

Speaker 1: Worth your time and trouble to try him on for size.

Zane: Awesome. Thank you very much. OK, guys. You know me. Take a lot of notes and then take action, but let's dive in and let me just first say don't be shy. I know a lot of you are so advanced right now, but there are still room for improvement so if you have a question, please post it in the little box. I'll do my best to help out. I will start with Angela who she contacted me today and it's amazing how small the world is that she contacted me today on Facebook and I was able to help her, and now she's on the webinar. I am just going to answer her question without saying the question because it's relevant to her.

Angela, just give us 24 hours or 48 hours because the team is ... They will respond to your message. Just give it a minute and since you did everything, you've tried because I've read your comment here, then just give it a minute and see what the team will come back with and, hopefully, we'll get you squared away. Now, let's go to John. John says, "Hi, Zane. Any advice if Facebook bans you for life from advertising with them?" I assume you are talking about Facebook. If Facebook banned your account, then yes. You are banned for life from that account.

What that means is if you have a Facebook account so let me log into my Facebook. If you have a Facebook account that's been banned by Facebook, then you just need to delete that account permanently. Yes. I know this sounds horrible because you're going to lose all your friends and the people that you know and the people that you love, but there is no other way around it. You just have to create a new Facebook and use a different credit card to log into it; however, guys you have to be very compliant with Facebook rules. You cannot have multiple Facebook accounts. If they catch you, it's really problematic.

For people who are really serious about using Facebook platform to advertise, I'm going to share with you a tool today that it takes a little bit of an investment, but quite honestly, it's very important to do it the Facebook way. If you'll just give me a second, I'm doing a search for the Facebook Go program. This is for guys Facebook is a huge platform for advertisement. It's the place to use for advertisement so I don't want you to get in any trouble with Facebook because I don't want you to lose out on such a huge platform.

Facebook gives you the ability to laser target people. Facebook just released a program about, I believe, a few months ago, like two or three months ago. It's called Facebook Go. With Facebook Go, you can make yourself for 30 days to spend \$25 with Facebook. If you do the math, 25 times 30 that's \$750. This is as much as you would pay in one solo ad period so yes. It might look like a lot of money, but in reality it's not. \$750 for 30 days and you will get your own Facebook ad specialist.

This is a person who will actually sit down with you and show you how to do Facebook the right way; however, I know some students they are not that advanced or they are not ready because they don't have a product or they don't have even an opt-in page or something that want to advertise. There is another tool that's called Facebook Blueprint. See? Facebook Blueprint it's a site that Facebook put out for all people who are interested in Facebook advertisement and they view tutorials. The site actually shows you how to use the platform the way that it was meant to be.

If you just bear with me ... OK. Here we go. Facebook Blueprint it has 34 eLearning modules that you can actually start doing right away to learn how to use Facebook for advertisement. This is it's like a Facebook University. You don't have to pay anything for this. You just have to invest your time learning the way that Facebook uses the platform; however, if you are serious about advertisement, please use the Facebook Go. This is a tool that anybody who wants to use Facebook the right way they should use it.

This is my personal opinion. If you don't believe in that, then it's your call, but that's what I would recommend doing. If you got banned, then definitely go and call Facebook and see what they would come up with and what is the solution that they will tell you because, yes. Your account might have been banned on your personal side. Then Facebook might advise you to create a business account. Facebook now gives you the ability to create an advertising platform that has nothing to do with your own Facebook account.

These are things that you need to discuss with Facebook and just a few months ago there wasn't anybody on Facebook you could have talked to. Right now, they are giving this huge opportunity and I emphasize right here because this is an opportunity and Facebook is still a young platform so they are doing this right now to attract more advertisers, but just give it a few months and I guarantee you Facebook will have enough people that are doing so much advertisement on the platform that they will take this away so use it while you can and get away with it.

This is the phone number to call them. You could leave your message in here and tell them what is the best time for them to contact you. They are very active so they will contact you within 24 to 48 hours. Between these two, Facebook for business or Facebook Go, if you Google it, you will find it, and then there is facebook.com/blueprint to learn the Facebook advertising platform so between these two you should get Facebook squared away.

I know Facebook banning people is a touchy subject that has touched a lot of us, me included so use Facebook, at the same time, learn how to use it because

that's the only way you will stay in the clear and you will not have any problems. Awesome; I hope this helps, John.

I know it was a long-winded answer, but I wanted to cover it in detail because I know a lot of you guys are ready to advertise on Facebook and when you are ready sometimes a small investment will be better than doing it the wrong way and by investment either via money, which is using the Facebook Go or time, which is learning the platform from Facebook themselves. You cannot learn better than from Facebook, the source. I hope it helps everyone who is on the webinar today. OK. We have a question from Donovan. He says ... Oh, sorry. It's not Donovan. It's Divona.

What are some questions to ask-answer when deciding what to create for a product? Still feeling clueless; where to begin? Donovan or Diniva, I am so sorry. I was talking to a friend of mine named Donovan and it stuck in my head. Diniva or Dinova, I apologize if I am saying your name wrong. The best way when you are doing a product is to actually do a product that people want. My answer to this is to actually go back to the drawing board and that's in module number one.

Tom showed you how to do a market research to find a great niche, and then in margin number 10 he did another market research for the funnel because you want to know if the product you are creating is actually something that people are interested in. Questions to ask yourself: Is this something that people are interested in? This is the most important question to ask when you're developing a product because you want a product that people actually want to buy. You need to know what people are buying to begin with.

Go to click vent and see. What are the biggest offers in the market about your specific niche? You need to actually dissect the products that you want to model. If you are in the parenting niche and you see that there is a huge product on ClickBank that is doing so well, then guess what? You need your parenting product to be a unique product, but at the same time, it follows the same model of that product so look at it this way. It's like there is Apple and there is PC. They're both computers, however, both of them does similar stuff on different ways, but they're both unique brand and they have their own thing.

The same applies when you are creating product. You want something that people want and then, at the same time, something that makes sense because it's relevant to them and to the market. If you guys give me a second, I think I have a tool so bear with me, about funnels, which is for products. I honestly don't know where I put it because I have so many folders in my computer, but the thing is it's when you are doing a product you have to brainstorm. That's the only way to do it.

Once you have brainstormed on a few ideas and you like them, then you need to go and do your due diligence by actually see if the market is supporting such products. The best way to do that is to actually go after your competitors and see what they're doing and go from there. Now, Diniva I'm going to make a post on the forum here once I'm done with the webinar. Once I find that document, it's a product/funnel creation document that I use when I want to put my thoughts on paper when I am creating a product.

I'll put it on the page for everybody so all the students will benefit from it. Just check in under recent discussions. It should show up there once I make the post and it'll be either later today or tomorrow so keep your eyes open, Diniva, and I hope that will help you, but right now just don't get so discouraged because you'll feel like you are clueless because everybody feels clueless when they are developing their own product at the beginning, but the best way, as I said, is to go back to the funnel creation and the product creation modules where you actually ...

Oh, sorry. I said module number 10. It's actually module number seven. That's the module where Tom actually did the market research and product ideas so he did two videos showing you how you actually check the market to see if the creation of your product is incongruent with what people wanted. I know that this module in specific because me and Tom discussed what he did in the module on the session between me and him, and we shared each other's minds because I love Tom's way of teaching because he makes it so accessible. He doesn't just talk in big terms and you will be lost at the end.

He is not like that. Go back to module number seven and check that out and give me a few hours and I will locate that product creation chart and I will share that with you, and maybe that will give you another pointer to help. OK. John is saying, "Do you do this under the name that got banned?" John, as I said, when it comes to something that Facebook banned you from that means your Facebook account, the Facebook account you log in personally, is banned.

Right here, this is my Facebook and if they banned this account, then I will never be able to advertise on Facebook using this platform from my personal Facebook account. You either create a new Facebook account or call Facebook and see what they recommend you doing because they might tell you to create a business account so that's a totally different account than your own personal Facebook account. Ushant, I believe Ushant was one of the students on the Rich Dad Poor Dad webinars. I could be wrong, but if that's the same Ushant, then hi. Zane, again. Profit Academy program ...

OK. Ushant this is a question that is not suited for this webinar so please take it offline with the team. Contact them at support@vssmind.com and see what

they'll come up with. Thank you. Then Melissa says Zane I can't hear anything. She said that at 9:15 so we're at 9:23. Melissa if you could just drop us a line at the end of this comment and see if you can hear us now, and I apologize if you are not hearing me. I don't know if it's something that we are not ... Oh, it's OK now, but I had a previous question. OK.

You're hearing us now. Perfect, Melissa. Well, OK. Melissa, what is your question? Type it again and I'll answer it for you. Erwin is asking: Can we advertise on Facebook even if we don't have our own Facebook page or website yet? No. You can't. The only way to advertise with Facebook is to have a business page. Guys in one of the weekend ... In one of the workshops, I believe it's Virtual Weekend number one. I did a workshop for you guys where it actually showed you how to create your own Facebook page from scratch. Yes, right here. No.

This is for offers and so it's the second Virtual Weekend because everybody went through the first weekend and then Anoché knew that a lot of students, wanted to learn about traffic. I did a module on social media branding, and then another one on Facebook advertisement so check this out. It's inside your Profit Academy membership under Profit Academy virtual weekend and if you scroll down to the second weekend, about half the way through there is Facebook ads and I've done that and I've actually created a Facebook business page live through during the training.

This could be the best for you to actually learn how to create a Facebook page and, also, guys me and Jeff Lenny we all answered sometimes sarcastically just to keep it fun saying if you don't know it's something, Google it. This is something I do and all the coaches do and I am sure Anoché himself does because Google is actually the oracle of all knowledge. If you want something, just Google it and see what it is. Here is how to create Facebook business page. See? Google even does that for you and then right here that's actually how to set up a Facebook page from Facebook themselves.

Here is a video that actually I'm going to copy this link. I'm going to send it to you. I am going to actually answer this question to all so Erwin, I hope you don't mind that everybody will see the question you asked. Was it Erwin? Yes. It was Erwin. Guys this is how to create a Facebook page. I answered it to all so you can actually see the link and then you can go here and check out where Facebook created for us. That's a fantastic way. I love Facebook. They have a lot of tools that shows you learn how Facebook pages, Facebook ads, measuring results, creating ads.

Guys, as I showed you with the Facebook and Facebook Blueprint you have some amazing tools to actually learn the platform. Use these tools, please. Erwin, I

couldn't find a writer to make my product. I tried looking for Elite Writers and offered an amount slightly higher than the suggested price, but no takers. It's been five days. Erwin, I honestly have not used iWriter before. I know I have used it to demonstrate to people how to use iWriter for ... I haven't used it to create products. That's what I'm trying to say.

I used it for simple jobs like writing an article or writing a small report. iWriter I don't think is the best platform for you to create a product. That would be something like eLance or Guru.com. These freelancers' sites these are sites where actually people do this for a living. Go there and create that because, also, on iWriter you are asking for an article or something smaller so like to rewrite a report so it's a small job. Creating a product could be huge so maybe that's why nobody has took you on the offer.

Tim, Facebook is a great place to see what people are looking for and products or services. It doesn't take long to find subject and your niche that people are wanting on Facebook. Exactly, Tim. Tim you are actually raising a very good point because Facebook has a way for you to actually look for people's interests in people's pages so let's say you want to know what people are doing so you can actually say pages similar to whatever the thing that you're looking for so I'm going go pages similar to survival and see.

Then go to pages and it'll show pages in that niche. Now, I know this is not the best example because I don't have something on the top of my head, but Facebook allows you to do a lot of open graph search for people who want to learn more about open graph search. I am going to give you the answer right here. See? Facebook open graph. I know Mars has a fantastic article about how to use the Facebook guide for a graph, but there is an article on, if I'm not mistaken, it's the Social Media Examiner. Yes.

They explain how to use the Facebook graph search because there you could actually look for products, look for what people are looking for, what people want on Facebook. You look inside groups and this and that. See people I may know, strategies and things so this is the article about using the Facebook open graph search. Oh, wow. See? Facebook even have their own module right here that teaches you how to use the open graph. See? I didn't even know that because I haven't done any market research or anything in a while for my stuff.

There you have it. Thank you for sharing that, Tim. Ushant says, "Thank you, Zane. Yes. I am from the Rich Dad, Poor Dad seminars. Fantastic. See guys? I remember your names. Awesome so Melissa said, "I'm just starting out and I tried to make my opt-in page. I am having a really difficult time using Semblance interface and I'm thinking it's because I don't know html. I used to do graphic

design and it cannot even move elements around to make my own opt-in page decent.”

“What do you recommend? Should I use something else? I am frustrated and want to make this work so badly. This is my wall. Please help.” Well, Melissa, I honestly don’t use Semblane myself, but I know that they have improved the platform tremendously since the last time I heard about it so if you are running to a wall with Semblane in specific, then right here in the forum there is Semblane part so if you go to discussions and then at the bottom ... Oh, wait a second. It’s under discussions? No. Under categories. Yeah.

If you click on categories and then go all the way to the bottom, see? There is Semblane module and there is Plutonomy. In the Semblane there is the best guy to answer all your questions and his name is Jim. He would be the best person to answer anything related to Semblane; however, if you’re looking for an alternative or something else because I know as a human being sometimes when something frustrates you, even if you get the solution about it, in your brain you already made the association that you don’t like that thing.

It’s like when you were a kid and you hated broccoli. You grew up and you still hate broccoli. It’s the same thinking. If you’re looking for other recommendations, then there are two tools that I would recommend you using. One of them is called LEAP Pages. LEAP Pages is a great tool. I use Leap Pages myself to create all my opt-in pages. It’s a very nice and very easy program and they have an extensive library that shows you exactly how to use each of the LEAP Pages templates that they have.

Also, there is another product called ClickFunnel and ClickFunnel allows you to create the opt-in pages and at the same time, funnels so that’s why ClickFunnel is a little bit more sophisticated and more unique than LEAP Pages, but the problem with ClickFunnel it’s pricier so with LEAP Pages you could actually start as low as 37 bucks a month. See? This is \$25, but you have to pay annually. Oh, month by month. See? You could start as low as \$37 or you could go to the 67 bucks a month and this gives you a lot of other.

I honestly don’t think anybody needs the advanced because a lot of the things like implementation of coaching programs. If you are a coach and you do a lot of coaching programs and this and that, then this could be the best way because you spend one-on-one time with them, but we are just using this for simplicity, which is creating an opt-in page and sending people to it. Also, what I like about Leap Pages it rates well with your own domain. You could actually host your pages on your own domain and not worry about Leap Pages not being the right platform to advertise from.

I don't want to confuse you there so these are a few things like ClickFunnel and Leap Pages and the last one it's Optimized Press, but I honestly don't think that Optimized Press will be for you because Optimized Press is like Semblane. It's html-based and you have to do things specific ways and you have to log in here to do this and log in there to do that so it's a little more ... You have to build everything from scratch. I'm just waiting on Optimized Press to take us to the Optimized Press site.

See? You can create sales pages, landing pages, membership portals, authority blog sites so you can do a lot with the optimized press, but as I said, you have to create everything from scratch. Sometimes you can use their templates, which is part of the marketplace, but at the same time, you need to go and change the template so it might not be your best choice especially for a beginner. I would just say go with Leap Pages if you want, but if you'd rather to actually resolve what issues you're running into with Semblane, then I would contact Jim. He's fantastic.

He's always here helping students and I've seen him solve some of the biggest problems that people ran into and since you are new, maybe he would be the best person to actually direct you in the right direction and, also, I believe if I'm not mistaken, there is a training module on how to use Semblane in specific. I am not sure which module it is, but there is ... Oh, there is a part that shows you how to use Semblane. If I'm not mistaken, if you click on the Profit Academy sign right here on the top on the logo, of course, once it takes us there ...

Guys, one thing when we're doing webinars, we are doing sharing screens and all kind of stuff so it's slower than usual. See right here? Click to sign up. No. That's not it. I honestly don't recall where there is the auto responder, the Semblane training, but I am sure there is a Semblane training inside here. It's either inside here or it's on Semblane in specific and maybe Jim would be able to direct you there. You could actually watch videos about how to use it and how to use the platform. There you have about four or five different solutions and Melissa I hope one of them will be the solution for you.

Please don't get frustrated. I know I was a beginner myself before. Things moved slowly at the beginning, but once you know them and once you learn them, and it becomes a second nature. You just fly with it. Don't give it a second thought. OK Melissa? Awesome. OK. Erwin is asking "Can I do a solo ad with you?" Yes Erwin. Just go to Plutonomy and contact me there and we can work something up. OK? Ushant ... Oh, sorry. That was the same question from Ushant so I already answered it.

Erwin is saying, "Zane on your Facebook page, are most of the content curated ones?" Not really, Ushant. Give me a second. I'll go to my Facebook page. See?

My Facebook page right here there are things that are curated and there are things that are actually my own things so these are things that I created myself. I'll show you what I'm talking about. This is my Facebook page. Some of the things here are things that I created myself so this is a post that I created myself.

As you see, it's made from my page, but at the same time, there are things that I share from other pages and that's how I curate. This is a friend of mine and I'm supporting his Facebook page. It's a brand-new Facebook page. I'm sharing his actual quote of the day about health with my page. That's how it's curated. This is the curated post from Spirit Science, but here this is an article that I wrote for my blog. If you like, personal development material, then just go there and check it out.

This is actually a post from another page, but I shared it from mine because I have the permission from the page. We actually support each other so I share things from Steve. He shares things from mine because you cannot post a lot of things that you create so this is the only ... There are two original posts that I created. This is one of them. It's the Morning Motivation and then the one that I just showed you, which is here.

The post quote of the day, but the rest I either curate from another Facebook page or I share like I am the page by downloading their images and just giving credit to the page because, honestly, I post about four to eight times a day. That would have taken me months to create a post a day. That's a lot of creation so sometimes you just have to curate a few things, but always have some original material and the original material if you want to spend some time, have at least one original image material and, also, one blog post.

When people click on it, it'll take them from Facebook to your own blog. This is a blog post I did because this week my theme for personal development it's about overcoming fear and not letting fear stop us. You guys haven't seen the video I did with Tom, then go check it out. It's on my blog valhallamind.com. You guys, me and Tom we did a video about fear. I hope this helps give you an idea, but yes. I curate a few things and the rest I create so that's the best way to go at it. Awesome, Amar, wow. That's my middle name. Hi, Zane.

Can I use my opt-in page or my landing page with Facebook or should I use a website because I have heard that Facebook will not accept landing pages? You heard correctly, Amar. Facebook right now are more geared towards customer satisfaction and customer experience. In reality, Facebook don't care if you are sending people to a landing page or to a blog; however, landing pages a lot of times you send a person to a landing page and what happens is you immediately ask them for an email or you immediately ask them to do something.

People have been on Facebook for a long time, and now they know when they are advertised to so the best way to go at it is to actually create a blog post where you are actually giving great content in advance so right now if you click on this blog of mine, I know this is not the best example because I don't have any advertisements in the blog. I'm just sending them here because I want to help people overcome sadness. We all get consumed by sadness every now and then and I want to help out.

That's a way to go at it, but there is another way to do it, which is in this article I could actually create an opt-in page link and put it right here in the middle so right here as a person reads then I put a little banner says, "If you want to overcome sadness with three simple steps, download this free report." This is an example right here, but every person who comes on my page instead of me sending them directly to take the Mindset Quiz, I could actually send them to a blog post, and then put a Mindset Quiz right here or inside the post so it'll be specific to the post.

As long as you have a fantastic experience for the customer, then they are not that big on the landing page, but my experience as of lately Facebook wants you to add value so send people to an actual blog post, a video where you're giving some great content in advance, and then asking them for something in return because the email of a person is like asking them out on a date and if they don't know you, if they haven't heard from you and you immediately say, "Hey, you want to go out with me?" You might get a no.

Even worse, when so many people say no to your offer from Facebook, Facebook has a new tool it's called "relevancy score," and that's when people go to your ad and they don't like it. Then you have a lower relevancy score and I am noticing as of lately that some of the opt-in pages they have lower relevancy score, but it depends on the offer.

It depends if you're actually giving them something immediately and then asking for an email, but go with the safest route right now, which is send them to a website where they can read, where they can roam around, but inside the website give them the nuggets, which is something that they click on and then they can actually opt in. If you want to be even more sophisticated, you could actually make this image when they click on it instead of taking them to an image it could be a landing page so it just opts over and asks them to input their email.

I hope this helps, Amar. You guys give me a second. Let me get a sip of water. OK. Erwin is saying, "eLance is quite expensive, though. Right?" Well, Erwin, it all depends on the project. If you have a huge project, it might be a little pricey. If you have a smaller project, it might not be as expensive. In my experience, I have hired some writers to write a 7-8,000 word report for me from eLance and from

Guru that I just paid them 150. Some of them as high as 500. It depends on the writer. It depends on the subject and what you are trying to get them to do for you.

The only way to learn is to actually post and see what they will quote you for. eLance is a great place. I haven't used Guru yet, but I have a lot of friends who are creating products that they are saying they are using Guru so check it out, guys. There is Guru. There is eLance. See which one will give you a better price and go with that. OK. Erwin is asking. Wow, Erwin you are on a roll today. Thank you, because you are asking questions that are helping everybody so perfect.

Guys and gals, please ask your questions. This is time for us to dig deeper than what we already digged into in the past. As you can see, for the people that have been attending these we have moved quite a lot from the first few sessions we have in the past. Now, the questions are more clear and solution oriented instead of just a simple question like, "Oh, what is a URL or what is an opt-in page?" This is a great progress for all of us.

Erwin is asking: Can you recommend a great source for content curation? There are two tools that I use for content curation. Number one it's called "Autoblog." Autoblog is a plug in. No. That's not it. Autoblog plug in Word Press, here we go. It's a plug that you buy for 19 bucks a month and it enables you to get the RSS feed from different blogs and curate from them so that's a number one tool I use. The second tool I use just give me a second. It's called Curation Soft. I haven't used it in ages. I kid you not.

The last time I used it was back in January. See? You know when you haven't used something in a long time when Adobe Air, which is an application that Curation Soft uses require you to update, but that's another tool that I use or I used in the past to curate stuff and I believe you have to buy it one time. It's \$67 and you can curate material from there and then you can just search so you search for a subject. Let's say, overcoming fear since that's a product that I was talking about the project.

Here you see a lot of posts overcoming fear with meditation, "Overcoming Fear: One Church and an Ebola Outcast." Well, that's an odd title, but with the Curation Soft you actually expand and you see the post and if you like it you can curate it. You go to post builder and then you just go from there. I am not going to take the time to actually show you how to use Curation Soft because if you wind up buying it, then you have to go through the training that they do for you. This way, see, once you've curated it actually puts in a lot of wording in here from the original blog.

However, when I curate I like to write at least a paragraph that is mine so I could start it with a quote about fear. The easiest way to start a blog is actually starting it with a quote. This is about being financially successful. I could just go and Google “financial success quotes.” Right now, you are actually getting a sneak peak at what I do inside my head. Financial success quotes, then I go and find a good finance quote, and then I just let’s say “Beware of little expensive. A small leak will sink a great ship.” Oh, that’s actually a very good quote for Mr. Benjamin Franklin so I’ll go here and post it.

Then I’ll give a little like my own spin on it and say, “Sir, Benjamin Franklin could have not described this any better. Be aware of little expenses because a small leak could sink a great ship.” Then just ramble for a few sentences, and then put a paragraph and then link back to the article. Also, another way to curate is to actually take about 20 to 40 percent of the article and post it above this, and then put at the bottom “to continue reading this article, please go to 7 Habits of Financial Successful People.”

That way you are giving the due credit to the people who actually took the time to create the post. Also, Curation Soft does half the job for you because it tells people who will come to this post that this is a post that was originated on this website called “GoGirl Finance.” The post was made in September 2014 so these are the rules and this is another tool to use and then you just publish it. Quite honestly, I don’t know how to publish anymore. I haven’t used it in a while. That’s another tool, Erwin. You have Curation Soft and then you have Autoblog.

These are two and whichever one you wind up using just go through the material that they put in because everything you use you have to learn it a little bit to see what’s going on. Then Erwin is asking “What is the best place to learn more about Wordpress?” That’s a loaded question, Erwin. This is like asking “What is the best way to start dating?” There are so many different things to do. It’s easy to answer a question that says “How to do blogging using Wordpress” because you are talking about a Wordpress blogging aspect or how to curate using Wordpress, but how to learn Wordpress.

It’s such a convoluted concept. If you ask it in a more specific way, it might be better, but to help you out here, Erwin. Guys, if you haven’t watched module number 13, it’s created by Ms. Julian and the lovely Julian. She created that module for us so this actually gives you a crash course on how to use Wordpress. Erwin, whatever aspect in Wordpress you are trying to learn you just have to learn that aspect of Wordpress alone because inside a website that is a Wordpress site or a blog, there are a zillion little things.

There is the SEO compartment and there is the user, and then there is the author, and then subscriptions. There are so many different moving things that

you actually take it one piece at a time. The only way to learn is to actually just go learn that piece in specific. I don't think there is a Wordpress library, but I know there is a Wordpress forum that talks about each specific thing about Wordpress. The second best answer also is whatever you are looking for with Wordpress just Google it because if you had a question about it, there is a 99 percent chance somebody else thought of it.

You might find that answer. I hope this helps, Erwin. Now, if you have any specific like a specificity part or like a specific part of the Wordpress platform you are trying to learn, then I might be able to direct you in a better position. Sam says, "Hey, Zane the brain. Hello, brother." I like that. Hey, Sam. Zili is asking, "Do you use Wordpress for you blogs? What theme are you using? How do you create the icon and the title and the short blurb that is inside of your blog?" Zili, I use Wordpress for my blog.

If you give me a second, you guys that's what happens in Zane's world. There are so many moving parts. This is my blog "valhallamind.com" and this is a Wordpress platform so I am using Wordpress. I am using a theme that I bought from ThemeForest. ThemeForest is a place to buy themes for your blog and they have lots of amazing themes. See? Here is the theme. I usually go and do themes, and then by best seller, but I want to see what is the best. This is the Sahifa, which means newsletter in Arabic and, also, there is newspaper [a tag divi 00:47:36].

That's a theme that allows you to build the website the way you want it. This is the theme so you just have to use a theme that you'll like. If you want mine, I believe it's called "Smart Man." Oh, here it is. It's "Max Mat." Oh, "News Mat" right here, "Newsmag" because it allows you to close it the way you want it. You see, guys? You see the resemblance? I hope this helps, Zili. Now, how you created the icons? I honestly don't know which icons you are talking about. Are you talking about this right here?

If you're watching are you talking about this as the icon or are you talking about this as the icon, the part on the top? This is a Favicon and that you actually created using the Favicon software or just ask somebody on Fiber to create a Favicon for you. Neil, if you can just answer that last part about the icon, I would be able to answer that part for you. Now, guys it's 9:57 so we around the top of the hour so we'll take another four or five questions and we'll call it a day because I don't want to take too much of your time, and at the same time, I want to hit the sack early.

Erwin is asking: Can you recommend a great source to get high-quality stock images for a very cheap price and, better yet, free?" Definitely, Erwin. There is a website, best stock website. See right here? Bootstrap Bay; this blog I am going

to go and post it on my blog or on my page so all of you guys could actually use it. If you guys go to Facebook, and then go to my page, Zane Baker, and then make the post in there about the best ways to get free images.

Erwin this is for you and everybody on this webinar. If you come into this page, it says, "Best stock free images" so come in here and you'll have the link. Also, this is for free images so these are actually really free so you are not paying a penny. Somebody else either took the picture and created it and they're sharing it or something, but if you want something to buy, there is the dollar photo club. That is the best website in my opinion because for a dollar you can get an image and you are not committed to a yearly plan or a monthly plan.

Let's say, you pay \$100. That's 100 images. You don't have an expiration date so you just download the image as you want so that's a fantastic website. Another website for those who have a bigger budget is called "Dreamstime." Yeah "Dreamstime." I use Dreamstime a lot because they have more photographers than the Dollar Club and their images are just phenomenal. Look at this picture right here. It's very nice. Look at this guy right here. Some of the images the artwork that the photographers have done is just magnificent.

Look at this huge wave. God, it looks so real. These are two sites. Dollar Club is a little bit cheaper and the Dreamstime if you have a budget, then you can sign up for their monthly plan. See right here you get 750 images for \$215 dollars so if you know the images you want, this is the best way to go.

Just get a monthly plan and download 750 image, and then go and cancel the subscription so you don't have to pay going forward, and then once you want more then you go and renew the account once again, and they know that people do that, they respect it because they know their site is little pricier, but the problem is you have to download these 750 pictures during the month and they are even more like anal about this. They only give you the ability to download 25 pictures a day so you have to download 25 pictures a day for 30 days so you can meet your 750 quota for the images and if you snooze, you lose.

You have to contact them. They will open that day again for you, but that's another website. These are two websites that I talked about. The other one I posted the link for you guys on my Facebook page so you can come in and just click on the link. It's [Bootstrapbay.com/blog/freestockimages](https://bootstrapbay.com/blog/freestockimages) so if you're a great typer, you can do it. If you're lazy or you are after speed, lazy is not the right word because all of you are hard workers, but it makes no sense to look for something when it's already available.

Just hop in on Facebook and just find the link. OK, guys? Maridy is asking: How about Scaffold? I have a free part for beginners. I honestly have no idea what

Scaffold is, Maridy so if you could help me explaining what it is, I would look into it, but I honestly haven't used it. Erwin is saying: I hope someone could create a product that teaches Wordpress. Oh, God, Erwin there are tons of products that teaches Wordpress. If you are looking for something that teaches you Wordpress the best, it's called "Authority ROI."

It's a product by Ryan Deiss and it teaches you how to create blogs like a boss. See right here? That's something that teaches you, but it's very advanced. It's like remember guys we have the Profit Academy right now for Internet marketing? It's a huge course. This Authority ROI is a blog course. It's as big as Profit Academy that talks about nothing but blogging, and it's pricey, too, so just a fair warning, but you asked. I gave an answer.

Amar said, "Great Zane that we share the same name." Oh, awesome. Thank you. Erwin, thank you very much. Oh, wow, guys. It looks like we're going to answer all the questions. This is fantastic. Sam is saying, "What type was the Wordpress Newsmag offer that was similar to Valhalla? I didn't write that down. I believe it's Newsmag right here. Newsmag, news magazine, newspaper, but ... Oh, the website it came from ThemeForest. ThemeForest and I went to Wordpressblog/magazines and then I always do sort by best sellers because I want to do something. I want to use something that has been tested and tried.

I know some of the newest items are actually fantastic. I found this guy right here. It's an Internet marketing blog. It's so fun. The blog theme is just so interactive and fun but, at the same time, it's brand new. I don't want to use something that I don't know. That might not be tested yet. ThemeForest, guys, if you're looking for blog themes, ThemeForest, and then blog magazines, and then by best sellers. A lot of them are for \$48. Some of them are cheaper. Some of them are more expensive, but Wordpress itself they give you a lot of free themes.

Another place to get great themes is at ElegantThemes. I know Julian loves ElegantThemes and she uses it a lot. I personally haven't used ElegantThemes yet, even though I bought it because, I mean, I don't know. They just didn't scream my name. I'm sure you guys have the same feeling when you look at something. If it speaks to you, you use it and take it. If it doesn't, then it doesn't. That's as simple as it is. There you have it, Sam. Awesome. Moray saying, "Super presentation. Thank you, Zane." Thank you, Moray. Glad to help.

Maridy, she actually answered my question and she said, "Stupid." Oh, Stupid. It's for content curation. I think my message got garbled. No problem. Thank you, Maridy. I honestly have not heard of Stupid. I haven't used it. I usually only recommend things that I honestly either used or tested. That's just my methodology, but I always welcome people to share their own things because

sometimes there is something better than what I know. I am going to definitely check Stupid after today's session and see what's going on with it.

Then Sazar is saying, "Besides the transition page generation given by Profit Academy, what other ways to create different transition pages? I already have a picture image created, but I'd like to see if I can do this on Wordpress myself." Honestly, Sazar, I don't have the answer to this because I have never used Wordpress to create my opt-in pages so I don't know, quite honestly. This is just the simplest answer. I wish I knew the answer, but I don't.

The other way that I created my method pages is using a redirect script and put it in the header of my page so in technicality, technically speaking you can use the same method. We just take a redirect and you put it in the header of your blog article. You guys when you look at this blog ... Come on. There we go. If you look at this blog, if you look at the backend of it so if I actually log in to the blog, there is a section called the header. If I put a script in that header section, and say after 10 minutes I want you to refresh this page, then technically you could use that method.

Now, I have not used it on a blog so it's worth a test. Check it out, Sazar. I hope it helps. As I said, guys, I don't want to take too much of your times. We have been together for almost an hour and 10 minutes. I'm just going to take the last question and we'll call it a day. OK guys? Erwin, actually Erwin I'm not going take your question because I answered a lot of your questions. I'm going give time to somebody else. John is asking: Search Favicon generator and free. It will turn JPEG into an icon image for a Favicon. Oh, thank you, John. Thank you for sharing that.

That's actually another good way to create a Favicon. For you people who don't know what a Favicon is you see guys this little tab right here? You see the little F and then the blue sign from Facebook? That's a Favicon. This site Bootstrap Bay they have a little circle and then the B sign. That's a Favicon. Here Valhalla Mind, Valhalla is actually the sign of Valhalla are these three little triangles; however, they don't have colors, but I created them in three different colors so people could actually see that it's three little triangles.

Every time you go on a website and you see this little image or icon it's called a Favicon. That's how you create it. John shared, too, said, "It's a Favicon Generator." Just Google it and it'll turn any JPEG image, into a Favicon so this will help everybody else and Erwin, it looks like you're in luck because you have the last question. I'm going to answer your question. After that, guys, this is for real. This is the last question.

Erwin is saying, "Zane, did you outsource the creation of your site or did you do the majority of it yourself? Did you use Fiverr?" No. I did not use Fiverr. Fiverr, guys, this is my opinion on Fiverr. It's called Fiverr for a reason. You are paying five bucks. It costs five bucks to get a coffee from Starbucks. Don't expect top-notch material for \$5. I actually outsourced the creation of my website and I know she's going to kill me for saying it, but hey, if that'll bring her more business, why not?

I outsourced that to Julian herself. She is the expert so I contacted her and I told her what I wanted my website to do and I told her what look I was going after. She actually built the website for me and, of course, for a fee so that's who I used for my outsourcing, guys. If you want to know, you guys could contact Julian and see if she has the bandwidth to help you with that. If not, then I don't know if Fiverr is the best place because Fiverr it's for \$5. Yes. There are gigs that you could pay 100 or so for it, but do your due diligence if you're buying something from Fiverr because it's Fiverr.

That's my answer. Yes, Erwin I outsourced it and I didn't use Fiverr to do it so with that, I conclude today's session. We actually answered all the questions and so thank you guys. Thank-