own products. I believe there is a product that's called "Uncommon Wisdom Daily." It's not a forex, per se, but it's in the financial business, and I am on their list. This ['nee-liss-muh-teev' 00:06:36], he sends a lot of products, and I noticed his products are not on ClickBank, which means he's creating his own product. He's dominating the market by, number one, having his own authority site. As we taught you in module number 13 to create your own blog, which is your authority site, he and some of his partners who are editors for this Uncommon Wisdom Daily, they write about financial situations and about everything financial, including the political part that effect the financial [and 00:07:20] exchanges, and they sell their own things.

Ahmed, if you are really interested, and you want to keep in that business, then maybe you should look at starting your own product. This is actually the best time to create your own product, because guess what? You went through phase one and phase two, and phase one has already shown you that people are joining your list, so you're not having problem with people joining your list; however, they are not buying the product that already exists. I know that I talked about this question and about this thing in specific ... in general for a long period of time, but this is actually ... The same concept applies to all other niches. If you are, let's say, in parenting, and you are not getting any sales, guess what? Parenting is a huge niche, too, so maybe you need to develop your own product about parenting. Here from module six all the way to module 12 ... Sorry, actually module seven, all the way through module 12, we show you exactly how to create your own product on a budget, so this could be the best time for you to actually start diving into creating your own product and testing it with your list.

Ahmed, last but not least, if you aren't using the service called SurveyMonkey, they are a free service to create ... Well, they are not free. They have a free sign-up, so you can sign up for it free and have a very limited-size survey, but that free survey is all you need, because all the pro surveys are ... They are too convoluted, and you really don't need them. All you have to do is send it to your list, saying, "Hey, guys. I am in the process of creating my own product. What are the things in the forex market that you are looking for?" I'm not familiar with it, so I honestly don't know what they would be looking for. "Please answer this survey so I can serve you better." Maybe even the title of your email, call it "Help me help you." They will open that, because it's interesting. Also, you said that the list is very responsive with you, so you might have some really good insight by surveying.

I know I surveyed my list within the past two weeks. I noticed my survival list ... I surveyed them, because I'm creating multiple products for them, and I don't want to waste my time and theirs creating something that they are not interested in. This could be a fantastic tool, not just for Ahmed, but for everybody who is looking to see what their list really wants. Also, with surveying, people love to be surveyed, especially if you are trying to add value to their life. "Hey, guys. I want to send you only emails that you are interested in. I want to take all the junk out, and just give you pure, good content and premium programs. What are you interested in?" Bam. Survey them, and see what happens.

Okay, that was a long-winded answer, but I believe it will help not just Ahmed but everybody else. Thank you, Ahmed, for allowing other students to learn from what you are going through.

Okay, [Nina 00:10:48]. "Hey, guys. I have a question. Have you used ClickFunnel before? Do you recommend it? Thank you." Hi, Nina. Oh, sorry. It's [Nidia 00:10:56]. Nidia, I haven't used ClickFunnel; however, I have some students and some people who are using ClickFunnel who seem to be very pleased with what ClickFunnel is doing. Here we go. ClickFunnel, guys, for those who don't know what ClickFunnel is, it's a service like LeadPages, and they allow you to create lead pages and [opt-in 00:11:29] pages and sell pages. If you are using LeadPages, it's very similar to it. If you are not, then ClickFunnel could be one of the ones to look into, in term of creating your own opt-in page and hosting it on the same service. They are very similar in pricing, and they have very close pages; however, they are a little bit different, so it's like Apple and PC. They both do the same thing ... Or maybe I should not say that, because the Apple people will get angry at me. They both have their own unique way of doing something. In this example, both Apple and PC are computers, but each one has their own method and their own way of doing things. ClickFunnel and LeadPages are pretty much the same.

You said if I would recommend it. I honestly cannot recommend something that I haven't used; however, the feedback that I'm hearing from students who are using it ... They seem to be very happy with it, so I would go with that. Also, anytime somebody is interested in a product and they are not sure about it, they can just go [and put 00:12:39] the product name. Let's say "ClickFunnel," and see? Right there. ClickFunnel review. You'll see a lot of people reviewing it on different stuff. See? Right here, there is a blog post: "ClickFunnel Review vs. Leadpages (No Fluff)." You can do that, Nidia, and I hope that'll help you. I will personally recommend LeadPages. Maybe I'm biased, because I use it, and they have a lot of good stuff; however, to each their own, and do your own due diligence and see which one suits you better.

Okay, Norma. "Show us the pictures." I showed you one picture. I don't know if you want to see the rest.

Okay, Vladimir. "Great seeing you in Vegas." It was great to see you, too, my friend.

Sam. "Sound lost." Okay, is it lost still? Please comment at the bottom if it is. I'm not sure.

Vladimir. "Next one in February, right?" I honestly don't know, so don't quote me on that. Usually if there is another live event, Anik and the event team will actually send messages out.

Caroline [Hanson 00:13:57]. "Went to Vegas. It was awesome. When do we get the photos with Anik? Thank you." Caroline, that's something that belongs to

Anik and the team, so I cannot comment on that; however, rest assured, whatever Anik promises, he always delivers, so you will get that.

Vladimir saying, "[Sonia 00:14:16] was awesome. She was fantastic. The entire event was very, very, very, very good." I personally learned quite a lot, met a lot of great people, and I love these kind of events, because you will get to learn and, at the same time, you will get to network with people. I know me, personally, I met some people that are going to be affiliates for me. I met some people that I was dreaming of meeting, and I met some people who are just starting right now, and I was able to help them just take that first step forward. These kind of events, whenever you are able to join us, please do, because it's a fantastic way to learn and to mingle.

Okay, [Jabari 00:15:02] is asking ... No, that's not Jabari. Ahmed. "I already searched for that. I found brokers' affiliates only." As I said, Ahmed, this is something that you have to either create your own product if there is nothing available already ... We are still talking about the forex, guys. If there is nothing, you can start creating your own product. You know the market is there, so just start doing what you're doing. If you are doing forex stuff yourself, then that would be even better, because you could start your own newsletter and give tips and tricks everyday that's delivered to the people.

Luigi is asking, "Why pay all the money to be on the first page of Google if everyone skips the ads?" Guys, I did a search here when we did the affiliate thing, and I said just skip the first few three, because these are advertisements. The reason I said skip these is because I was not looking to buy something. I was trying to look if there is other products similar to that; however, if I am looking for "meditations, music." See? I will actually go to the first ad, and I will go to the green ad. Remember, guys, when I was telling you about the Web of Trust? This tells me that "Meditation for Free" by meditationinmaryland.org is actually a trusted website, so this could be a very good place to start with.

The advertising serves its own purpose depending on the need. If somebody's actually looking for dog training, and they come here, they will actually go to the advertised material, because that's the first things that show up. That's why people are advertising here. Dependent on the purpose of your own search ... If you are just looking for a review, you're not going to go to the advertisement, because you know you don't need it, but if you are looking for something to buy, then guess what? You will go to the advertisement.

Ahmed just added a new comment. It says, "Awesome. Thank you, Zane. That's what I wanted to hear: a confirmation from the coach to jump into phase two." Awesome, Ahmed. I'm really glad it helped. Go create that product and make your own money. Don't wait on somebody else's product, because whenever

you're selling an affiliate product, remember, you are giving your people to that affiliate. Now, it's a fantastic way to make some income, but eventually, you will need your product, because that's the way you will make the most money.

Okay, Nicholas is asking, "Hi, Zane. I'm working on my own product in the personal development, and I am focusing on overcoming fear as a central theme to use the "one problem, one solution" structure. From my research, there is a big interest on this theme. What do you think, and what advice can you offer? Thank you." Nicholas, I know overcoming fear is huge. I mean, God, who doesn't have fear? Especially if you make it more inclusive and not make it fear of snakes. Then you're only talking about fear of snakes to people. I know this is not what you're talking about. You're talking about overcoming your inner fear that could stop you from doing whatever the heck you're trying to do.

My advice is, if you did your own market research, if you followed the advice that we've given you, and you see it's a viable market, then don't wait. Go and create the product. Whenever you're creating a product, I like the way Tom presents it: When you create a new product, he call it "reverse engineering." When you create a product, always look at the components of the product, because these will be your lead pages, or these will be your lead magnets. Overcoming fear could be composed of four or five different elements. Focus on the elements that are the key points or the pain points for people, so you can turn these elements into their own report, their own meditation, their own interview, that entices people to join. You don't want to just have one lead page leading to a product. You want to have multiple pages all [incongruent 00:19:54] with the offer leading to the same thing. This is just something to keep in mind. Keep at it. It's a good niche. I know there are five, six products already on ClickBank about overcoming fear, so this could be the place to begin.

Nicholas is asking, "What type of questions do you use for the surveys?" Nicholas, it depends on the survey. If it's a content survey, then I will just say, "Hey, guys. I am working on my content calendar for the next month, and I want you to tell me what kind of stuff you are interested in." I did that for my personal development subscribers for my blog. I wanted to know what kind of items they are interested in. I haven't been so active on the blog because, we all know, when you are running your own business, there are different things that have more priority and higher priority than what you are doing at the moment. When I surveyed them, and I told them, "Guys, I am expecting to launch ... not to launch, to re-launch my blog around mid-July, mid-June. I want to work on products ... not products, on blogs that you are interested in."

Guess what? They said they loved what I did at the beginning, because it was very upbeat, so they want more stuff about happiness and thankfulness and gratitude and things of that nature, but, at the same time, they said, "Zane, we

loved your latest blog." It was success habits, so it was an entry. I made it in April, because that's when I launched my second newsletter, which is called the Success Atlas. I wrote this article: Successful People Versus Unsuccessful People, and I created this cute little image, and people loved it. They said, "We like this kind of stuff," so guess what? I'll be delivering more content of that nature.

Now, for my [preppers 00:22:21], I asked them a different question. I told them, "Guys, I am working on things, on products for you, so what are you interested in?" Guess what? They gave me their answer. They are interested in [paracord 00:22:40]. They are interested in military-style training. They are interested in power foods that you can find in nature when ... If a disaster occurred, how to find your own food, so guess what? I started to develop things exactly like they like it.

This could be ... Just think outside the box. Don't just look at it as a survey. Look at it as a way to deliver more value to your people. Ask them the questions that you need answers for in whatever situation you want to achieve, or in whichever way you are trying to accomplish. Use the survey to learn about what kind of blog entries they want, what kind of products they want. I know they told me, "For content, we love this stuff. For product, we want cheap products. We want cheap bug-out bags. We want cheap physical aid ... medical kits." They want bargains, so guess what? I am creating my own bargain area, and it's in the [gear 00:23:50] review area.

Each niche and each market has their own things, so just focus on that. Right here, my other niche, which is the personal development, they love goals, so guess what? I give them a lot of items that are related to goal setting and achieving goals. In my products, I have a whole section that all talks about goal setting and how to take inspired action. That should be happening within the next few months. This is what you can ask.

Vladimir is asking, "Question, Zane. My new Facebook ads are approved and active, but I'm getting zero reach. On my lead page is [opt-in 00:24:43] page. I have an audience pixel and conversion on my thank-you page. I have another conversion pixel for [registering 00:24:49]. The pixel [I'm 00:24:54] using for my ads are converting conversion pixels from thank-you page. Is there anything I'm missing?"

Excuse me. One second. Sorry, Vladimir. I had to take a sip of water.

I just want to give you a tip. If you are using LeadPages, Leadpages the service, to advertise on Facebook, please stop, because Facebook consider LeadPages as a ... not as spam, but they don't like LeadPages in specific. You see this? It's yellow. When it's advertising and it's yellow, it tells the Facebook that this might not be

something people are interested in, so if you are using LeadPages to advertise on Facebook, just have a plugin on your own blog or on your own site and host the pages themselves.

If that's not the case, and you just referring to opt-in pages as a lead page, because that's another name for an opt-in page, then it's one of two. It could be that you targeted the wrong audience, and sometimes that happens. If it's not reaching anybody, then you might have been targeting the wrong audience, so I would put you back to the drawing board and just check out the audience, and see if you are actually targeting the right audience. A great site to use for that is called Alexa.com, so whatever niche you're in, you just go and put the site in here, and then find the site. Let's put "SelfGrowth.com." Oops, I didn't put the right thing. SelfGrowth.com is a website in the personal development niche. They have a global ranking of 10,835, and when you are using Alexa, it tells you little things like which countries people are visiting this blog from. It gives you also good keywords, like people are interested in "self-improvement," "self-growth," "vision [board 00:27:28]." That could be a good thing for you to know.

Of course, if you upgrade and you have the paid version, then they give you even more details. They give you demographics and who did what, which is really good research. It is a paid service. It's, I believe, 49 bucks a month; however, I do not recommend you use it for a long period of time, just I bought it once when I did all my market research; however, right now, I use it heavily, so I have it as a paid membership.

This is a site, and there is also Similarites.com. Similarites is a site where you can actually put a name of a website, so let's put www.SelfGrowth.com, and it'll find websites similar to that website that people are visiting quite a lot. I know Mind Tools is a huge website. I monitor that site a lot. I am a member with them, because I love their work, so this is a way to actually do your market research. See what your people are interested in. Then a good way of doing that is actually, you could go to MindTools.com, and [there 00:29:03] go to their actual website, and then find their Facebook page, so you can actually ... Guess what? See MindTools.com? They have 231,000 people. When you are doing an advertisement, you can actually target people who are interested in MindTools.com.

Sometimes, you cannot find a specific page, but you can actually go and say, "pages similar to MindTools.com," so this'll give you an idea of pages that are similar to MindTools.com, so you can actually target them. "Pages similar to Mind Tools." [inaudible 00:30:00], so let's go to another. Pages similar to [inaudible 00:30:05]. This is an open graph search, so this actually gives you pages similar to a specific page, so you can actually go and add these pages as interests. That could be a very good place to start. Now, I know I used Mind

Tools as an example, but I couldn't find pages similar to it, but guess what? I could go here and look at similar sites, and find different websites that might have very good pages that I can actually find pages similar to that. This is a very good search when it comes to similar pages, because you can actually target these pages in specific [and 00:30:51] your interest in the advertisements. That could be a very good place to start, especially if you are not seeing any return on investment.

Now I have a question, Vladimir. How many days have you had the advertisement running? Did it just start, or it has been 48 hours without any movement? Please get back to me in the comment box.

Leslie. "Do you have an online store for survival stuff? Are the products you are creating digital?" Leslie, the survival niche in specific, are interested in physical products. They are not big on digital product, so, yes, I do have an online store, and it's in my blog. [One second 00:31:38]. There is my store. That's dependent on the market. Some markets, people are highly interested in physical products, so for that, you will need a store.

[Sergei 00:31:59] is asking, "I know Anik endorses Click.org. Do you guys still use it?" I honestly have no idea, to be honest. I don't even know who's Click.org. "Would you recommend it as a URL shortener?" I honestly haven't heard of them or used them before. I use Google to shorten my links, because they are free; however, I'm learning that Bitly is a better one than Google. It's paid, though, so I don't even know how much they cost, but, sometimes, if ... Do your own research on Click.org. I honestly have not used it, and if Anik recommends it, then he might've used it in the past or something. I can't speak to it, because I've never used it, honestly.

Carlos. "Hi, Zane. I am a Profit Academy student. I went through the entire phase one and took action on each step. A very, very ..." Carlos is ... Guys, Carlos is stuck. He feels stuck, because he took action and he doesn't feel like he attained results, and that's actually a good thing. Sometimes, it happens, guys. Just because you tried one way, Carlos, and it didn't work out, that doesn't mean the system doesn't work. It just means that you need to try again, because, guys, let me tell you my story about the survival niche.

When I tried the survival niche, none of the stuff that we are learning right now applies to them, because they don't like digital product, and they don't like ebooks, and they don't like this and that. I had to modify to meet what they like. Guess what? I still use the same advertising method and the same blogs and the same things that I talk about in all the other niches, but modify it to meet their need. If they aren't interested in a product, guess what? I'm not going to go and sell them a digital product. I'm just going to go and sell them a real product, like

right here. It's a tactical vest. If I want to do a giveaway, or if I want people to join my list, instead of going and say, "Hey, get your free ebook here," I just go and create a giveaway, and I say, "Enter for a chance to win this fantastic tactical tournament." People will join the list; you just have to modify to meet the need.

Carlos, I would not recommend that you feel down, because you just found out one way not to do it, so just forget about what you did there, and do it again. It happens to the best of us. If you need extra help, please, please, please, go on the forum. It's monitored by all of us coaches here, so we'll definitely jump in and help. If you want, send us your opt-in page here on the forum. We'll check it out for you, see what might be the cause. [You 00:35:34] might be in a niche that really doesn't make sense, or you might be not optimizing your page the best way, or it could be that you just sent the offer to the wrong people, which happens. Sometimes, you just advertise to the wrong people. There are multiple things that could've played a role in that. However, Carlos, just because your first attempt didn't work out, that doesn't mean it doesn't work.

Actually, one of the students here, I don't know if I should share her name, so I'm just going to talk about her story. Her first page had two percent opt-in rate. She didn't make any sales. She was extremely frustrated and extremely not happy with the results, so she jumped online and she shared her page with us. We clearly were able to see why she had only two percent to begin with, so we helped her optimize her page. Then we asked her where did she get her traffic from, and she was like, "Oh, I just used Bing." Bing is a good way to get traffic, just like Facebook; however, if you are not targeting the right people, if you are not optimizing for the best bid, so your offer will show up to the right person who will take action, you might as well not use it. However, she didn't know that at the time. We guided her through it, and we hooked her up with a solo ad seller who is in the niche that she's in, and then the results changed dramatically. On her next post, she was like, "Oh, my God. I made my first 50 dollars. I have 200 people on my opt-in page ... not my opt-in page. On my list, and I have 12% open rate from these people on my [auto-responder 00:37:29]." Things could change dramatically when you do the right steps.

Connect with us, Carlos, and let's work closer on this, because I hate for anyone to feel stuck. But sometimes, when you are learning something new, you're bound to feel these feelings. God, me, myself, for those of you who heard my story, I almost gave up on this whole online marketing thing back in August, until I found a way to make it work, so you're not alone, Carlos.

Leslie. Hey, Leslie. "Do you have a recommendation for Word document conversion to PDF? [inaudible 00:38:18] today and still haven't [have 00:38:20] a PDF." If you have a Word ... I believe Word allows you to actually save as PDF.

Give me a second. Let me open my Word. I'm going to share something with you, but I honestly don't care, because most of you are on my list, so you see my ...

These are my top-performing subject lines, and I have a habit of, when somebody sends a really good email, like this one right here: "Today, let's fight XXX and spark change. [Doubt sadness 00:39:02]." This is actually a title from Target.com. They did it on, I believe it was Breast Cancer Awareness day, so here it said, "Let's fight breast cancer and spark change. [Doubt Sadness 00:39:19]." It was a very, very intriguing subject line. I know I digress to you, but I just wanted to show you this.

If you are using Word, you can just save as, and then let's say we're trying to save it here, and then you just choose "Save as PDF." However, if that's not the case, then, if I'm not mistaken, I did an entire module, module number one. Okay, Module Number One: Delivering Your Freebie to Subscribers. This is a video that I created, and I actually showed you how to convert Word document to PDF using PDFConverter.com. It's a free PDF converter. In this video, I actually talk about multiple tools on how to convert, how to upload using your own WordPress or using Dropbox. Leslie, if you don't mind, please go back to module number one and watch this video. There are multiple tools. I put, actually, more than one site. I even did go through a search online to show multiple ways. I hope this helps you, Leslie.

Tim. "Hi, Zane." Hi, Tim. "Would it be better to host a free offer on my website on its own page following the opt-in page rather than Dropbox or similar in order to keep them reading additional content on my site?" Yes, Tim. If you have your own website, then, by all means, host it on your own website. The reason, at the beginning, if you're noticing right here, you were talking about hosting it [on your own 00:41:07] Dropbox. I did talk about hosting it on your own site or your own WordPress, but I mentioned Dropbox, because a lot of you, when we started, you didn't go through module number 13, which talks about how to create your own blog, and then how to use it to upload things, which is your gifts, your own PDFs, your own audios, videos, whatever the thing. Now that most of you have finished the program ... Those who haven't, I am watching you. You got to finish the program, because hit it while it's hot. Don't lose momentum. There's one thing I learned: never lose momentum.

Back to this story. Yes, Tim, if you have your own website, if you're comfortable, and you know how to post your own thing on your website, then, by all means, do it. Do it on your website. Let's see. [Gift 00:42:06]. See right here, guys? This is something I did on one of the webinars. I created a cheatsheet for you guys, and I put it right here. I posted it on my own website, and, as you can see, I should have maybe put something here about creating your opt-in page or this and that. Maybe I would have got some sales, but this is actually a good

example, Tim, on how to host your own things on your own website, so people could actually check out or read more content. This is just a way. See, right here, this allows them to actually join my Facebook page, and here, it allows them to leave comments on what their opinion was of my own gift, the gift I created for them. A lot of people right now, they are more educated, so that they know that they can just delete this part and they'll be back to the original site. Then this will allow them to actually go back to my website and read things.

Now, I could've made this page a page with all the home and the header and all this stuff; however, I created this page as a standalone page, because social media and Internet marketing is not my niche, and I was hosting it on my website, so I just created a standalone page. This could be a very ... I'm using it as an example, but, yes, Tim. This is a very good way to host your own thing and go with it.

[Prashant 00:43:50]. Prashant is asking, "Zane, how do you find all this content from? I am stuck with what should I put on my website. I am also in personal development, success, and goal setting." Fantastic. This is a very good question, Prashant. I am glad you asked it. There are multiple ways to have content.

Number one is creating your own. I, personally, love to write, so I write some of my content; however, when you have a blog that is large and you have a lot of readers, if I write once a week, it's not enough. I have to supplement it with either having other people to write for me or hire people to write for me. I know iWriter is a fantastic place to hire people for really not too expensive. For seven, eight dollars, you can get a 7-, 800-words blog article and post it as yours, because you are actually buying the rights for that stuff.

Another good thing, guys and ladies. I don't know if Prashant is a guy name or a lady name. If you are in [IDplr 00:45:15], there are lots of articles in here that you could actually just go ... because, remember, guys, we were talking about [IDplr 00:45:25] to find your own gifts and this and that. There are articles. See? This has articles about marketing and profit. It says, "marketing secret tips." See? This is for brokering, so, Ahmed, this could be a very good thing to post on your blog. You just have to research and find articles related to your niche and just take these articles and put them there. This is another way.

Now, there are a lot of [syndication 00:45:58] websites, so what do they call them? [Ezines 00:46:01], like right here. Ezine articles. These are articles, high-quality articles, written by people who want to syndicate their items on other people's websites. I know ArticleCity. I use that to find ... Oh, here it is. "Free articles." "Free articles for reprint." If you are doing a search ... "Free articles for reprint." See, guys, this is quite a learning for all of us. Here, you see there is [IdeaCopy 00:46:49]. They have free articles for reprint. There's ArticleCity.

There is [Dmoz 00:46:54], which is, I believe, an emagazine. [ArticlesGratuits 00:47:02]. All these are websites. All they do is they aggregate content from multiple niches from people who actually wrote these things, and you have the full ability to actually copy this material. Let's say you are in a car business. You could actually copy this article and create a blog post with this. You just need to give full credit to ['pash-in-ro-zeh' 00:47:35], who actually wrote this article, so you just add it to the bottom of your website ... not website. The bottom of your blog. You say, "This article was first found on ArticleCity.com, and the actual writer is ['pash-in-ro-zeh' 00:47:57]."

You can also curate. You can curate articles. I know I use [Autoblog 00:48:15], which is a very good tool, that allows you to curate material. Wait a second. That's not it. "Autoblog plugin." Oh, here it is. "Autoblog WordPress." It allows you to find content from different websites and curate it, so you actually say this article has first appeared on MindTools.com, and then you add your own spin at it at the beginning, and you put two or three paragraphs from the original article, and then send people to ... Let me show you an example. See? This is actually an article that we wrote, because it's an article about [gear 00:48:57] review, but let's go to ... This is an article that we wrote. Oh, here it is. Seven Powerful Benefits of Berries. This is an article that first appeared on survivalmom.com. They have a fantastic website. They have great content, and a lot of websites, they want you to curate their materials; however, they don't want you to steal it, because, if you noticed, we actually wrote our own entry. This is not something that Survival Mom did.

We actually wrote this as an entry, and then we gave full credit. We said, "This article is written by [Beth Buck 00:49:50] from The Survival Mom," and then we wrote about 20%. We took 20% from the article and put it here, and then when people want to read the entire article, then they can go to the actual article on The Survival Mom. Now The Survival Mom will be extremely happy that we did this, because guess what? We are sending her free traffic. We are sending Survival Mom free traffic to an article that she actually wrote herself, so it's a fantastic way of doing it.

Now other huge, like Mother Earth ... "Mother Earth News." Oops, went to the wrong site. Mother Earth News, they do exactly the same thing that I am showing you guys. They curate articles from all over the world. Let's see here. Some articles are written by them. Some articles [there 00:50:56] are just ... We need to close some pages. Some articles are written by other blogs that they just curate.

Actually, the best example of a curation site is the Drudge Report. The Drudge Report is an actual website that has nothing original other than [they 00:51:21] just send you the best content [in 00:51:28] everything. We are, right now, on

the Drudge Report website. It's drudge.com, and everything you open in Drudge is actually belonging to a different website. See? This belongs to NPR. This "How much [corporations pay 00:51:44] senators," the Guardian.com. See? This site, the Drudge Report is actually a fully curated website. All Drudge do, he curates the content that people are interested in, and puts it on his website, so you can do that, Prashant. That's a good way to define and do that. I hope that helped. It was a very lengthy answer, but I love these questions, because you guys are asking very meaty questions. We have moved from the newbie's to the questions that are actually more advanced, and I hope you are enjoying the session and also learning from it.

Steven is asking, "Is the issue with Facebook and LeadPages also the same with [send lead pages 00:52:40]?" I honestly don't know, [Stephane 00:52:50], so my recommendation is to actually install this [watch 00:52:52] weboftrust.com. It's an actual ... Oh, it's mywot.com. It's an actual extension. See, right here, it says installed, because I have it installed on mine. If you guys are using Chrome or another thing ... I think it's only on Chrome. I'm not sure. Then download it so you can see, and whenever you see the circle red or yellow, just be cautious that that's maybe not the best page to advertise on Facebook. If you own the page, then maybe just host it on your website. See, right here, Facebook is green. Mother Earth News is green.

Now, the ArticleCity website, it's actually yellow. It is green for child safety; however, it's yellow because people, they don't come to ArticleCity to read, because ArticleCity is for more republishing rights. When somebody comes to this website, and they're like, "Oh, this is not a blog. I don't even know why they're here." The thing is, for [these 00:54:05] who come to this website, it's not for you. It's meant for people like me and you guys who have their own website and they want content, so they have it yellow. However, a website could actually increase their WOT by asking their members. ArticleCity, if they were actually smart, they would send an email to all the ArticleCity users, saying, "Hey, guys. There are some people who think that our website is not trustworthy." There are more than 200,000 writers on this website. Imagine if all these writers went and said, "You know what? No, this website, I trust it. It's a good site." Because you can go and do that yourself and [save. Then 00:54:51] this adds to their trust. You can actually send it to your people and asking them to help you with that task.

This is the best way to see if a website is good or not. See? Leadpages.net is yellow, because guess what? When you are sending a lead page, it's usually an opt-in page that you are either selling something or you're asking somebody to give you their email. The sad truth is, some people, they're just grumpy, and they don't want to see these offers. Usually, I say in my email, "If you do not like the kind of content and the kind of promotions I send, please unsubscribe," because

these grumpy people, all they do is they just go and mark things that they don't like as spam, even though it's not spam, because ArticleCity, you know it's not spam. It's a site that gives articles to people. It's a tool that's available for use, so utilize it while you can.

Lucy. Lucy is saying she is trying to contact me, and she's surprised that she couldn't find a contact list on my website. Lucy, maybe you brought my attention to something that I should pay attention to. I don't want to take the time that we're spending together to check on my own website, but I need to check on that, because I believe I have my own privacy, and I have my own [contact-us 00:56:45] form. I'll get back on that later, [Luis 00:56:53].

Steven is asking, "Bitly is free, but I have found them unreliable. Can you tell me how to shorten a link with Google?" Okay. With Google, there is a service called goo.gl, G-O-O-dot-G-L. You use it to ... Let's say you see this big link. I take it and I put it in this thing. I say, "No, I'm not a robot," and then shorten URL, and see? There you have it. You have a Google-shortened URL. You can copy this, and when you put it in a browser, it'll open up to the right page. That could be a very good place to start. As you can see, actually, goo.gl is actually green by Web of Trust. Well, of course. It's owned by Google, but this is how to use Google to shorten your links.

Vladimir. "Thank you, Zane. Your answer was very helpful." I am glad it was helpful, and ... Oh, he said, "The ads are new. I just created them yesterday, and they just approved them today." Yeah, give them 24 hours to 48 hours. See if they [pushed 00:58:25] it. If not, then I would recommend doing what I told you about researching, and see if you actually put your ad in front of the right audience.

[Amir 00:58:37]. "Zane, what is a good estore for physical product on your WordPress site?" Amir, Zane is Z-A-N-E, but I will give you a pass. "What is a good estore?" I use [Bigcommerce 00:58:54] for my estore. They have fantastic service. See, guys? Bigcommerce, they are green on the WOT. They have a great service. They have great training, so when you are creating your own store, they have a fantastic library of training. Also, you can apply for a merchant account with them, and you get your own merchant account, so you can use it for this site and other sites if you are using it for product. That's what I use.

Now, other platforms that I'm familiar with but I didn't use them before is called WooCommerce, [I think 00:59:36]? Yes, WooCommerce. It's another ecommerce platform, and Ecwid. Ecwid is another ecommerce widget that you can install on your blog, you can install it on your Facebook, and you just start selling stuff with it. It's pretty cool. I used to use Ecwid, but [whatever 01:00:01] ... I just ... Let's

just leave it. I used to use it, and now I moved to ecommerce, or Bigcommerce. I hope this helps, Amir.

[Suman 01:00:17]. Suman is asking, "Hi, Zane. Suman here." Hi, Suman. "We want to know for how long we will have to access the Profit Academy after the month June 2015. The current batch student joined in March." Guys, all of you Profit Academy students, you have lifetime access to the site. There is no limit on how long you can access it. You have full access to the website, and you can access it for life. One thing that Anik did that's quite amazing, because not a lot of marketers do that, because you have a lifetime access, if the material gets updated, then, for next year, you will get access to the newest and most updated material. You have access to it all year long, or for life.

Also, the forum, you have access to it for life, and look at it this way: There is a new class starting every few months when we launch the program again, so the forum will always ... It will be a place to come to find answers all the time. This is a place to start looking for questions and answers. Sometimes, if you are in the forum and you are looking for an answer, you can just do a quick search inside the forum, like "how to post on own website." Now, guys, I used very, very specific search, like "Dropbox." See? This gives you all searches that has Dropbox in it, and you just have to look through them and see "lost my free report," or "how to use the html with Dropbox." It's just a place to find answers. Also, it's a place to interact with other students and a place to get responses quickly from coaches and people who are doing it in the business.

Prashant says, "Zane, you rock, buddy." Thank you. Thank you, guys. Your support is humbling. I cannot believe how supportive you guys are. I am extremely thankful to all of you. You are showering me with your support and love and I appreciate it, because I am truly genuine in trying to help as much as I can. I think that comes across to you guys, and you guys reciprocate, so I am extremely thankful to all of you. There are lots of comments, all of you thanking me, so I don't want to take time reading all of them, but I send a shout out to everyone who commented here. Thank you, guys.

Guys, we have been together for almost an hour and ten minutes. I know we started late, so maybe take another two questions, and wrap it up at 10:30? Does that sound good, [Rick 01:03:30]?

Oh, okay, we'll [get Rick 01:03:37]. Awesome. Guys, we'll go for another nine minutes. That'll give us a chance to answer another two or three more questions.

Alexa. Oh, wow. Alexa, you're like the Alexa website. "I found a website that I can purchase that already has some articles in my niche. Forums people, though,

said it's a bad investment. What do you think?" Now, Alexa, it depends. I really don't know if it's a good or a bad investment. It depends. I don't know who the people who own the sites are, and sometimes, people just create websites and then sell them. Now, if it's a good website, and you don't see anything bad with it, then you can actually just buy it; however, I've never actually done it myself, so I don't know if it's a good or a bad investment. You just have to search, maybe check on the person you are buying from, like go online and search for the name of the company who's selling the site. Go and see if the site is blacklisted, so put the URL and after it, "Is it blacklisted?" Do some research and just go with that. I'm sorry, I wish I had a better answer than that, but usually the best answer to something that you don't know is to just say you don't know.

Prashant is asking another good question. "I recently tried to sell something on [Fiverr 01:05:14] and designed ebooks. Fiverr charged me 20% commission. Do you sell on Fiverr?" No, Prashant, I do not sell on Fiverr; however, every service that you are using online ... They usually have a fee. Even PayPal. When somebody buys something from me on PayPal, PayPal charges me, I believe, two percent or something. Now, Elance, Guru, all these websites, iWriter, where somebody actually go and buy something from a writer or freelancer, they charge the person who's selling money, because these platforms has to cover their costs one way or another.

[Clickonomy 01:05:59] is a good example. Clickonomy is a fantastic website for all of us [buying traffic 01:06:07], so Clickonomy charges money to [inaudible 01:06:22] sell ads. Oops. [I took, actually, the page out 01:06:22]. Sorry, guys. I'm moving too fast. Clickonomy charged a sellers a percent, because guess what? Clickonomy has to pay for the hosting. Clickonomy does all the tracking and all these things that are really expensive for us. When somebody buys a click package from me, then Clickonomy does the tracking. Clickonomy makes sure that I deliver. Clickonomy makes sure that the person who bought will pay the money. All these [take expensive 01:06:57]. These websites are not just free, so that's why there is a commission. Each site has their own commission, so if Fiverr charges you 20%, then that's what Fiverr charges.

Prashant is saying, "WooCommerce is also a good ecommerce for WordPress." Awesome. Yeah. I showed WooCommerce as one of the marketing places, because I was looking at them at the beginning ... Actually, I am thinking about using the WooCommerce plugin to create a mini store for deals and stuff, because sometimes, having a large store is a pain in the neck, because you have to monitor things, and make sure that things are still working.

Jabari says, "Yay! Lifetime best investment." Perfect. Fantastic. Glad to hear that. Yes, it is a time to celebrate, because a lot of programs, you actually buy it once,

and if they do an upgrade or something else, then you are out of luck, but not with Profit Academy.

Leslie. "Thank you for taking good care of all of us." Oh, thank you. You are most welcome, Leslie. Glad to help.

[Mary Ann 01:08:22] says, "Thank you for the long-time life access." Thank Anik for that. I'll tell him that you said thank you.

Sam is saying he loves my outfit. I should've brought it to Vegas. That would've been a place to wear it, in Vegas, honestly. I would've been bombarded by requests of picture from all the drunken people in Vegas.

Suman. "Thank you for the answer. It's quite helpful." You are most welcome, Suman. Actually, believe or not, guys, I am at the last question in the question box, so it's perfect timing. We'll take that question, and call it a day for today.

Alexa is asking, "Would AlexaDevice.com be a bad name for a website?" Oh, "AlexaAdvice." Alexa, [inaudible 01:09:21] be bad a name for a website, would everyone link it ... have something to do with Alexa website, or just have marketer know what it is. You can do that; however, when I read it, it took me a while to see how it's pronounced, because it sounded like "Alex advice." Not a lot of people are going to know it's going to be "Alexa advice." Also, if you are going with your name, and you call it "Alexa advice," you will need two "A's," so it'll be "Alexa" and then "advice." I would not actually recommend "Alexa advice," because a lot of people, [might think 01:09:59] "Alexa" is spelled with "E." Also, a lot of people mistake how to spell "advice." They put it with an "S," with a "Z," or with a "C," so maybe call it "Alexa Tips." Just call it something memorable and easy to pronounce. Now, Alexa used their own name, or I actually don't know where they came up with "Alexa.com," but it's a well-known name in the market, so maybe using "Alexa Advice" would be something worth testing, so go for it.

That marks the last of all the questions, actually. The last of them that are now coming through are just thank you's from students and people who ... Oh. Okay, Leslie. Leslie said she missed the picture. What the heck [I'm 01:10:50] talking about. It's this picture. People were giving me grief because I was in a tie and I was very professional, so I changed the picture quickly to a different picture. If this will open. I changed the picture quickly to this picture with me wearing my Halloween outfit. This is the picture. Guys, I have a fun side, and this is my fun side. Usually it pops once a year, during Halloween. Now that you guys saw this picture, maybe you can give me a request on what to be for Halloween next year. Thinking about being Thor from the Avengers. Anyway.

Tony said, "Love the 'fro." [Sherry 01:11:48] said, "Thank you for your big help," [plus 01:11:52] "love the picture." You guys are most welcome. I love these live webinars, because I get to hang out with you guys and share my thoughts. Also, it's a learning for me, too, because we teach other, so look at it from this aspect. We'll connect next time, and we'll have more sessions with you guys. [Have a 01:12:18] ...