

Zane: Please ask questions, but while we are waiting on people to ask us questions, to answer your initial statement, Rick, it is true. A lot of people, they think online marketing and doing business online just works miraculously without any work involved. That's a myth. I spend a considerable amount of time working, strategizing, writing material, creating content, networking. All these things that requires a lot of time and energy, but the payoff is much more than any job that could pay you, and any amount of time that you could time. This is fascinating, but at the same, it's amazing how many people, they just think, "Okay, I do things online, and then I don't work." I'm like, "I wish that was the truth, but it's not."

Rick: Yeah. Sometimes it's sold to people on that principle, and that's unfortunate, but hard work is the only way anyone succeeds. Even the lotteries require you to go out and do something. Come on guys. You showed up here for a reason. It's to learn, it's to get questions answered so you can achieve that success, you can feel that phenomenal feeling of the first time you're looking to your ClickBank, or your Paypal account, and somebody said, "I'm sending you money." It's amazingly uplifting, it's amazingly satisfying. It's frightening in some ways because I'm sure, right Zane, even at that point when you made the first buck, 380, one half of the old reptile brain was saying, "Soon I'll be able to quit my job." The other half of the brain is going, "Oh my god, this really isn't going to work." Do you think that's probably the most common thing people deal with? They can't believe it's going to work?

Zane: I could testify to that from me being in this situation less than a year and half ago, because I was doing this online marketing thing for a while, but I didn't have the right tools, I didn't have the right teachers, I didn't have the right resources that allowed me to succeed. I was just stumbling in the dark. That's what a lot of people are doing, but fortunately, you are part of a group, part of a community, part of a mastermind, that they share one common goal, which is helping each other succeed. My goal, the other coaches' goals, and the entire Profit Academy program goal is to shorten your period of learning so you could achieve success in the least possible time. As Rick said, there is work involved, but with the right tools, and the right resources, you actually accomplish quite a lot in a short period of time.

If you really look at things from a realistic point of view, going to college alone will take you 4 years, so nothing is instantaneous. You need to do some work, you need to get involved, you need to get things going but, as I said, the payoff is phenomenal, and in a year and a half, look at me now. I'm something that I love, which is teaching people things, and educating them, and helping them grow businesses and empires. This could be you, in less than a year and a half later, but you just have to do it. I know, because you are part of the Profit Academy program, you're an action-taker. You are not somebody who just want some magic pill, or a magic system that causes them to start making money. You're here to work, and I applaud you for that, so let's get going.

If you have any questions, we'll get to them. If not, then I will go to Profit Academy system right now because I know from monitoring the actual forum, a lot of people are right now at their phase 2. They are building products. Less than 4 months ago, these students were total newbies, and right now they are talking about earning per click. "What do I do to increase my sales? How can I improve my funnel?" These are terms

that less than 4 months ago, these students didn't even know. So far I don't see any questions. Do you see any, Rick?

Rick: No. I don't see anybody posing questions. That makes me wonder if everybody out there is completely successful. Absolutely, how would you say? Seventh level, black belt, internet marketing guru in their own right. Guys, if you're not here to learn, then pardon the expression, you're wasting our time because that's what Zane is here to do. We do have occasions where people are just a little nervous, don't know what the hell to do, and may be afraid to ask the questions. We're willing to accept that. You said you were going to go ahead to Profit Academy site and deal with some things on that basis after scrolling through the forum. Are forums as educational, and informative now as they were when they were brand new on the block?

Zane: Oh, yeah. Oh, yeah. Right now, the students are actually talking about concepts that weren't discussed back then. Right now, if you actually go to the actual forum and look at it, you see people talking like, "I just built my funnel. I'm waiting on LinkedIn to approve it." This just shows you that even after four months, there is still engagement there. One of the reasons I go to the forum when people are not asking questions is because other people asked questions on the forum, and I could answer them live, which helps others doing specific things. So far I see 2 questions actually, right now. One of them from Al G. Hey, Al.

He said, "Hey Zane. What do you think of using MailChimp as an autoresponder?" Al, it's really up to you which autoresponder to use. Each one of the best autoresponders in the market has their own pros and cons. One practice I do, actually, before I choose any service, is I go and I find somebody. Somebody must have written a review, so MailChimp review. Then I check them out and see what's going on. Sometimes, whoever wrote the review, they usually do it with rating. Look at this. "MailChimp email marketing review and rating." You could do "MailChimp versus Aweber." That's a great way to actually compare MailChimp to other providers. Then you find your own best.

You have to do some research. I can't tell you to choose it or not, because it's really up to you, and it's a preference. Personally, when I first started, I started with GetResponse. One of the reasons that I started with them, it's because they have a very, very extensive library of learning, and whenever you're learning something new, especially a new system, you'd like some tutorials, and videos, and support. They seemed to have all these things. I didn't compare it to MailChimp, to be honest. I compared it to Aweber. At the time, the reason I didn't choose Aweber is, they didn't allow you to move your campaigns as easily as GetResponse, at the time.

We're speaking a year and half to 2 years ago. That was my choice back then. Right now, I use Infusionsoft, which is the most advanced autoresponder in, I shouldn't say in the market, but in the world. They really do everything you need done, and have fantastic support. I had to work up to Infusionsoft. Just do some research, and make sure that this is something that you'll be happy with, because you're going to be working it for at least a year or two, and possibly forever because a lot of times you wind up using more than autoresponder at a time. I know it's a long-winded answer, but it's a very good

question that a lot of people who are just starting or they just joined the program, they find themselves in a situation like that. I hope it helps, Al G.

Victoria. No, sorry. Linda Vaneria. "[inaudible 00:09:01] period of feeling stuck." Oh, Linda. Feeling stuck is actually a feeling that a lot of us feel a lot of time. I feel stuck sometimes. Right now I am working on blogging. Actually, I could show you guys what I'm doing. I feel stuck. You know why? Because that's where I'm focused on, so I feel like everything I do is around my blog. It's like I'm not doing anything else. I know what you mean by saying you feel stuck. It could be that you just didn't progress somewhere, or you didn't do something. Look for something that motivates you. What is it that got you to this program to begin with? Is it financial gains? Is it to start your own business? Is it to supplement your income? Is it to gain freedom from a boss?

Whatever that is, you need to engage yourself with it, and then come back to a place where you could actually start learning again. If you have something in specific that you feel stuck about like, "Zane, I tried to do autoresponder and I'm lost. I don't know what to do." Then I could help you more than just "feeling stuck," because it's actually a very broad term, but a lot of us feel that way. Right now, everything that Zane is doing for the past 4 weeks has been revolving around my blog. I'm revamping it, I'm changing themes, I'm creating new templates. I'm doing a lot of things on the blog, so in reality, I am stuck on the blog, but I'm still moving forward. Don't let that stop you. If you have a specific thing that's keeping you stuck, let me know. I'll be more than happy to assist you, even work with you on the side if you feel uncomfortable talking about it here. Maybe send me a private message on the forum and I'll happily respond to you.

Al G, hey. He said, "Where can I purchase someone to email their list on my behalf? I forgot what it was called." It's called Clickonomy. That's actually a very good question. Let me show you Clickonomy. I will show you the inside of Clickonomy. It's a team that Anik and his team created. I love Clickonomy because it takes all the guess work. Anik and his team actually did all the hard work. They make sure that people are, who are they are, and they are selling stuff on Clickonomy. They're doing what they're supposed to do. What I love about Clickonomy as its own ... As you can see I had a lot of projects that I completed ... Let me show you how Clickonomy works.

You go to Clickonomy.com, and if you don't have an account you just create a new account. Once you're inside Clickonomy you just start browsing for people who are selling clicks. That's, in a nutshell, what Clickonomy is about. I created a video about Clickonomy. If I am not mistaken it's in module 4, on Traffic. Yeah, Solo Ads - The Fastest Way To Grow Your List. Go back to module number 4 and watch this video if you want to learn everything that is Clickonomy. Back to the actual Clickonomy site. Where the heck did I put it? Here it is. This is actually the side where you can buy and sell clicks. If you have a list yourself you could sell clicks there.

If you want to buy clicks ... Let me just make a clarification, you're not buying a person's list. You're asking them to send an email on your behalf to their list, as there's still some misconception from some people thinking that you're buying a list. You're not. It's actually illegal for somebody to sell a list. If somebody is doing that to you, that means you're getting a fake list, or a list that you don't have the right to email to. Your business

is email marketing, and online and digital marketing, and if you don't have the right to email somebody, then you're like a fish out of the waters. That's just a side note that I always mention for people who are not familiar with the system yet.

On the Clickonomy, the nice thing that I like about it, you could actually work with whatever you need. If you wanted a package, 500 to 1000 clicks, that is between 60 cents and 99 cents. Let's say internet marketing. Then use search, and it'll tell you exactly who's selling these clicks in that niche. There are some niches that are just not on Clickonomy because either people haven't learned that they could sell these clicks on Clickonomy, or there are no people selling in the market, period. There are other creative ways to actually reach these people.

Just because if you came to Clickonomy and you wanted buy, let's say solo ads in parenting, there are not that many lists in parenting, that doesn't mean you should just stop there. Just go and look up. "Best parenting blogs." Then start a conversation with these blogs. These are people who have followers. You have Top 50 Parenting Blogs for 2014. Go and check them out. Whichever blog that has a lot of engagement, people are talking about it, sharing, commenting with each others, guess what? They might have a list that you could actually ask the owner. "Hey, I'm in internet marketing, I am in the parenting niche. I have a free book that I would like to expose to people who are interested in parenting. Do you have something like this?"

Explain to him or her what are you trying to do. This is just another way to actually get out of the mentality that if there's no solo ad for it, then you are dead out of water. It doesn't work like that. There is always a way to find prospect. There's always a way to find traffic. The problem is not traffic. The problem is finding it. Then you have all social medias in the world. Facebook, Pinterest, Instagram. All of these social medias, they have a lot of pages, and accounts. I'm using the parenting as a subject. Don't get me wrong. It's not the only niche that I'm talking about. It applies to every niche possible.

You go and you search for parenting. Once you find out pages in the parenting niche, you could do the same thing. Not to mention you could advertise directly on Facebook, on Twitter, on all of these social media accounts where you could just reach millions, literally, millions of people. Look at this. Parenting.com. It's news and media website. They have 300 thousand 36 ... 336 and 131 thousand people. These are all people that you could reach via advertising or just asking the page if they'll send an email on your behalf, or talk about you on their page. That's a fantastic way for building momentum for yourself. That's another way to look for sellers, Al G.

Yes, Al G. Clickonomy is a homegrown program and a solution that Anik created for students specifically like you, to get them the traffic. As I said, there are no lists sellers, so you cannot buy what's not available. That's known in every market. Sorry about that. Now Tim. Hey, Tim. Long time no see. "Hey, Zane. Update on where I'm at now. I'm promoting affiliate products. In the meantime moving on my own product creation. Starting writing my book, and growing my list every day, learning how to create my own videos for a promotional product. I can't believe that all of this has happened since joining PA in March. Thank you for all the guidance."

Thank you Tim. I am so proud of all the progress that you made in less than 4, 5 months. Guys, Tim is just one example of hundreds of people. It's actually on the Profit Academic program, the first page, shows you the highest earners, and the people who have created something. See, all these people earned their badges, they earned their first dollar, their first 1000 thousand, their first 1000 people who joined their lists. This is just the top 25, and I am aware of more than that because I, alone, have [topped 00:18:44], possibly, 2 to 300 people in the Profit Academy forum, who have all achieved ... Look at this. Darcy just earned his first 1000 dollar. That's huge.

Congratulations, Tim. I am so proud of you. I have talk to you multiple times on the forum, on Facebook, and different areas. This just proves to everybody who's listening right now, that if you actually stick with it, you can do it. I did it, Tim did it, Anik did it. Everybody who's starting new is doing it, so just get busy. Don't get frustrated, get unstuck. Don't feel alone, Linda. A lot of people, they feel that way and they just need to get unstuck, and then they're out in their own way, and then they start back on track. Linda is asking me. "Hey, Zane. I'd really appreciate it if you could talk about how you approached your blog."

Well, Linda. Module number 13 in the Profit Academy program is actually how to create your own blog. To create the blog, I would refer you back to module number 13. That's a module that my best friend, Joanne created. I love her to death. She's the one who created my own blog. She is teaching you, in this module, module number 13, how to actually blog. I know what you're referring to in term of, "How do I approach my blog? What do I use it for?" My blog is considered my authority website. It's a place where I share my latest and greatest, and everything that I want to talk about. It's also another place that I can send my people who are on my list too.

Because you know what? I don't want to be a guy or a gal who's always sending people to opt-in pages and to sales. You want to be a person who sends people to great content. The best place to deliver great content is actually on a blog. The reason a lot of a people have a blog is because on a blog you can actually build a foundation, so people start to find you when they actually search on Google. That's why I use blogging a lot, and that's why I'm actually putting my website in a major overhaul, because I want it to be robust, and I want it to deliver great value, and look amazing at the same time. I changed images, I have shortened, belittled, narrowed the image up here. It used to be so large you had to scroll down to see anything.

Also I added my team and the people who write with me on the team. I changed the theme so it shows up, it shows the most popular items, the most commented items, so people could actually engage with my blog more and more, which gives me the incentive to actually create more, because you don't want a blog that is dead. With my own blog, I advertise on it. How do I advertise on my blog? Look here. Right on the right side of the blog. This is an advertisement. This is an affiliate advertisement. I love this program for Brian Tracy. I only advertise things that I either bought or use. I never advertise something that I just heard about. I actually have the Goal Planner. I've used it in the past. It's fantastic. That's why I'm advertisement.

Another great way for me to share with the world what I'm doing, what is working in my own niche, is to collaborate with other people in the market, who are doing so well. I had a video created, about a month ago ... Actually two months ago. Feels like a month ago. Where me and Tom ... I'm sure you guys know Tom. He's from the Profit Academy. He's a Profit Academy coach. I consider him a friend, and a mentor, and a person that I look up to because he taught me quite a lot in term of marketing and how to do things in a specific way. I approached and I said, "Tom, I'm creating a blog about how to overcome fear. I know you are in a health, and wellness, and spirituality, and mindset. I would love to do a session with you, where we talk about how to overcome fear."

Guess what? This article has been shared 12 hundred times on Facebook. People are loving it. I know all the stats are not showing up here because everything was on Facebook, because that's where I shared it. That was another area for me to add people to my ... To add value to my people through my blog. That's how I approach blogging, Linda. Last but not least, with blogging, it's the new way of advertisement. Facebook, Twitter, they're all becoming more and more strict in term of advertisement. They don't want you to just send people to opt-in pages. They don't want you to just send people to offers that adds more value.

Guess what they did? They started to shut down accounts. They started to stop people from abusing the power of advertisement. Another way for me to prove to Facebook and Twitter that I am not that guy, I write a lot of blogs and I share them on my Facebook page. When I share them on my Facebook page, and then start advertisement with Facebook, they know that I have an established business. I have a blog, I have a lot of followers, people like it, people do interact with that. That's exactly how you get things going in term of how to use a blog. I hope this helps, Linda. I know it's a very long answer, but if you have very few questions, than the questions we're getting are actually very, very solid questions, so I'm happy to spend the time to share with you all these thoughts and ideas.

Let me show you an example of a blog. How to share a blog on Facebook on Facebook and get ranging engagement from it. This blog, I thought it'll do well. "20 amazing summer budget activities," but I guess it was too late because summer is almost over. I have blogs where actually it reached like ... Look at this. 1.5 people, 1.5 thousand ... 15 hundred people. Reached in a matter of an hour or 2. This just shows exactly how powerful Facebook is. My page is not even huge, it's only 20 thousand people. Some of my friends, like The Mind Unleashed, and Steve Aitchison, they have millions of people. I believe The Mind Unleashed has 6 millions, 800 thousand people. Steve has one million people. He just celebrated he's one million followers.

These are all people in the market who are doing great, and this is just how you use. Look at this post yesterday. Whatever [is down 00:26:09], it's just a quote, reached 22 hundred people, and 62 clicks. That's all free traffic that's coming to your website, coming to your blog. That's just other things where people actually ... Finding you, and interacting with you, without losing interest because you are not just selling, selling, selling, selling. You're actually adding value. You see, that's how it works.

Juliette. She said, "Hey, Zane. Would it be okay to add pictures at the beginning of a specific paragraph, enhancing the quality of my blog?" Totally, totally. Let me show you exactly what I do. Every blog I started ... Let me get a sip of water. Sorry, guys. It's taken its own time. When we're on go to webinar, it slows down the internet. Absolutely, Juliette. Whenever I write a blog, I always, always, always create a very interesting image that people will find very irresistible because you want the image to capture their attention. The theme I'm using right now, it uses what they call a carousel that features the image, but at the same time each post has its own shared image.

This is a post that I wrote today, and this is "8 life rules that will position you for greater success." Look at this. I created this nice image and put it in there. Quite honestly, I'm not happy with the picture, but I didn't want to spend all the time trying to find a picture. I just chose a picture that is great and it will grab attention. At the same time I didn't want the picture to just be blah, so I added, "8 life rules that will position you for greater success." The guy looked like he's thinking, he was in a field of [fleet 00:28:29] or something. It gives the aura and the thought of someone who have done something, or someone who is thinking about achieving something great.

This picture will attract people, when I post on Facebook, because I'll just do the share, and then people see this nice picture saying, "8 Life Rules That Will Position You For Greater Success." They'll be like, "Oh, wow. Let me check it out. Let me read it." Then, guess what? They all do the share. I create an image for every post that I do. This post here, "Fear, be gone. Ways to overcome fear," I did the same exact thing. I created a very good image that captures attention. This is a guy who's hiding his head in the sand, just like an ostrich. How could you actually overcome your fear? By facing it. That's what the article talked about.

It had 300% votes, 22 Facebook shares, 2 tweets. These are stats that are great. You know why? Because I'm not even advertising. I'm just doing this for fun. If I want to advertise this actual post, I would get hundreds and thousands of shares, and likes, and this and that, but right now I just want to keep my blog active and so I launch my own things, so I have the platform to share things with people. I hope this helps, Juliette. Yes, always choose an image because it helps. This is another example where I chose an image. The month of June was the overcoming fear month. It had a lot of success, and a lot of people liked it. As you can see, short, nice article with a good image that captures the attention.

Jim. He says, "So far, the best way I've had great success adding people to my list has been guest blogging." Fantastic. "Facebook ads, and engaging in most social media platforms to driven to my website, where there is lots of [caring 00:30:44] content, with values, which leads them to opt-in. Hope this helps, Linda." Awesome. See? Tim is actually sharing a lot of strategies that I'm using myself. It is called the add value now, ask for email later. The mistake that a lot of people do is, they immediately say, "Give me your email. Give me your email. Give me your email." I even stopped saying that in my actual blogs because right now, I'm not so focused on building so much.

Oh, look at this article. 69 likes. This just shows the likes, it doesn't show how many shares. This just shows you the power of social media, and engagement. One thing that

makes people engage with you on social media is when you actually respond to them. Look at this one. It reached 3000 people, and got lot of comments, and keeps people engaged with the page. It's actually me responding to them. Look at this. It shows out my page and has 41 minute response time. That's mean every time somebody asks, or comment, or something, in about 40 minutes I respond back to them. I have 117 clicks. Do you remember back then when you were saying 300 clicks is actually very easy to be done in a day? It is. You just have to learn and do it the right way, and then you'll see.

Clicks will show up. Tim is sharing exactly the strategies that people do to gain traffic without advertising. Linda. "It does help. Thank you very much. I realize, in doing all the modules, that if you do not have a solid blog, that there is no great way to keep a list long-term." I agree 100%, Linda. That's why we made sure that in module 13, which is a bonus module ... Go on. That's the problems up in internet marketer. Too many open tabs. When we created the program at the time we, the coaches, actually, along with Anik, we brainstormed, and at the time we all agreed that building everything, it's fantastic, but you need a platform to share.

That's where we came with the bonus module about creating your own blog. I agree with you 100%, Linda. I actually don't call a blog a blog. I call it my authority website because having the blog, and having a ability to actually talk to the world in your own terms, it's just not a blog. An authority website. If you're building your own presence people will find you. Will google you and find you that way. Juliette is asking, "What would be an ideal length of a blog?" Juliette, quite honestly, it does not matter. I have noticed that if a blog has a fantastic hook, so it's something that will immediately drive the attention of the reader, it does not matter how long the blog is.

However, I would not recommend anything longer than 2000 words because, believe or not, 2000 words, you'll have to scroll 4 times before they finish reading the blog. Sometimes people don't have that much time. Sometimes opting-in for a blog of 700 to 1100 words would be good, but quite honestly, make it vary. Some of my blogs have 2000 words. I call these pillar or foundation blogs. These are evergreen subjects, that anyone who's looking for that subject could learn about. I make them long, I don't care. If it's something that I want engagement and instant gratification, I always keep it short. Like this one. "Attract health with positive affirmation."

You immediately get the story just from reading the title. "The hidden secret to prosperity." This is actually a very long post, because I'm sharing my book in there. "Fear be come. Ways to overcome fear." "How to overcome fear and stop worrying." Some of them are long, some of them are short. Some of them are mine, some of them are from another website. Just have a variety so people actually will not get bored because if you write just short blogs, they will get bored. If you write just long ones, then they will get bored for certain because a lot of people, they don't have the time. Actually I just read a study today that shows the attention span of the human being, especially in this age right now, it's 8 seconds.

In 8 seconds you need to get them to do whatever you want them to do. If I wanted them to fled on this blog and read it, I have only 8 seconds to grab their attention. If I want them to actually share this image, I have only 8 seconds, so I don't have time ... I

have the time, but I don't want to lose the momentum from my subscriber by writing an whole article when their attention span is 8 seconds, but once I capture them, then I can talk to them a little bit longer, but I would still keep it brief. Anyway, that's just my thoughts on it, Juliette. That's what I see a lot of people are doing too. Just find your own balance and you will be just fine.

John. "Hey, Zane. How would you use Facebook if you were banned from advertising on Facebook?" Well, John, that's the million dollar question. If you get banned from Facebook, you could actually create another Facebook account. However, you need to just disable your current Facebook account, and move into a whole new, brand new account. However, there is still honestly no straight answer from me or from Facebook themselves about how to get unbanned. No one still knows that sometimes your account has been worked, like my account has been working for 3 years, and then they banned it. I asked them, pleaded, and asked them. They just say, "Facebook policy. You've got banned. That's it." Sometimes the best way to do it, and this is what I am recommending for people who the budget, get Facebook to help you.

They have a program called Facebook Go. What they do is, you get someone with a Facebook rep to help you set up your campaigns the right way. However, don't do it if you don't have the time, or the budget, or the infrastructure because Facebook will say, "Okay, what is your goal? What do you need us to do for you? How do you want to use Facebook advertisement?" If you have a blog, and you have a product, and you have all the things and the components, then you tell them. "I have my own blog. I want traffic to it. I have my own product. I want to sell it. I have opt-in pages that I want to lead people to join my list."

They will help you with that, but if you just go to them and say, "I want to play with Facebook and see if people like this image or not." Facebook is no longer that platform. It used to be, but now they are more mature, they are selling their own stock in the stock exchange, so they take their business seriously, and so should you quite honestly, because Facebook is a fantastic platform to use for advertising so, in my opinion, 754 a month to learn how to use advertisement from Facebook alone is nothing. Honestly, it is nothing. I know it sounds like a lot of money, but that's how much you'll spend on a small package on Clickonomy.

Why not invest with Facebook the get an ads specialist to help you? Help you set things up the right way. That's the only answer I have. I wish I had a better answer, John, but no one knows what happened because I read the policies 200 times, and there are still sometimes ... It could be a specific word. It could be 2, 3 people said your ad was a spam. Who knows? That's why learning it the right way is the only way, and still, you never know what happen. That's why Facebook introduced the Facebook for business, Go, and also they introduced the Facebook advertising platform for the businesses, where you're not using your actual account.

See? This is my Zane Baker Facebook. It has an advertising component to it, but you could actually create a Facebook business where you could actually advertise as a business, not as a person. As a business. Then you can create multiple and multiple businesses, so if one of them gets shut down, the other is not. That's just something to

think about for now, John. Let's see. Rick. "You mean the length of a post?" Yes, Rick. I was talking about the length of a Facebook post. Linda. "Do you know what plugins you used for your blog?" Yes, certainly. I know all the plugins that I used for my blog. I'd be a fool not to, because the plugins is the blood that keeps your system going. I think I shared an article about the best tools for ... Not to advertising. For blogging, on my actual coaching page.

If you give me a moment, Linda, I would actually share this link with everybody so you guys can benefit from it, or if you want, just go to Zane Baker on Facebook, my Facebook page, and I actually post the latest and greatest in marketing, and these are things ... I don't just post anything. I post the things that I actually read, and I know would make a lot of sense for me, and for people who I coach, and work with, and the students that I help. I posted an article today about the psychology of Facebook images. How to create images that go viral. Yesterday ... Actually the day before yesterday. "18 tools for better content creation."

See, Linda, this another article for because you were asking how do you [inaudible 00:42:47] length, what kind of stuff. This just tells you how to create content, and how to improve your content. This is a page that I have only 170 people, to reach 88 of them, and 10 people actually read, and clicked on it. I swear I shared one. Anyway, while I'm looking for it, yes, I know the plugins. I use plugins that make my website more user-friendly. I use plugins that makes my website load faster. I also use plugins that allow me to do advertising. A lot of advertising little plugins. Actually I have a lot of plugins here. Plugins for shares, plugins for ...

This one, another article about 1 million images in public domains, so you could actually share, and use, and fuel that stuff with it. Here, how to create content that sells. I'm sorry, Linda. I post a lot of posts. If you really want to see that post just come to my page on Facebook, and find that article because I actually talked about 176 tools that will help you build your list. We're getting close. Anyway, I don't want to just waste everybody's time in trying to find an article that I talked about in the past. Also, another great ways to google. Top 10 plugins to use for your blog. You want to use plugins that will make your life easier, and make your site more attractive for other people.

John, you're more than welcome. I'm happy that you like the answer. I wish I had a better answer for you, John. I honestly wish, but I don't. At the moment this is the best answer I have. This is actually the answer that makes the most sense. If Facebook is allowing to actually work hand in hand with them, why not? Why not? You never have to worry about Facebook because they're a very trusted resource and you could actually talk to them, when you go and you say, "Hey, guys. I have an account. It got disabled and I am seeking Facebook's help because apparently, I messed up somewhere." Explain to them your strategy. Facebook loves people who already thought about what they want to do because then they'll help them beyond the league.

Because that's what they want. They want their advertising platform to be a place for people to succeed, not a place for people to just drain their wallet, and drain their income. Honestly, I think one of the reasons they started to shut down accounts, and this and that, because a lot of people were complaining, "I spent 200 dollars on

Facebook ads, and I didn't gain anything." Guess what? You could spend hundreds of thousands of dollars on Google, and get nothing if you don't know how to advertise on Google. I don't know if that was the cause or not, but stuff happened. You just have to go forward with it. John, you tried working with them and they turned you away? Honestly, I have no idea. "[inaudible 00:46:35] helping to get ..."

John, he would not be able to help you get reinstated. Once an account is blocked, it's done. It's a done deal. You cannot unblock it ever again. If you're asking any rep, you don't tell them you want to reinstate an account. You say an account is blocked. You want to start fresh, start new, and you want their help. You heard about the Business Go, and you know that they create a business account. You're willing to delete your own Facebook and create a new one. Help me, help me. Just seek help, not reinstating an account, because they would not reinstate. I have not heard of anybody who got their account back. If you could get it, then, you'd be the first, but I know they don't open them. Don't even try going there.

I'm sorry, guys. That subject of Facebook, Facebook is a bittersweet subject. You get a lot of great content from Facebook, and great advertisement, but at the same time, whatever causes your account to shut down, you never know why. Facebook, they always give you the answer of, "According to our policy, we do this, we do that." Lately I've seen them getting better because they actually send you a message saying, "This ad is actually not running right now, because it violates our policy, and this and that." I don't know if that's just for me or somebody else. The subject of Facebook, you just have to stay on top of it.

If you can afford it, and you can work with Facebook themselves, then do it. Quite honestly, it's the price of a solo ad. One solo ad, you'll spend about 750 dollars. Why not spend it and get 30 days with Facebook, building it from scratch? For those of you who've never used Facebook in the past, that would be fantastic for you, because you never have to even worry about violating rules, and this and that. Well, John. I don't want to get into that subject, so let's move on, but try to seek their help in the term of, "I want to create a new business account, and set it up the right way. I don't want to get in trouble." Go with that.

That's the only way that a lot of people have found success. Also people, they just deleted their own accounts, and then they started from scratch. Facebook really does not like it if people have 2 accounts, so they will shut down the new account just because you have 2 accounts. They know. Facebook knows from IP, and from credit cards. It's a very, very common problem. If you actually go to Facebook forum you will see thousands of people like you, John, so don't feel alone. Even the best marketers have felt it. I read a blog about a week or 2 ago, where the guy was talking about, "Why am I even going to waste my time if I don't even know when I'm going to mess a rule?"

A lot of people are actually going to what they call ad agencies. These are people who create the ads for Facebook accounts, and then they just give these people what they want to advertise, and then they advertise with them. I don't know if this is a solution or it's something that is very well-known. I just stumbled on that blog somewhere because I spend a lot of my time reading, and educating, and learning, so it could be just

something I learned, or read about. I don't know the truth behind it. Anyway. I hope this helps, John. I know this is not the stuff you're looking for. I appreciate that you appreciate my answers. This is just something you have to figure out one way or another with Facebook themselves. Don't feel bad because it happened to a lot of people. You're welcome. You're welcome, John. I'm glad to help.

Okay, guys. So far we have no more questions and we're on the top of the hours. If you have anything, speak now. Otherwise we try to keep this session an hour because we value your time and my time, and we don't want to be these long-winded sessions that add no value. Linda says, "Thank you very much, Zane. This was very helpful." I'm glad to help, Linda. I'm glad to hear that you feel more at ease right now, you feel a little bit unstuck, and I'm glad this session has helped you quite a lot. If you feel stuck at any point, you can send me a message on Facebook, you can contact me on the forum. I'm always there, checking messages from students.

Before I go, I'll show you guys how to attend to the forum. From the Profit Academy site, on the top, there is Forum. Then click here to access the forum. Mine will take me directly to the forum. However, if you haven't logged into the forum in the past, then it'll ask you ... I believe it doesn't ask you to create an account, but it'll ask you for a login, and the login is the same login that you use to login to Profit Academy, [right 00:52:50] into it. Right here, you guys could post question in specific areas, you could start discussions. Rick was asking if the forum was active of lately. It's very active all the time, as you can see. Over 4 posts just this morning, and there were multiple posts over the week and the weekend.

It's not as active as it used to be. You know why? Because actually, once you reach the end of the Profit Academy program, you're more of implementing everything that you learned, so a lot of the questions has already been asked at a beginning, and right here there's more than 100 pages worth of questions. A lot of people, they don't post the question again because you could actually search it. Right now there is even popular tags. How to build the relationships? Opt-in page reviews. Email swaps. That's when you email each others, and send solo ads on each other's behalf. [Anybody 00:54:07] who seeks help and wants immediate help, the forum has been fantastic.

There's always somebody, me, Jeff, or Dave, we're always on the forum. As you can see, you could get a lot of help right here, in this area, from us, the coaches, and from students. Sometimes I find students help is even better than my help. You know why? Because that's somebody who just went through it, so their help is actually more fresh. You're very welcome, Linda. Tim says, "Thank you, Zane. See you next time on the next PA live event." Fantastic. I look forward to seeing you again. Linda says, "Thanks much." Thank you again, Linda. With that, we're actually at the top of the hour. Thank you very much for listening, guys. I know the session will be recorded. When Rick gets it completed, he'll send it to team, and they'll post it for you. Rick, back to you, my friend. Hello?

Rick: Oh, dear. You mean I have to wake up? Oh, dear. It's unkind of you. I was taking a nap.

Zane: Uh-oh.

Profit Academy Coaching Support Hours - #35

Rick: I got a question. One starts a blog.

Zane: Sure, shoot.

Rick: Based on the notion, "Okay, we're going to do this. I need a blog." Now, you need a blog that's got some relevance applicable to what you intend to promote.

Zane: Yes.

Rick: Correct? So you can't start a blog in a generic sense for personal reasons of ...