

ANIK SINGAL

FREE Bonus:
LIVE WORKSHOP

\$497 VALUE

PASSION TO PROFIT

THE 7 SIMPLE STEPS TO
TURNING YOUR PASSION INTO
REWARDING PROFIT

START YOUR OWN ONLINE BUSINESS TODAY

Are you ready to take the first steps toward your greatest possible life?

Thirteen years ago, I was right where you are now.

I was hungry. I was determined.

I was ready to make a change.

But I didn't only want to take control of my life...

I wanted to make a name for myself and make a difference in the lives of thousands of people.

Back then, that seemed like an unreachable dream. Especially since I only had \$100 in my wallet, no experience, and zero technical knowledge.

The one thing I knew was this: To reach my dream and create something that would truly change the world, I had to release the inner entrepreneur that was busting to get out.

Back then, I genuinely had no idea what I was doing. I had no formula, no system... and no direction.

So what did I do? I spent 14 hours every day scouring the Internet and asking everyone I knew for just one breakthrough idea.

Once in a while I'd get a glimpse of hope... even if it was false hope. I fell victim to many misleading online ads and get-rich-quick schemes.

The inevitable happened: I tried idea after idea... and continuously failed.

This went on for months. For 18 months, to be exact.

It was painfully clear that I knew nothing about making money online or starting my own business. But I kept trying. I had \$100 to my name and I wanted to take control of my life.

I wanted to do something big, leave a legacy and live my life the way I wanted!

That's one pretty big task!

But my dreams finally came true. Not from luck. Not from coincidence.

It took relentless dedication and bold perseverance.

I finally discovered the no-fail, step by step system to success.

Fast forward 10 years. I've helped contribute to over \$100 million worth of digital products sales - in particular, information products.

If you told me a decade ago that I was going to build a \$10 million a year business - around something as simple as digital information- I would have laughed.

Then I would have said “What the heck is digital information?”

When I first started, I had no idea what an online business was about. Believe it or not, I was actually trying to find a franchise or a store that I could buy.

Which is pretty funny seeing as I had no money. It took me weeks of searching random keywords on Google before I finally landed on something called “Internet Marketing.”

Back then, it was hard to believe that I could make money from home, right on my computer.

Frankly, it seemed too good to be true. I almost skipped right over it until I found an incredible Internet forum. I started reading discussions between **real people who were making hundreds of thousands of dollars.**

Yup. These rich Internet forum people were just like you and me. And they were making tons of money. From home. On the Internet. Right from their computers.

And how, you ask, were these otherwise normal people making that kind of money?

Simple. They were marketing information online.

I was intrigued, to say the least. I felt like I had just discovered a hidden goldmine. I immediately started having fantasies about the millions I was about to make. I had found my saving grace and I knew exactly what I wanted to do.

But my life didn't instantly become sunshine and lollipops. There was a catch.

Why? Because I was working with no system and no steps. Discovering the process on my own was a major struggle. And it was going to get a lot worse before it got better.

I beat my head against the wall for a long time with little to no direction. It was virtually impossible to find anyone to guide me.

As a matter of fact, **it took over 18 months just to make my first dollar online.**

That's right.

548 DAYS.

For one.

Measly.

Dollar.

But that one, long-awaited, hard-fought dollar absolutely changed my life.

And I'm here to tell you that it will not take you nearly that long to earn yours. My decade of pain is about to become your greatest asset.

I have tried literally everything that's possible in this business model. I've tracked everything to a T. After spending years building and teaching this system, I have now created the easiest way to start your own online business.

Here's how you do it:

1. **Aggregate information** into a simple online course, using a step by step formula.
2. **Publish your information online**, where you keep all the rights and you also get 100% of the profits.
3. **Follow a simple marketing model** to start generating sales, revenue, and income.

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There you have it. I call this process “Digital Publishing.”

Digital publishing is largely responsible for the **\$100 million** in products I’ve helped sell online (including my own products, affiliate products, and client products). It’s why I’ve been privileged to teach over **250,000 students** worldwide. But I’m not the only one doing this. Digital publishing is now a multi-multi billion dollar industry.

This simple business model has helped mold me into one of this generation’s leading online marketers. It’s why I’ve been privileged to win awards from **Businessweek, Inc. magazine...** even **Inc 500** and countless others.

Aside from my own tremendous success, just look around. Digital publishing is now the way almost everyone reads, learns, and grows. Make no mistake. The awesome world of digital publishing is your ticket to starting and growing the business - and the life - of your dreams.

Do you know why?

1. You’ll be immersed **in your passion**. You get to spend every single day doing what you love.
2. With your own profitable business, you’ll enjoy **incredible freedom**. You’ll be your own boss, work when you want, and spend more time with your family.
3. There’s **no glass ceiling** on your income or your business growth. Grow as big as you want!

Unlike 13 years ago when I started, you have the greatest opportunity right now. Because everything you need to know is instantly available... and I’m about to hand it to you now.

In the following pages, I share how you can build that lucrative business and fulfill your dreams.

Being extraordinary begins right now.

Anik Singal, 2015

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INTRODUCTION

Why The World Needs This Book

The world needs this book because you are special.

I'm not flattering you.

You are truly special because **you are unique**.

You have a wealth of knowledge that's uniquely yours.

Your own experiences and skills that people all over the world really want to learn.

Maybe your special knowledge is your **passion**.

Maybe it's a **hobby**.

Maybe it's just something that you're an **expert** in from years of experience. It can be anything. A craft, a sport, or just a better way to do something.

WHAT IF I DON'T HAVE A PASSION, HOBBY, OR EXPERTISE?

That's impossible. **Everyone** in this world has knowledge and expertise that can truly help thousands of others. But if this is a concern of yours, join me in these 2 free training sessions. I promise you'll walk away with your eyes opened - and a business you love.

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#1 - MY FREE VIDEO

HOW TO EASILY PROFIT FROM TODAY'S #1 BUSINESS MODEL — DIGITAL PUBLISHING

Learn my secrets to making more money and enjoying more freedoms.

Mark Your Calendar for

Friday, October 9, 2015 AT 10AM EST
and Register Here for the Free Video!

www.PublishAcademy.com/information



#2 - FREE PROFIT WORKSHOP EVENTS

I want to personally invite you to my **LIVE ONLINE PROFIT WORKSHOP** and my **WEEKEND PROFIT SUMMIT**.

At these online training events, you'll learn the 7 simple steps to quickly turn your passion into a profitable online business! Enjoy More Money, More Freedoms and More Success!

There is no catch and no credit card required. Register right away with just your email address.

SAVE YOUR SEAT NOW. IT'S 100% FREE!

www.PublishAcademy.com/profit

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My goal is to teach you a life-changing business model, open your eyes, and show you an amazing opportunity to work with me and my expert team!

This is really important for you - and for others.

Digital publishing (or information marketing) goes far beyond just earning a fantastic income for yourself.

Your special knowledge - and attending this training - will help countless others. Maybe even hundreds of thousands of lives.

This is your chance to leave behind a true legacy.

This is your chance to change your life, change the world, and build a solid future of financial freedom.

If I can do it, so can you.

I don't have a doctorate in business. I've never been an executive in a big company. I inherited no family bloodline for business.

But what I have is even more valuable: **Passion.**

I love all things related to entrepreneurship. I live it. I breathe it. My brain never turns off. I look at a new business like an artist looks at a blank canvas. It's a true passion. It might even be an obsession.

I live the life of an entrepreneur. I have thousands of hours of sweat

equity. In that time, I've accrued an enormous wealth of knowledge. I honestly believe this education goes miles past even a Harvard degree. I've gotten "on the job" training that I've been forced to learn through mistakes! And those are the same mistakes that I will help you avoid.

I love all things related
to entrepreneurship. I
live it. I breathe it. My
brain never turns off.

“ ”

Thanks to my passion and experience, I'm now blessed to have helped thousands of students start their own businesses and take full control of their lives.

But the best part?

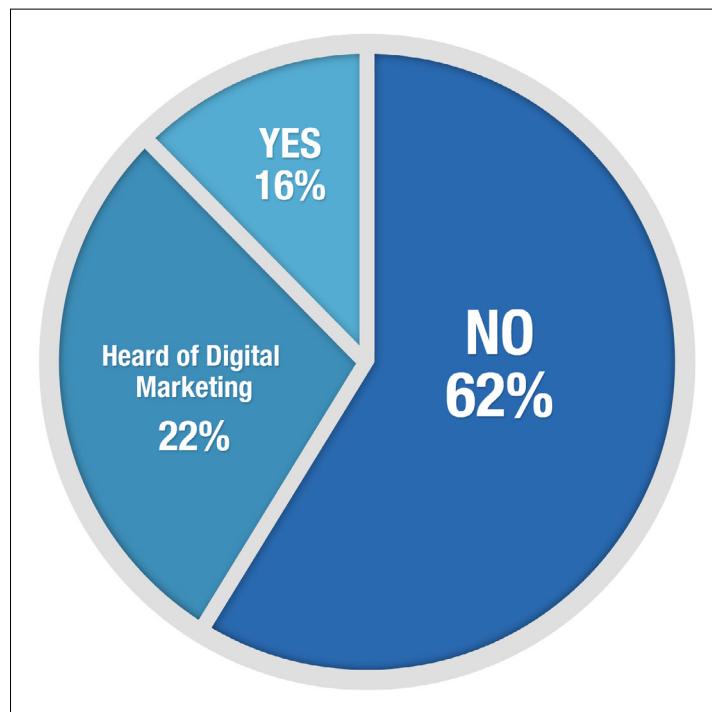
It's easier, faster, and more effective to build your own digital publishing business than it has ever been before.

Seriously. You could not have chosen a better time to start your information business than now. Digital Publishing is the #1 booming industry in the world - and you're at the cutting-edge of it all right now.

So why aren't more people doing it?

The answer is simple. Most people in the world have no idea this business model exists. I actually got some shocking results recently when I conducted my own survey among published authors.

I asked them the following question: "Do you know you can easily make a full-time income by simply marketing your information online (and earn anywhere from \$100,000 to millions)?"



Can you believe that?

Even among those who are in the content business, over 62% of them have absolutely no knowledge of this business model. Only 16% said they knew they could earn six figures or more. But I can tell you that most of them aren't taking advantage of that fact.

Digital publishing generates billions of dollars in sales every year. And the truth is that the **digital publishing business model is about to hit its greatest growth spurt right now.**

This is it. You have found the #1 way to build the life of your dreams.

- MY TRUE MISSION -

My mission is to create over 1,000 digital publishers. These 1,000 people will be able to take full control over their financial futures while serving the world to make it a better place.

Will YOU be one of the 1,000?

All you need is a true passion to create excellence, a passion to change your life, and a desire to help others around the world with your knowledge.

If you're ready to get started, I'm going to share my entire story with you. **I'm going to give you every step you need to start your business.**

You can do all of this yourself and I'm here to help you through the process.

Let's go.

Before we start, we must agree on one thing...

Although I believe in digital publishing and have seen many of my students make a great deal of money with it, it's not a path to instant wealth.

This is not a get rich quick plan. **In fact, there IS no such thing.**

I'm not telling you this for legal reasons, or because I'm required to by the FTC.

I'm not telling you this because it's the right thing to do either.

I'm telling you this because it's important to me that you and I are on the same page.

You see, just like anything else in the world that can change your life, you have to dedicate time and hard work to succeed. You have to apply yourself. Realistically, it's going to take a little time. You have to do this right and you have to make sure that the business you create is top notch and adds real value to the online community.

I can show you tons of examples. I can tell you hundreds of stories. I can even show you dozens of income proofs. And I will.

But these are all about people who take action.

The case studies in this book are about people who really implement what they learn. They don't stop at small obstacles. They have good days and they have bad days.

There are no guarantees. There never are.

Just remember that you have me and my entire team here to support and work right alongside you. As long as you follow the steps in this system, there's nothing that can stop you.

Commit yourself to learning and taking serious action. Do that and **you'll put yourself in the best possible position to enjoy a rewarding business for life.**

**The case studies in
this book are about
people who really
implement what they
learn.**



Now get ready to take action.

CASE STUDY DAWN CLARK

The Difference Is in The System

As a single mom with three kids, Dawn Clark's life used to be way out of balance. In order to make the income necessary to support her family, she would spend a ton of her precious time working. Her **goal** was a common one: **More time with her children. Less time working. And more money to pay the bills.**

I wish I could say I introduced her to digital publishing. That's not true. As an accomplished expert in the personal development space, Dawn had been creating digital products for almost 9 years.

Through digital publishing, she was able to find the freedom and income she wanted. Rather than building a life around her business she was finally able to build a business around her life. She even put three kids through Ivy League schools!

But she wanted more. More opportunities and freedoms. So this year she started engaging with us. **By following my proven system for creating and marketing a digital publishing product, her business grew between 400 and 500%!**

For nine years, Dawn created and marketed a quality digital product. Then, **as soon as she found my system, her sales skyrocketed!**

CHAPTER 1: MY ACCIDENTAL JOURNEY

HOW A \$100 BILL GREW INTO A \$100 MILLION BUSINESS MODEL

When I share my journey with people, their eyes widen. Their jaws drop.

Not because I'm some super human genius who holds the world's only predictable path to online success.

But because the steps I've used in my journey can easily be copied, pasted, and duplicated by anyone.

In fact, they have been. Thousands of times.

This is why I'm sharing this with you today. I know you can take what I teach you and start your own incredible journey.

And I know that deep down, you know it, too.

WHERE MY JOURNEY BEGAN

A \$100 bill in my pocket.

I remember it like it was yesterday. The only money I had to my name was \$100.

I was doing the usual, studying hard in college with the hope that I would graduate and get a nice, comfortable job. I would work hard and grow. One day, I would make enough money for a comfortable life.

The problem was that I hated that approach. That plan was just not enough. Not for me. I wanted more. Much more.

I remember it like it was yesterday. The only money I had to my name was \$100.

“

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I've had an entrepreneurial spark since I was a child. I've always had the passion to chart my own destiny.

Even at a very young age, one of my favorite phrases used to be “I’m my own boss.”

But I didn’t only want great wealth. I wanted to be an entrepreneur, because I knew that it was the best way I could do something good for people. I knew that being an entrepreneur was the only way to make a truly positive difference in the world.

The problems were my fear and my lack of knowledge. I didn’t have anyone to guide or mentor me in starting a business and becoming my own boss. So I went to college to become a doctor. It seemed to be the next-best profession to pursue.

Unsurprisingly, my education in medicine was very short-lived.

Within a few months, I knew I wasn’t going to make it. Medical school just wasn’t going to cut it for me. So I went out looking for a solution.

My childhood fantasies of being an entrepreneur came back and I turned to the only friend who I thought could help: Google.com

I typed the words “how to make money” into the search bar. I went through every type of business opportunity that you can imagine. From stuffing envelopes to filling out surveys. They all seemed like scams to me.

That was when I learned about franchising. “That’s it!” I thought. With franchising, I could just take someone else’s system and duplicate it. It was perfect!

My childhood fantasies of being an entrepreneur came back and I turned to the only friend who I thought could help: Google.com

“

There was just one little problem:

	Minimum Cost	Maximum Cost
Franchise Fee	\$20,000	\$20,000
Initial Ad Contribution	\$5,000	\$5,000
Leasehold Improvements & Site Fees*	\$59,150	\$121,400
Additional Funds for 12 Months	\$12,000	\$45,000
Grand Opening Advertising	\$10,000	\$12,000
Training, Travel and Living Expenses (per participant)	\$1,500	\$2,500
Insurance	\$1,500	\$2,400
Total	\$109,150	\$208,300

No matter how much research I did, the results were the same. I needed at least \$100,000 to properly start my own franchise.

And that wasn't all. I also needed to devote myself full time to the endeavor. Considering I was a college student on a very aggressive class schedule, that just wasn't going to happen.

DISAPPOINTED BUT STILL DETERMINED

I kept my search going. I could feel in my heart that there was an answer for me somewhere out there. I just had to find it.

One day, after months of repeatedly seeing the phrase "make money online", I decided to Google it. Little did I know that that would be the day my life changed.

Now with a search term like "make money online", I'm sure you can imagine how many illegitimate offers and downright scams I had to read through and ultimately push aside.

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But finally, after hours of clicking, I found my way to the most life-changing website I had ever seen: An Internet forum.

Message Index

Current [postings](#) show Postings within the Last Week, with New Messages at the Top and Responses Indented.
All Dates and Times are for PST (Pacific Savings Time) - currently Tue, Jun 3, 2003, 11:10 pm

- [NEWbie at affiliate programs, HELP PLEASE!](#)
Chris — Tue, Jun 3, 2003, 4:15 pm
- [When life wants to melt us down...](#)
Teresa Lyster — Tue, Jun 3, 2003, 8:59 pm
 - » [Wow...that was very well said!](#)
Anik — Tue, Jun 3, 2003, 9:30 pm
- [Can anyone recommend someone who can design...](#)
Sam Holmes — Tue, Jun 3, 2003, 7:57 pm
 - » [You may want to talk to Barbara Wilson of
Took Chexx](#) — Tue, Jun 3, 2003, 8:47 pm
 - [Re: You may want to talk to Barbara Wilson of
Anik](#) — Tue, Jun 3, 2003, 9:18 pm
- [How do you get an Alexa ranking?](#)
Matt — Tue, Jun 3, 2003, 7:19 pm
 - » [Quicker/Easier Route to Alexa Ranking](#)
Stephan Isaac — Tue, Jun 3, 2003, 7:49 pm
- [Wade Cook bankrupt, under investigation](#)
Mark — Tue, Jun 3, 2003, 7:58 pm
- [Anyone here an RX or pharmacy affiliate?](#)
Edy Flores — Tue, Jun 3, 2003, 8:07 pm
- [Need Opinion of PayUpMasterPro](#)
R.P. — Tue, Jun 3, 2003, 8:10 pm
 - » [Re: Need Opinion of PayUpMasterPro](#)
JoeB — Tue, Jun 3, 2003, 8:48 pm
 - » [Re: Need Opinion of PayUpMasterPro](#)
David Hoy — Tue, Jun 3, 2003, 8:49 pm
- [Joe Vitale's latest Amazon promotion](#)
David — Tue, Jun 3, 2003, 8:22 pm
 - » [My email says June 4. But not which time zone, i.e. \(DNO\)](#)
David Vitale — Tue, Jun 3, 2003, 8:39 pm
 - » [Re: Re: Joe Vitale's latest Amazon promotion](#)
Alexander Pivovarov — Tue, Jun 3, 2003, 9:23 pm
 - [Is there no link to this page from Joe? DNO](#)
Scott Strode — Tue, Jun 3, 2003, 9:32 pm
 - [No...send an email to \[singaling@superfastcredit.com\]\(mailto:singaling@superfastcredit.com\) to get the information about it... \(DNO\)](#)

This online forum was full of regular, everyday people who were claiming to make tens of thousands of dollars a month online.

The amazing thing was that they were real people... entrepreneurs who I could message and even talk to. For the first time in my life, I felt I had found a legitimate opportunity, and real people who could actually help me!

I really thought I had it. I started asking tons of questions and practically every answer came back with very similar advice: Find something you're good at, put up an information product about it, and count your millions.

Perfect! I knew just what to do.

Ever since I was a child, I had always aced school. I always got the best grades. However, I was hardly the smartest kid in class. I just had really neat studying strategies. I could even cram for the hardest exam the night before and break the curve – score the best out of everyone.

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(Of course, 24 hours after the exam I would have forgotten everything I'd memorized.)

Either way, I became very well known for my strategies. My friends knew about my strategies. My family knew about them. Even my college professors knew I had some system.

As a matter of fact, my friends and other students started fighting just to study with me before our exams. My professors even started having me give lectures to their classes on how to prepare for an exam!

I loved doing it. I really felt I was helping everyone and I would constantly get praise for it.

So, when I started looking for something to sell on the Internet... Eureka! I had it!

There are millions of college kids. These kids spend thousands on their education. More than 50% of these kids never get through college.

But the best part?

There was not a single program like this on the Internet. Wow! I was a genius!

I figured I would be a millionaire almost overnight. I just had to create my own "How to Study in College" program and throw it onto the Internet.

I figured I would start some ads, sit back, and watch the millions pour in.

You can guess where this story is going. Things didn't go exactly the way I'd planned.

I wish I had the system that I'm about to give you now. I would have saved myself a lot of misery and pain.

I figured I would start some ads, sit back, and watch the millions pour in.

“

I spent 7 long months on this product. I worked day and night.

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I started skipping classes. I skipped all my friends' parties. I never went to a single basketball or football game. I was basically a robot in my room working on the best product of my life.

After all, this was going to make me into an overnight millionaire, right?

Well, launch day finally came. I ran back from class to my dorm room computer. I hit the “LIVE” button and sat at my computer, staring for hours.

Hours and hours.

Nothing happened.

Days went by and I didn't have even a single sale.

I was heartbroken.

Not only that, but I was in debt now. I had spent my little \$100 - and even used my father's credit card. So I was \$300 in the red.

That day I remember staring at the computer in near panic. My dreams had come crashing down.
*Had I been lied to this whole time?
Did I just waste all that time?*

Was it all just a colossal sham?

No. I wasn't going to give up just yet. I realized that I may have temporarily failed, but there had to be a great lesson to learn. I realized that my “earning” for now was in learning.

Not only that, but I was in debt now. I had spent my little \$100 - and even used my father's credit card. So I was \$300 in the red.

“

I sat down and wrote out what I had learned:

1. Don't be over-confident, and don't go it alone. Get a step-by-step system to follow. It's safer, quicker and better than trying to figure it out on your own.
2. The fact that there is no one else doing it is a BAD thing, not a good thing. Competition is good. Don't be the first person in a niche.
3. Get help. Get coaching. Ask someone for guidance. Drop your ego and your skepticism.

The bottom line was that in that temporary failure, I had learned one of my greatest lessons, the one that has helped me make millions since then: Start with a complete step-by-step system.

HOW ONE NIGHT'S SLEEP BEAT 18 MONTHS OF WORK

Ultimately, my entrepreneurial spirit prevailed. For the next 9 months, I tried just about every way under the sun to make money online. I was determined to find the right system. With every mistake I made, I learned new lessons.

I tried every business model under the sun...

- eBay
- Affiliate marketing
- Writing content and making money from ads
- Pay per click ads
- Blogging

No matter what I tried, it didn't work. I never stopped. I kept at it.

But every man has a breaking point, and I was reaching mine fast.

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The problem was that no digital marketing “systems” existed back then. There were only a handful of people making money online and most of them would never reveal what they were doing.

After failing for months - it had been 18 months since I had started – I had had enough. I remember it like it was yesterday.

I had had another exhausting day of trying to make money online. Another day of failing.

I caught my reflection in the mirror and practically screamed.

“What are you doing? You’ve done this for 18 months and have nothing to show for it!”

I gave myself one final ultimatum: 24 hours.

That was it. If I didn’t make a single dollar online in the next 24 hours, I would end my entrepreneurial dream. I would go back to doing what everyone else was doing. I would go get a job.

I knew that giving myself this final 24 hours deadline meant I had to give it everything I had. I stayed up late, banging away at my keyboard.

That was it. If I didn’t make a single dollar online in the next 24 hours, I would end my entrepreneurial dream.

“

This night was different, and I was hopeful. I felt like something was going to happen.

Why? Because for the first time in 18 months, someone had reached out to me and actually gave me a plan. That person gave me a step by step system and even showed me an example.

This was my last chance. Everything was riding on it.

I took his advice and did just as he said. I worked until 3 in the morning. My head was literally falling on the desk before I finally finished.

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The next morning, I sprang out of bed. My heart was pounding. I was beyond nervous. I raced over to my computer, tripping over my shoes and almost hitting my head on the desk.

I logged into my account. There it was staring back at me. An account that showed \$300.

Incredible!

I had made more money in 6 hours sleeping than I had made in the past 18 months combined. I couldn't believe it. I rubbed my eyes and refreshed the page again. There it was!

I had finally made money online.



**JOIN ME ON
OCTOBER 9TH AT 10 AM EST WHEN I
RELEASE MY FREE VIDEO!**

In it, I'll reveal my complete proven step-by-step system to enjoying more MONEY and more FREEDOM simply by doing what you LOVE!

Sign Up Right Now to Make Sure You Will Receive My FREE Video:

www.PublishAcademy.com/information

I can't even tell you how it felt. It was absolutely the best feeling in my life.

What did I do differently that time, after so many different ways to make money online?

What was it that finally worked?

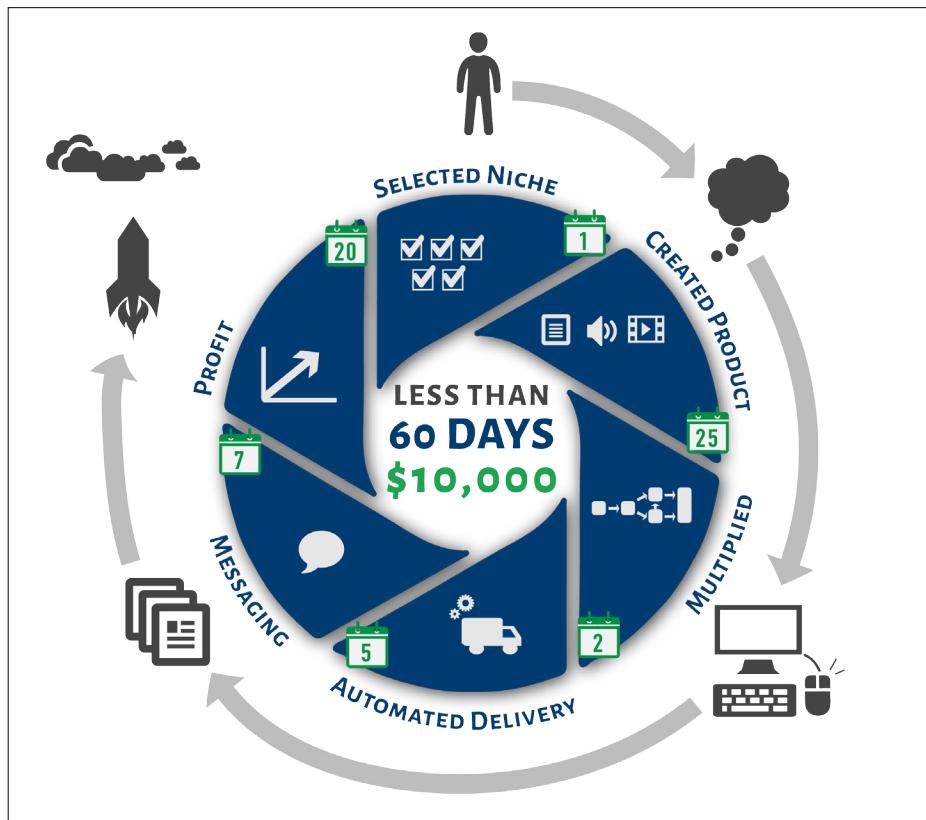
It was the system!

I followed a friend's proven system step by step. Not 30% or 50% of the system. 100%. The whole enchilada.

And it worked. Like. Magic.

Following this system, I learned a lot more than how to make \$300. I discovered how to repeat that result again and again and again.

Over the next 60 days, I repeated the steps in the system many times and was able to make my first \$10,000.



HOW I DISCOVERED THE SCALABLE DIGITAL PUBLISHING BUSINESS MODEL

All this time, I was simply promoting a one-page review website. I had simply written a one page ugly website review of a particular software that I had mastered.

In my review, I had linked to the software's own sales page using my "affiliate link."

This meant that every time someone clicked from my review page to the software and bought it, I earned a 50% commission!

All I had to do to keep these sales going was use a few traffic building secrets.

That only took me about 1-2 hours a day.

Of course, I was incredibly excited to report my newfound success to my friends over at the forum. After all, these were the people who had been answering my questions for well over a year now.

Something very interesting happened as soon as I put up my story on the forum. The forum members saw that I was an expert at the software that I had reviewed. Within one day, I got a very intriguing private message:

"I'll give you \$500 if you can install this software on my own website."

It used to take me about 3 hours to install this software on a website - fast in those days. This meant that I would be paid over \$150 an hour for work that was nearly robotic! Feeling blessed, I accepted his offer and he sent me \$500 on Paypal.

Of course, I was
incredibly excited to
report my newfound
success to my friends
over at the forum.

“

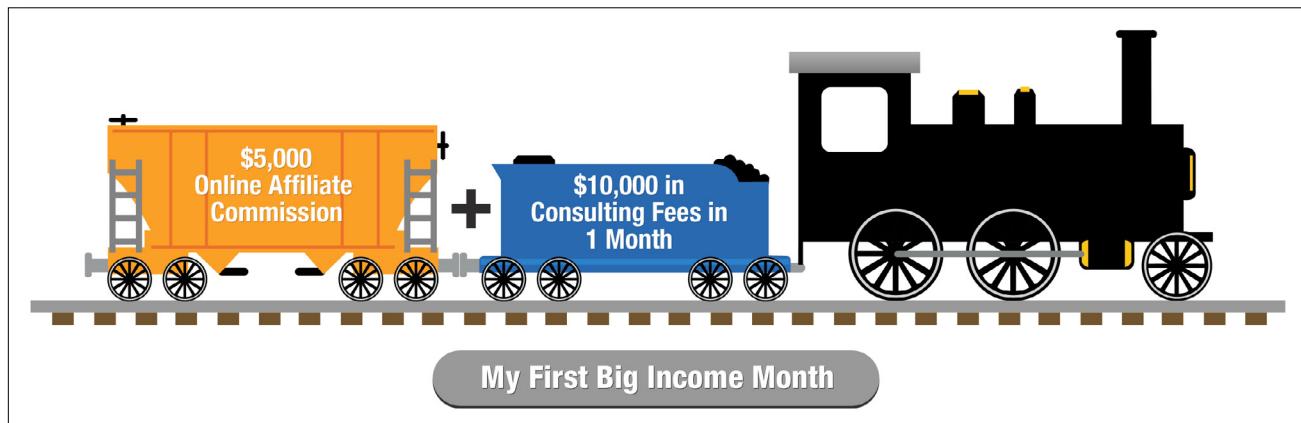
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He was so impressed that he turned around and offered me another \$1,000 to install the same software on two more sites for him. Yes, sir! Coming right up! Now the gravy train had really started to move. Before I knew it, I was getting referral after referral. Within a month, I had completed over 20 projects and netted over \$10,000 in consulting fees.

That month, I earned a total of \$15,000: \$10,000 from consulting and \$5000 from the online affiliate commissions.



I was elated. I had now made in one month what most of my friends would make in 6 months of full time work. You'd think I was excited, right?

Not so much.

Remember, I was a full-time student. Between classes, running traffic to my affiliate website, and all of the consulting deals I was getting, I was barely sleeping.

This was not the hands-off, autopilot business that I had set out to create.

It was out of control.

I knew there was a better way.

Once again, I went out looking for an answer. As I voiced this concern to many of my friends on the forum, someone sent me a superb idea.

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(Pay close attention here. This was about to become the Digital Publishing model that has absolutely changed my life ever since.)

He asked: “Anik, why are you consulting? You’re killing yourself! Why don’t you just make a quick video of you installing the software on a website. Make it super step-by-step and just offer that to people for \$500. This way they can use the software themselves, you still make \$500, and you never have to lift a finger yourself! People will buy it all day long!”

I remember sitting on this idea for days. It seemed too easy. Would it really work? I decided to give it a try.

I knew that it would only take me a few hours to make the video course, so I had almost nothing to lose.

**I remember sitting
on this idea for days.
It seemed too easy.
Would it really work?**

“

Incredibly, I created my first information product (the video course) in less than one day. It was so easy!

I wrote a short message about my new course, took a few pictures of the videos, uploaded them to a new page on my ugly affiliate website, and published it.

Voilà! In about 24 hours my new product was live and ready to be sold. I made a few tweaks to my marketing and went to bed.

You won’t believe what happened next.

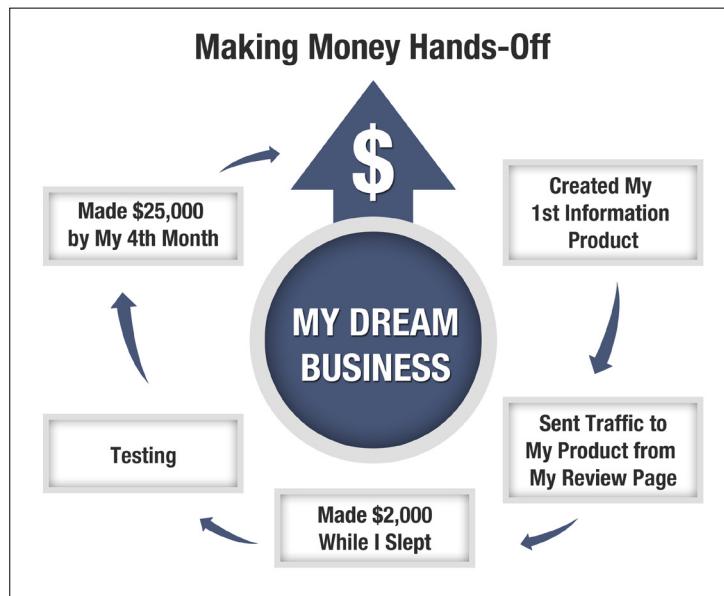
When I logged into my Paypal account the next morning, I had made 4 sales overnight while I slept! That’s right. I made \$2000 while I slept. Zero consulting and 100% hands off! It was the quickest and easiest \$2000 I had ever made. From there, sales just exploded. I started testing some new traffic strategies and by my 4th month in “profit generating” business, I had made \$25,000.

Believe it or not, I really didn’t know what I was doing. I was just testing and trying different things.

But my sales never slowed down. Even though I was still just in my third year of college, I was set to make over \$300,000 while living the life of my dreams.

I had done it.

I had finally discovered the dream business that I had been working so long and so hard to find.



From \$300,000 to \$1 Million...

From \$1 Million to \$3 Million...

From \$3 Million to \$10 Million...

Then Bankrupt?

Yes, you read that right. Bankrupt.

The story I'm about to share is a difficult one for me to talk about. Some of the best days in my life ended up leading me to some of the darkest days of my life.

It actually took me years of healing just to get to a place where I could talk about it.

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However, I know that there are some great lessons in my “nearly bankrupt” story. I’ve come to learn that the mistakes I made about 7 years ago can be easily avoided.

I know that if I share these lessons with you, you can save yourself a lot of money, pain, and heartache.

In quick summary: Always remember to stick to the system. If it’s working, don’t change it. Don’t go away from it. Rinse and repeat it over and over and then scale it as high as the system will allow.

I know that if I share these lessons with you, you can save yourself a lot of money, pain, and heartache.

“

As long as you do that, you’ll never have to worry about the kind of bad days I experienced.

Before I go into my bankrupt days, let me tell you more about how I took my business from just \$300,000 to over \$10 million a year. It’s an inspiring ride.

The year that I reached \$300,000 was the year that I had discovered the art of selling information on the Internet. Looking back now, I actually chuckle a bit because I was horrible at it. I was making mistake after mistake.

But the business model was so solid that even with my ridiculous mistakes, I was generating amazing profits.

That’s when I knew the power of what I had discovered.

There was no turning back for me. I spent the next 45 days building my next information product.

Powered with my new expertise in traffic generation and digital publishing, I turned this new product into an instant bestseller. This time, I used an entirely new source of traffic called “affiliate traffic.” (All Publish Academy students are about to become experts in the field of affiliate traffic.)

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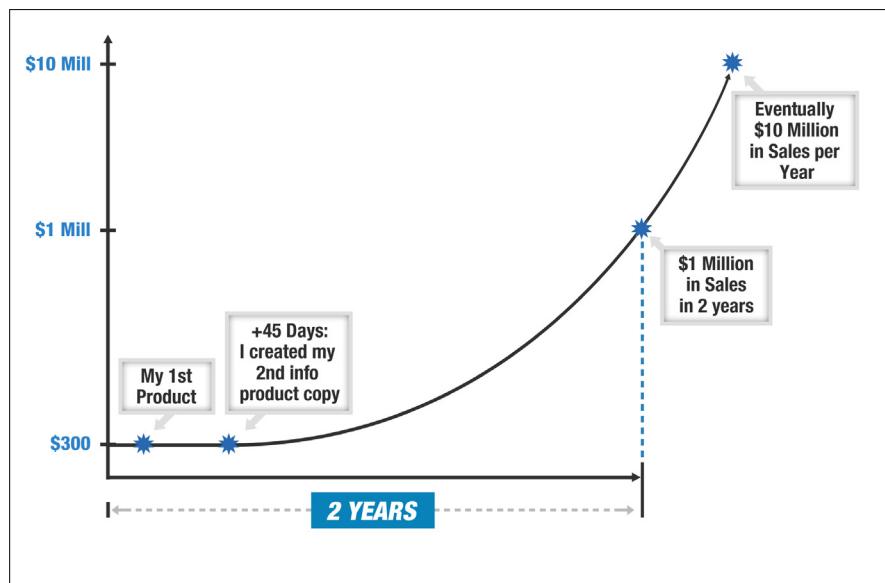
BY ANIK SINGAL

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I had finally done it.

I had found a system that was proven to work. Not only had I succeeded with it, but many others were quietly creating their own fortunes with this system. The key was just to follow the system, step by step.

I sold thousands of units of my second product. What was even more shocking was that I was still in my last year of college. Before I even graduated, I was well on track to generating over \$1 million in sales.



I was 100% sold on the digital publishing model by now. But I knew there was still more to this system. I wasn't done learning. Not yet. I wanted more. Remember, I wanted to change the world.

When I started, there was no program like Publish Academy to help me follow a step by step plan to maximize my profits.

I knew at that time that I had to do all my own research and testing. I had to learn everything the hard way. But the future looked so promising that I was happy to do it.

That was when I discovered a new system that I now call the Profit Multiplier.

PASSION TO PROFIT

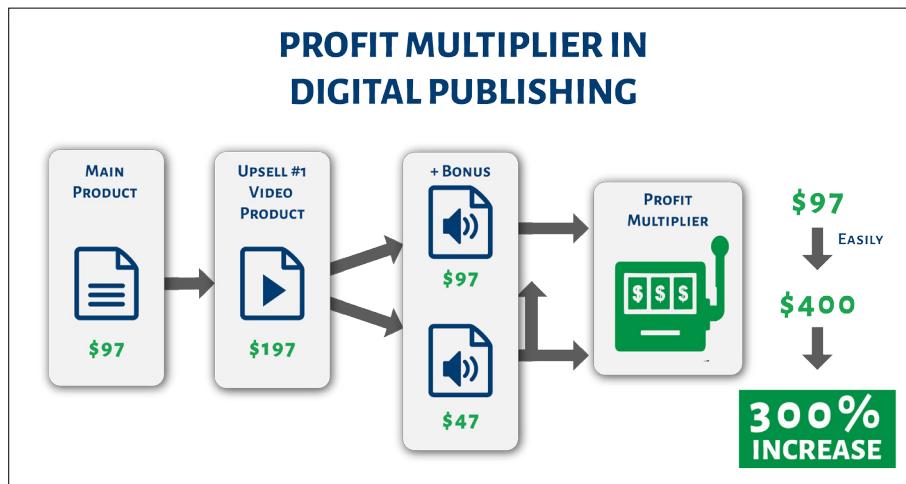
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This Profit Multiplier allowed me to literally triple my profits almost overnight without a single extra visitor.

That meant I didn't have to work harder to get more traffic or invest any more money into the business. I was able to take my existing visitors and my existing sales and still multiply the profits by more than 300%.

Just using the Profit Multiplier, I raised my sales from \$1 million to \$3 million.



My digital publishing business continued to shock and amaze me. But my inner desire to master, innovate, and scale larger, continued.

I wanted to know what I could do to take my business to \$10 million... or even \$100 million.

And I wanted to know how I could take my new business international and build a worldwide empire.

It's important to note here that you have 100% flexibility on how vast you want to grow your business. Once you cross the \$3 million territory, the business becomes difficult to manage on your own.

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This means you have to start hiring employees and becoming a more “formal” business.

For many of my students, this “formal” side of the business is just not their cup of tea. They prefer to live in full freedom, travel the world, and make more than enough to pay for all of it.

However, they opt not to scale into the millions and millions.

That is absolutely ok. It's your business. It's your life. It's your decision.

So you tell me: **What kind of life do you want?**

My job is simple: To empower and equip you to grow as big as you want.

As I continued researching, testing, and learning, I added more strategies to my business to continue growing it:

- I added more traffic channels to get more visitors.
- I deepened my use of the Profit Multiplier.
- I used horizontal and vertical expansion to grow my lineup of products and the niches I was in.
- I deployed affiliate sales to create 100% profit margin revenue.

Using these newfound strategies, it only took me two more years before I had scaled my business to over \$10 million in sales per year.

That meant that in only 6 years, I had gone from making \$300 in one night to \$10 million per year. During this time, I had won awards from all over the world.

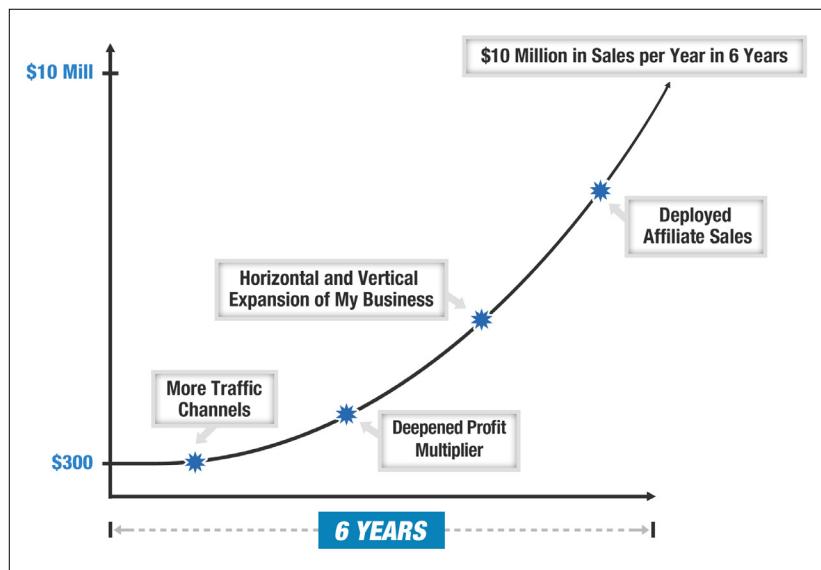
I was voted one of the Top 3 Young Entrepreneurs in the United States by BusinessWeek Magazine. Inc 500 rewarded my company as one of the fastest-growing companies in the United States for two years in a row.

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Awards like this were coming in from all over the world - all because of information marketing.



In just six years, I had grown a business from a 00 night to now generating over \$10 million in sales per year. I was just a kid making mistakes, with no one showing me the ropes. That's how downright powerful this simple business model is.

I was riding high. And then...

HOW I FELL INTO \$1.7 MILLION OF DEBT

Just when I should have been at the top of the world, the dark clouds of failure started to hover over my head. Why?

I'll be honest: In 2010, I began to grow over-confident. I started to believe that it wasn't the system that was leading my success, but rather it was my own personal genius. I call this my "golden touch" era.

**I'll be honest: In 2010,
I began to grow over-
confident.**

“

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I began to veer away from my business model. I began trying to re-invent a wheel that needed no changes. I started fixing things that didn't need fixing.

300% annual growth wasn't good enough for me anymore. I wanted to see the company hit \$1 billion. I wanted to break records.

In my quest for faster growth, I began to abandon my proven digital publishing system. I hired unnecessary employees. I built unnecessary offices around the world.

I tried to mimic “big” businessmen.

After all, that's what they do in Silicon Valley, right? They get millions of dollars (which I had) and they invest it all in fancy offices and more employees.

Right?

But this new way of running my business came at a major cost. My attention went away from the proven model and became distracted by flash and ego.

When I look back now, it isn't at all surprising that I started to lose money.

You read that right: The first year that my business actually lost money was the year that I generated over \$10 million in sales. How crazy is that? It still shocks me. How do you generate \$10 million in sales and then actually lose money that same year?

Well, whatever it was, it taught me the greatest lesson I have ever learned.

**But this new way of
running my business
came at a major cost.**



THE #1 LESSON I EVER LEARNED

If you want to build a stress-free, life-changing business, you've got to stick to a system.

When the system begins to work, stick to it even more. Never, ever try to build a business without a proven, step by step plan.

Ever since I learned that lesson - and I learned it the hard way - I've made millions of dollars year after year.

- My life got so terrible in 2010 that I found my health deteriorating at a dramatic rate.
- I nearly died from internal bleeding before my plane took off in Amsterdam.
- Every 3 months, I found myself in a new hospital fighting for my life.
- I was depressed beyond belief.
- I had lost all faith in myself.
- Worst of all, I had fallen into \$1.7 million of debt. Most of this debt was owed to close family and friends who were lending me their life savings.
- I had routine panic attacks trying to figure out how I would ever escape this crushing debt.

I blamed myself for everything.

I owed everyone money, from my parents to friends to multiple banks and credit cards. My phone began to ring every hour, on the hour.

There were days when I would find myself hiding. No one would know where I was, not even my own family.

The darkness reached its peak when I had to be carted off of a plane in Amsterdam. The plane was stopped at the runway preparing to take off just as a flight attendant found me unconscious in my seat. The next time I woke up, I was on a stretcher and on my way to the nearest hospital.

That was my wakeup call.

I was strapped to a hospital bed, alone in a foreign land. I was literally tied down with tube after tube. What had happened to me?

There were days when I would find myself hiding. No one would know where I was, not even my own family.

“

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When I began my journey, I had one mission: I wanted to find freedom.

Yet here I was literally strapped to a bed and weighed down with endless tubing.

This was not freedom.

That's when I decided to drastically change my life. I flew back home and immediately shut down all of my offices.

I got rid of almost all of my 86-person staff. (The truth is that in this business model, you just don't need employees).

That's when I decided to drastically change my life.

“

I knew one thing and one thing only. It was time to get back to basics.

It was time to go back to the system that had built my business to begin with. It was time to get back to the top - and this time, stay there. I would never again let greed blind me from the simplicity of the digital publishing business model.

BACK TO \$10 MILLION IN JUST 16 MONTHS

Here's the most shocking part of my story.

It had taken me 6 years to go from \$100 to \$10 million.

But this time around, I could deploy the same step by step system and reach \$10 million in just 16 months.

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In just 16 months, I paid back every penny of the \$1.7 million I owed.

I was once again full of passion. I sprang out of bed every morning and leaped at the chance to get work done.

Ever since that day, I have always kept the digital publishing model as simple as it is meant to be.

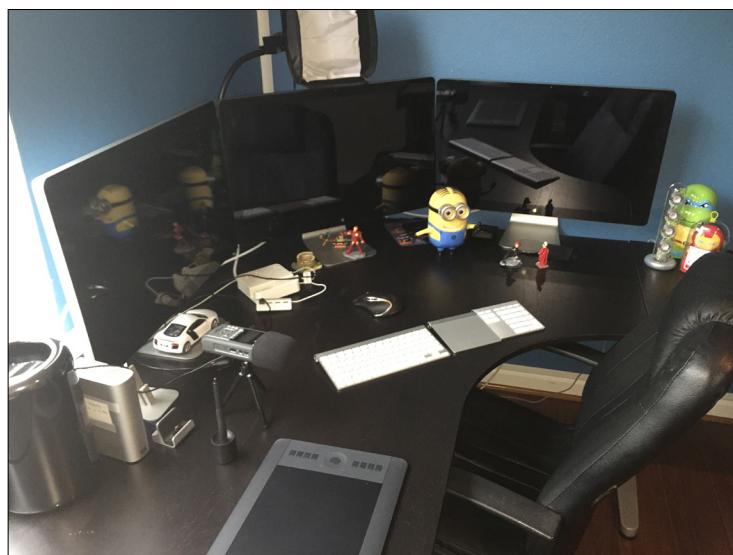
I stuck with this system exactly as I learned it. My focus now is purely on horizontal and vertical expansion. Sure, I still want to grow my business to new heights. But I've learned never to abandon the business model system again.

**Ever since that day,
I have always kept
the digital publishing
model as simple as it
is meant to be.**

“

As a matter of fact, check out this picture of my work desk. I don't even have an office.

I work purely from home. I travel about 60% of the year and my laptop is more than enough to continue running my empire.



In 2015, my business is on track to make over \$20 million in sales, and it's easier to manage than ever.

All thanks to the beauty and simplicity of the digital publishing system.

I've shared my story so that you could truly understand how much of a blessing the digital publishing business model can be to your life.

But that's enough about me.

Let's talk about how you can become an entrepreneur, build the life of your dreams, and do it all using the digital publishing business model.

CASE STUDY

DORI FRIEND

She Wanted to Make a Dollar. She Made 1 Million of Them.

Dori Friend has been an expert in her niche for many years.

She came to me just a few months back with a goal to increase her authority and influence within her niche. I shared with her my 7-step digital publishing system.

With her expertise and my system, she created her first information product this year. She went into it with zero expectations.

"I just want to make a dollar," is what she told me.

She made more than a million dollars with a single information product.

Well done, Dori!

CHAPTER 2: THE RIGHT TIME

WHY THIS IS THE RIGHT TIME TO START YOUR DIGITAL PUBLISHING BUSINESS

You don't have to simply take my word for it. Just looking at the data will prove to you that there has never been a better time than now to start your digital publishing business.

First I'll show you why it's the right time to start an online business versus an offline business.

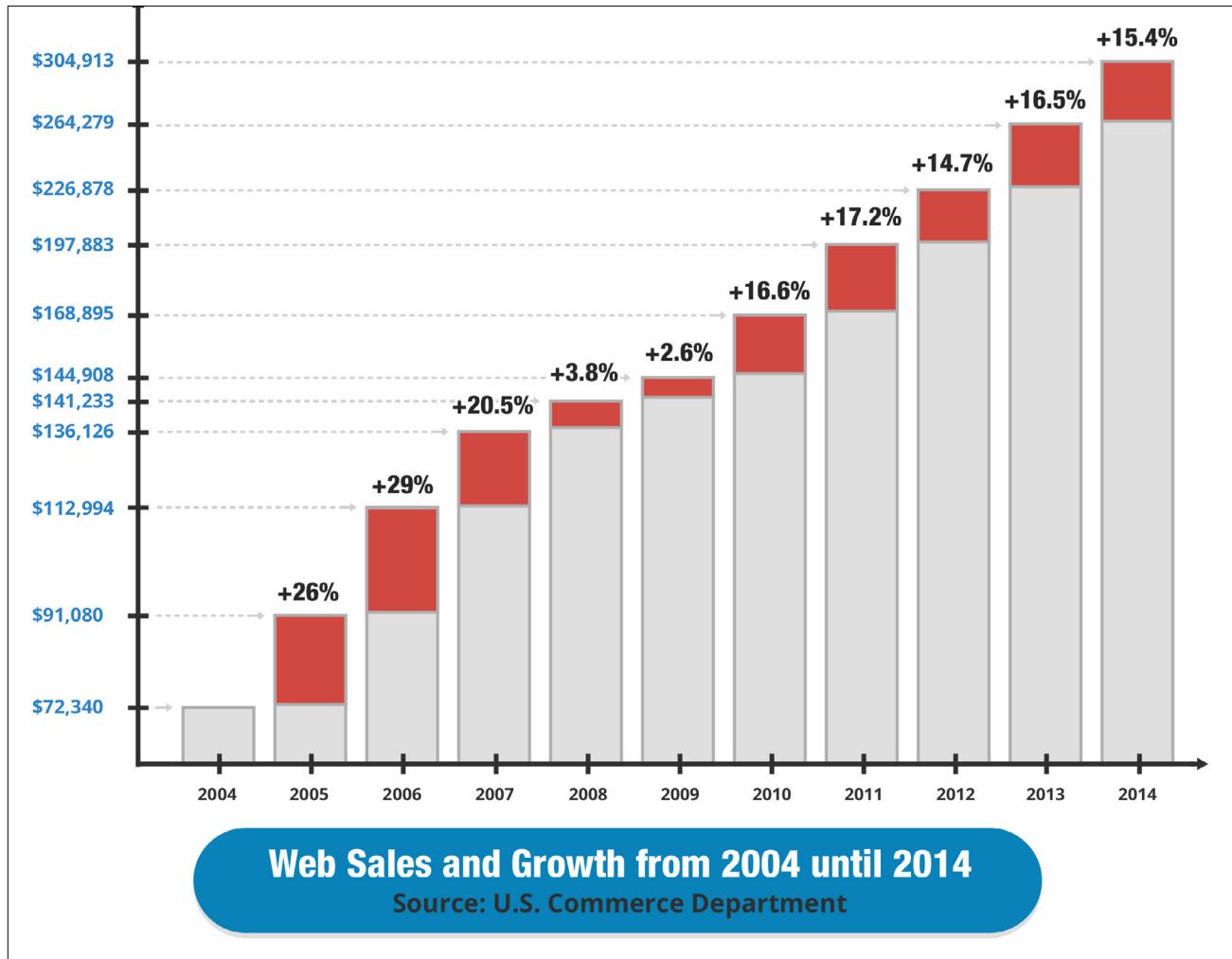
Then we'll discuss the digital publishing business model specifically.

- By 2016, more than 50% of all U.S. retail business will be directly influenced by the Internet. The day of only buying things at the store are fast disappearing. *Source: Forrester Research*
- \$592.43 billion. That's the amount that companies will invest in online advertising in 2015 alone. If you ever want to see trends in the world of business, just watch where companies are spending their money for advertising. *Source: eMarketer*
- 82% of key shoppers spend their time researching and shopping online.
- Every month there are more than 10.3 billion Google searches, with 78% of U.S. Internet users researching products and services online. The market is clearly now sticking to the Internet to research and find their products. *Source B2B Marketing*
- \$304 billion in online sales were generated in 2014 in the U.S. alone. Online businesses are growing year after year at over 15% a year.

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Let's face it. It's 100% clear that the world is moving everything to the Internet.

If you want to start your own business and make your dreams come true, opening a physical store is no longer the best way.

There are hundreds of ways to start making money online.

Let's look at exactly why the digital publishing business model is by far the best strategy.

- In 2013, Amazon declared that their digital book sales surpassed their physical book sales. This is an enormous indication of the future of digital publishing.
- \$5.5 Billion: In 2014, Amazon is estimated to have sold billions in just digital information.
- While traditional bookstores are shutting their doors, digital publishing sales have grown by about \$1 billion every year since 2008.

This is a clear indication that people are now turning to the Internet for the information they need.

- eBook sales are expected to reach \$9.7 billion by 2016. *Source: Forrester Research*
- By 2020, self-published books will outsell traditionally published books. *Source: Suvyati*
- JVZoo.com is a new online platform released just years ago. It has already crossed well over \$150 million in digital product sales.
- ClickBank.com, a leader in the digital publishing industry, has produced well over \$1 billion in sales.

These are the facts, and they serve as hard proof that we are at the growth explosion of digital information marketing right now.

This is absolutely the perfect moment to develop your own product and take full control of your financial future.

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Here are my top 5 reasons why this particular business model is currently the best business opportunity to kick start your online business.

- **Automation** — Set it, forget it, profit.

From generating traffic to growing your list to converting customers, just about every step in this digital publishing model is automated.

- **Information** — All the content you need.

People pay good money to learn something of value. Fortunately for you, the Internet is bursting with all the content you'll ever need.

- **Outsourcing** — Let experts do the work for you.

From writing your content to designing your website to recording your webinar, there are countless experts ready to complete your product quickly and cheaply.

- **Completely Virtual** — Anytime, anywhere.

Digital publishing doesn't require a physical space. All you need is a computer and a passion to educate others.

- **Infinitely Scalable** — Grow, Grow, Grow.

Want to build a bigger list? Want to make more sales? Simply provide more value or offer more digital products. Use horizontal growth or repeat the system in new niches.

There are hundreds of ways to start an online business, but this I guarantee:

There isn't a more effective, faster, easier or more proven way than digital publishing.

CHAPTER 3: THE SIMPLICITY

THE 7 SIMPLE STEPS TO LAUNCHING YOUR BUSINESS

It's time to dive in and see exactly what it takes to get your business up and running. Before we start, I want to make sure you are ready to take in all the free content that I'm releasing in the coming days.

I am introducing you to each step of the process in this book. But if you are truly serious about your financial future, make sure to save yourself a seat at the following **free training sessions**.



**JOIN ME ON
OCTOBER 9TH AT 10 AM EST WHEN I
RELEASE MY FREE VIDEO!**

In it, I'll reveal my complete proven step-by-step system to enjoying more MONEY and more FREEDOM simply by doing what you LOVE!

**Sign Up Right Now to Make Sure You Will
Receive My FREE Video:**

www.PublishAcademy.com/information



I'm also hosting an entire free workshop where I'll be spending days (yes, days) teaching you every in and out of starting your own digital publishing business right from your home computer.

There is no catch. This workshop is 100% free. Simply save your free seat below:

www.PublishAcademy.com/profit

Now, check out this diagram:



This really is it. The system that I have created for you inside Publish Academy literally holds your hands through each step. Most of these steps can be broken down into tiny, simple baby steps. All you need to do is follow each step. Before you know it (in a matter of just a

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few weeks) your business will be live and transacting online. ***“But do I need technology skills... or other skills?”*** Let’s get the #1 question out of the way. Most of the steps you see in this diagram can be automated using existing technology. So you do not need to be a technical wizard or a writing genius.

Heck, I’m not - and I’ve sold millions online!

When we get started and are working together, I’ll show you how to use the perfect balance of the following elements to build your business:

- Things you can do yourself.
- Incredibly inexpensive help that you can outsource.
- 100% automated technology that only requires you to click buttons.

Not only that, but if you join me during our free Profit Workshop, I’m going to be revealing a completely proprietary tool that we’ve created: The world’s first digital publishing Business Planner. This crucial new tool will literally take you one step at a time through the entire process. Plus, you get a chance to have our team review your success each step of the way.

The screenshot shows a web-based application titled "Business Builder". At the top, there is a search bar with the placeholder text "Enter name of business plan here" and a blue button labeled "+ CREATE NEW PLAN". To the right of the search bar, there is a small cartoon character of a green turtle named Mr. Pub, with a speech bubble saying "Hello there! My name is Mr. Pub and I'm here to help set you up for success." Below the search bar, the title "List of Business Plans" is displayed. A table lists five business plans with columns for "PLAN NAME", "DATE CREATED", "LAST UPDATE", and "ACTIONS". The plans listed are: Jason's Plan (08/21/2015, 09/08/2015), Vegan for Life: Book for change (08/21/2015, 09/07/2015), Tazo Tea: Zen (07/19/2015, 07/19/2015), Kleenex (07/04/2015, 07/28/2015), and Jessica's Plan (06/13/2015, 06/14/2015). Each row in the table has a "DELETE" icon in the "ACTIONS" column.

PLAN NAME	DATE CREATED	LAST UPDATE	ACTIONS
Jason's Plan	08/21/2015	09/08/2015	
Vegan for Life: Book for change	08/21/2015	09/07/2015	
Tazo Tea: Zen	07/19/2015	07/19/2015	
Kleenex	07/04/2015	07/28/2015	
Jessica's Plan	06/13/2015	06/14/2015	

All right. Time to dive in. What exactly are the steps?

STEP #1: NICHE

Find the Perfect Niche for You

This is where it gets fun!

Start by finding a niche that's primed for awesomeness; one that has a big market and lots of hungry prospects.

There is practically an unlimited number of niches on the Internet. Some are big. Some are small. And within each niche, there are even sub-niches.

Now here's a secret that only few people realize:

You can make money in almost any niche. There are only a few criteria that have to be there. I will show you exactly what those are in just a minute.

First hand, I have seen our students succeed in every kind of topic you can imagine:

- **Knitting...** Gold mine!
- **Bottle collecting...** Jackpot!
- **Wine tasting...** Superb!
- **Personal development...** One of my favorites!

The possibilities are truly unlimited.

CASE STUDY JIMMY KIM

Digital Publishing Ignited His \$4 Million a Year Business

Jimmy Kim used to work 15+ hour days at a car dealership. Working long, unforgiving hours for little pay, Jimmy was about to throw in the towel.

“There HAS to be an easier way... a better way to have more time, more freedom and more money!” Jimmy would always say to himself.

That’s about the time we became friends. Back then, **Jimmy had no clue what this world of digital publishing was all about.** He couldn’t grasp the potential.

Then I trained him using my proven step-by-step digital publishing system.

Shortly after, he had his first product launch. His goal for that first launch was modest: Just make a few thousand.

He did. And then some. **\$82,000 in sales!**

Jimmy was flat out shocked! Sure, he had always been a good provider for his family, but that single launch changed his whole perspective. He beamed with pride as he talked about what his new income meant to his family and how proud they were of him.

Today, Jimmy rakes in \$4 million a year. Every year. **His life has been completely transformed.** From working and stressing all the time to living a free and more fulfilling life.

Continued on next page...

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Case Study ...Continued from last page.

From working crazy hours selling cars to enjoying the vast freedom and opportunities of being a millionaire entrepreneur!

Jimmy was able to turn this corner because **he allowed me to show him an easier, a proven model for digital publishing.**

The image displays two screenshots of the JVZoo.com website's dashboard. The top screenshot shows the 'Your Sales' section with a total of \$562,526.07 in sales for the period from 09/10/2015 to 09/11/2015. The bottom screenshot shows the 'Affiliate Dashboard' with a total of \$449,877.06 in sales for the period from 09/20/2015 to 10/03/2015. Both screenshots include detailed tables of sales data and graphs.

So where do you start? How do you go about finding the perfect niche for you?

Easy. Start with your heart. Look at your own expertise, passions and hobbies. I call this the E.P.H. approach to building the life of your dreams. We start by making a list of possible topics. From that list, we filter the ideas we have through certain criteria.

Think about this for a moment...

- Where do you enjoy spending your time?
- What are you especially good at?
- What is the one topic that your friends always seek advice from you on?

That's where you start.

Why?

Because my own internal research and studies have overwhelmingly proven that **if you choose a niche that really lights a fire in you, you're 10 times more likely to succeed.**

Think about it. If you don't really like to cook, you are not going to enjoy a digital publishing business built around cooking and recipes.

It's going to seem like a lot of work and you'll be building the business for all the wrong reasons.

Imagine that your passion is really golfing. You would have a blast building your entire business around that topic.

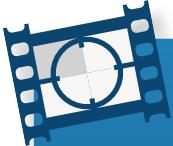
It would almost feel like you are getting paid to play golf! That's our goal – to give you "that" feeling.

But is passion enough on its own?

No! Definitely not.

Imagine that your passion is really golfing. You would have a blast building your entire business around that topic.

“



DO YOU WANT TO MAKE MORE MONEY, LAUNCH YOUR OWN BUSINESS AND ENJOY MORE FREEDOM AND OPPORTUNITY?

I'm ready to share what I believe is the easiest, fastest and most effective path to get there!

Start by watching my
Free Training Video I'm releasing on

OCTOBER 9TH AT 10 AM EST

Go to www.PublishAcademy.com/information

And don't forget to save your free seat for my
Live Profit Workshop and Weekend Profit Summit
where I walk you all the way to your
first product and first payday:

www.PublishAcademy.com/profit

Once you have your E.P.H. list written down, the next step is to research the competition. Mark my words: If you cannot find other information marketers selling in your proposed niche, run for your life.

That is not the niche for you.

You want competition. Competition is excellent.

Now, let's assume you have competition, and you have screened your list to a few qualifying candidates. Guess what?

The rest is easy.

We're going to use the following tools to finish evaluating a specific niche.

These are all free tools that are readily available:

1. **Amazon.com** - Use Amazon to review existing information on competitive products that are being sold.
2. **Facebook Ads Platform** - Facebook has an amazing analysis tool, and you don't need to spend any money to use it.
3. **Clickbank.com** - This is one of my favorite sources to see if a particular niche is selling well or not.
4. **Google Keywords Tool** - Get a quick glance for free on the popularity of the biggest keywords in your niche.

I have created a 5-Point Checklist to help you choose the most profitable niche out of your list.

I will walk you through the entire checklist. As long as you can put a checkmark next to all the points, you'll never have to worry about launching a business in a "risky" niche.

I have created a
5-Point Checklist to
help you choose the
most profitable niche
out of your list.

“

I will go through this process in much greater detail during our Free Profit Workshop Summit that you can attend very soon.

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READY TO TURN YOUR EXPERTISE, PASSION OR Hobbies INTO A PROFITABLE ONLINE BUSINESS?

I want to show you how to easily get your life-changing business up and running with no experience or technical skills!

Start by watching my Free Training Video I'm releasing on

OCTOBER 9TH AT 10 AM EST

Go to www.PublishAcademy.com/information

And don't forget to save your free seat for my Live Profit Workshop and Weekend Profit Summit where I walk you all the way to your first product!

www.PublishAcademy.com/profit

Get a sneak peek of the top 20+ niches.

In our Publish Academy program, we're even going to give away the top 20+ niches ever created for information marketing.

We're doing all the data research for you and will give you everything you need – all just one click away.

STEP #2: INFORMATION PRODUCT

Bring Your Information to Life

Before we start talking about this topic, I want to address the #1 conflict I hear from my students (who go on to become ragingly successful if they listen to me).

Here are the most common objections I hear:

- **Objection 1:** I'm not a writer; I don't know how to create a product...
- **Objection 2:** I don't know anything worth teaching anyone...
- **Objection 3:** How do I put together a course? I don't know anything about teaching!

Here's my answer: Are you ready to open your mind?

Creating a great information product that is packed with tremendous value that the market loves is not hard. I'm going to show you the exact system right now.

And if I've said it once, I'll say it again:

- **I'm not a writer.** As a matter of fact, it was my worst subject in school. One of my teachers literally said: "Anik, you'll never be a writer." (I made sure she was the first person who received my first course 11 years ago!)
- **I'm an expert, but I never thought I was special.** The truth is this. If you have spent months or years immersing yourself in any field or topic, you absolutely have information in you that others will find tremendously valuable.
- **I never knew the HOW, and I was 100% lost.** I'm the last person in the world who would know how to put together an online course. The beauty of our Publish Academy system is that we have a simple way of doing it; a template that really works.

I've distilled this system down to a science but you don't have to take my word for it. I've watched thousands of my students do this. Many of my friends use this same system and build amazing businesses.

CASE STUDY

RITOBOAN CHAKRABARTI

From Small Town in India to Millionaire

Meet Ritoban. He was just like many college kids from rural towns in India. If he graduated, his reward would be a salary of just \$300-\$350 a month. Barely enough to live.

He knew there had to be a better way. So he pursued the world of digital publishing. He started doing pretty well, but wanted more. He wanted to make a name for himself throughout India. He could practically taste the success.

Inspired by his passion and drive, I took him under my wing. Ritoban was so appreciative. So thankful for my dedicated time I spent with him.

I put him through the same 7-step process that you're starting to learn. Now, Ritoban had more challenges than most. Perhaps more than you. First, English was his second language. Second, his Internet was dial-up slow.

Didn't matter. Every challenge was another opportunity to prove himself. To his family. To his friends. Even to me.

I still remember just about every major milestone. When he made his first \$10,000. His first \$100,000. And yes, his first MILLION dollars online!

Like a little boy that just scored the winning goal, Ritoban runs through the streets sharing his great news with all of his loved ones.

What I love most about Ritoban is that he has never lost his enthusiasm. Not one second. He understands the opportunity he was given, and he puts all of his energy into digital publishing.

Today he's done over \$4 million in sales. In just 4 years! With English as his second language... with an Internet that crawls along... **continued on next page.**

PASSION TO PROFIT

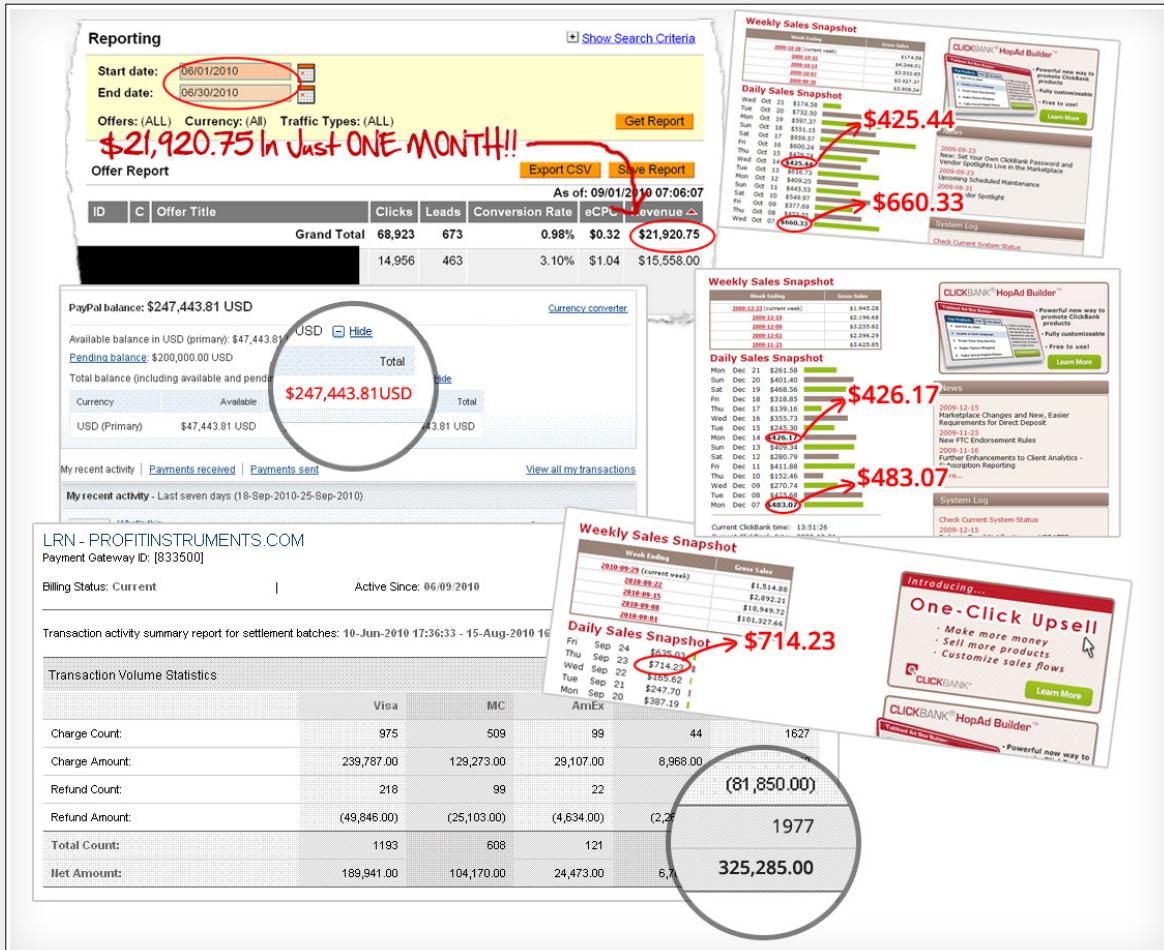
BY ANIK SINGAL

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Case Study continued from last page... and with poverty as far as the eyes can see.

Keep it up, Ritoban! You're making India proud! The students that I've personally helped are all students who had never before created any type of information product. Ever. These students knew nothing about technology. Some of them are grandparents. Some of them are construction workers.

Your background or skill set has absolutely no bearing on whether you can get your own information product created or not.

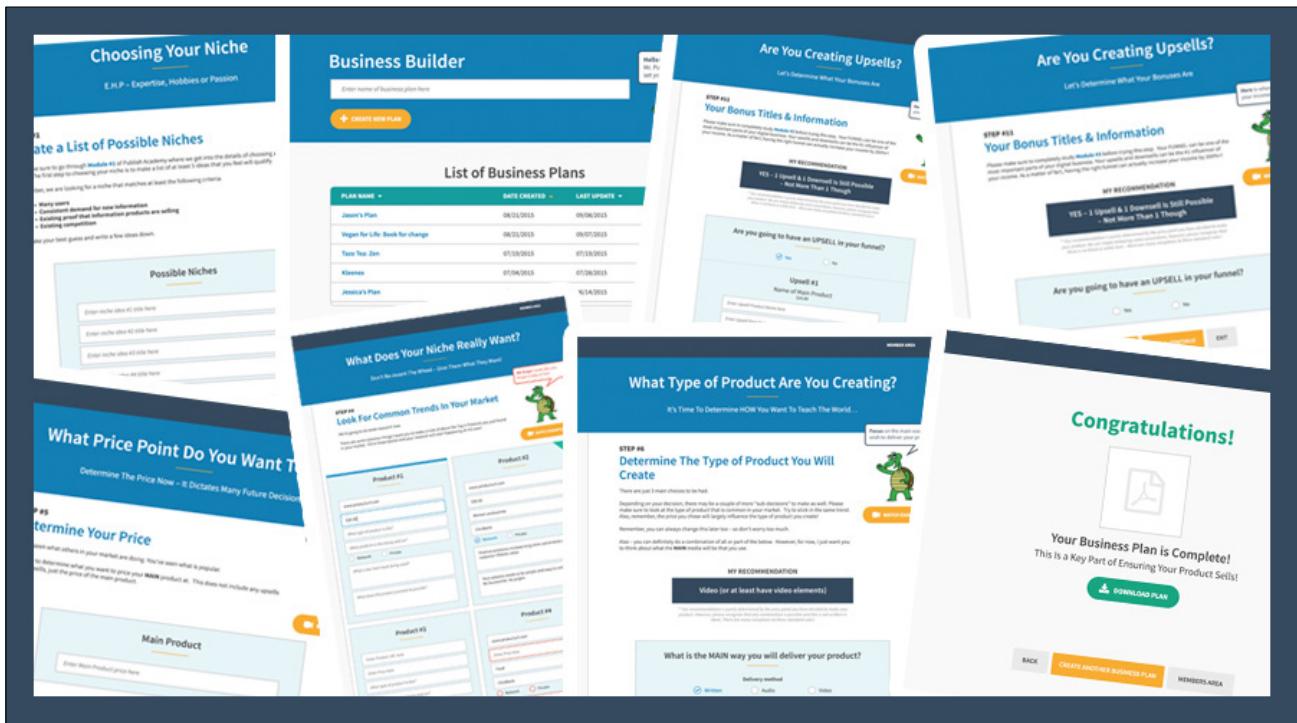


Here are the only 5 steps you need to create your own valuable information product:

- **Research** existing information products.
- **Discover** your unique angle. I'll show you an easy way to do this.
- **Decide** on your choice of media: Written, audio, or video product.
- **Create** a product outline. Our Business Planner will help you do this.
- **Assign** responsibility and create a timeline. Will you create the product or get some help?

Here's a sneak peek into a tool we've created for you.

It's going to hold your hand through the entire process!



This is the simplest business planning tool you will ever use. This one tool alone will walk you through the entire process of launching your digital business, one step at a time.

Which of these 3 products are you most comfortable creating?

There is a methodical approach to choosing the type of product you want to create.

In other words, your product can be personalized to you and your preferences.

Each of these 3 types of products are rock-star successes online. Here's what to consider when making your choice:

In other words, your product can be personalized to you and your preferences.



1. **What is the price of your product?** We methodically walk you through this decision in our Business Planner tool along with our training.
2. **Do you like writing? Are you shy? Are you OK with recording audio or video?** Here we have to dissect some of your personal choices. There is never a right or wrong answer here. Your business will mold to you.
3. **Are you willing to get some outside help to create your information product?** We give you a step by step plan to get great outsourcing help. Whether you want to invest in this or not is 100% up to you. If you are willing to make a small investment, options do open up!

So, what exactly are the three major kinds of products you can create?

1. Written Product
2. Audio Product
3. Video Product

Let's delve a bit deeper into each one.

WRITTEN PRODUCTS

Digital written products come in many forms. They can be as simple as an eBook or they can be positioned as a course simply by splitting up the various parts that you've written. Many times, just the way you present the same information can dramatically increase the monetary value of your product. Now, if you want to do a written product, do you have to write it yourself? Nope.

One of the key things we teach you in Publish Academy is how to get superbly creative:

- I will show you how to write your own product from scratch, even if you've never written anything in your life.
- I will give you a step by step plan to outsource and get help extremely inexpensively.
- I will even give you ideas where someone else can create your entire product for you. You never have to pay a dime in outsourcing and you can do it in as little as 10 days!

If you want to learn more about our various information products and find out which ones are right for you, join us at our free training events

FREE VIDEO TRAINING - OCTOBER 9TH, 10AM EST

www.PublishAcademy.com/information

FREE PROFIT WORKSHOP - OCTOBER 13TH, 3PM EST

www.PublishAcademy.com/profit

AUDIO PRODUCTS

Depending on the product price that we decide is best for you to build around, a step above a digital written product is a digital audio product. These can be as simple as an audiobook, or if you simply structure the program differently, you can create an entire course using these audio files.

The process of creating an audio product is not very different than creating a written product.

The only difference is that you will grab an inexpensive microphone and some free audio software to record yourself reading the written word.

If you don't want to be the one reading it, no problem. We'll give you access to very inexpensive voice talent who will do it for you.

Remember: There are various kinds of audio products and many strategies to get them created. This is not difficult at all.

You are free to choose whichever one fits your personality best:

- **Straight Recording**

Is your head packed with information? Just go straight to recording. I love doing this! I have a clip-on microphone (\$35 at a local store). I plug it into my phone or a hand-held audio recorder. I walk around my room and simply talk about various topics. Within a couple of hours, I have a class-A product completed and packed with valuable information.

- **Script & Read**

Need some help? Do you feel more comfortable being prepared with a script? That's simple too. First follow our process to create a written product and then simply record yourself reading it.

- **Interview Experts**

Let others do the work for you. Just download a free copy of Skype. Download a quick audio recording software (we can tell you exactly which one to use). Now line up some interviews with existing experts in your niche and record them. Done.

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By now you should really be starting to understand: If you just open your mind and follow my system, you can very easily create your own product.

You do not have to be a college professor...

VIDEO PRODUCTS

This type of product carries the highest perceived value, but it also comes with the greatest misconceptions.

Every time I have suggested that a student create a video product, I'm used to hearing something like this in response: "I hate video cameras! I can't make videos! That's for the experts!"

I always laugh and ask them, "What if you can make a video product worth hundreds or even thousands of dollars without ever showing your face in front of a camera?"

That's usually when their eyes light up.

There are many ways to get a Class A video product created because there are many different kinds of video styles you can use.

Here are some options that we will teach you how to master:

- **Create Screen-Capture Video**

This is simply recording your computer screen. For example, you can create and record a PowerPoint presentation or a live demonstration of anything you want. You never have to show your face on camera.

- **Conduct Webinar Interviews**

This is a strategy to create a video product that does both things for you. One, you never have to show your face on camera. Two, you don't even have to create the content yourself. You simply do a webinar interview with existing experts.

- **Run Your Own Webinar Series**

Create a series of PowerPoint files around the topics you want to teach. You turn on your screen capture recording tool and simply hit record. Now walk your listeners through this PowerPoint presentation while dictating into a microphone. Congratulations! You now have a very high value course, not just a product.

- **Create a Video**

Videos carry the highest value, plus you get a chance to build a relationship with your students. But please note that you don't have to do this until you're comfortable with the idea and the process.

ODD NICHE? NOT AN EXPERT? ONE STUDENT'S ADVICE...

Ever heard of crochet? Until Ty Cohen explained it was a needlepoint craft, I had never heard of it. And I certainly didn't think there was a viable market for it.

Turns out there IS. At least six-figures big! That's what Ty has made using my digital publishing system to launch his how-to crochet digital product.

The best part? Ty knows very little about how to crochet. He'll be the first to tell you he's not an expert by any means. Yet he can still create an information product loaded with value that people happily pay for.

He's done the same thing in the Fiction Novelist niche. Built a multiple six-figure business with almost no professional credibility.

"If I could offer advice to those out there who don't consider themselves experts or who aren't sure which niche to get into, I'd say just get started.

Don't wait! Find a niche you like, do a little research and follow Anik's steps. You'll be amazed with the finished product... and results!" - Ty Cohen

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Isn't it shocking to learn how easy all this can be? Your written, audio, or video product will be professional, polished and jam-packed with valuable information. No matter what your experience level is, we are glad to hold your hand and walk you through the entire process.

So no matter where you are in your life, you can and will have your own digital information product.

STEP #3: PROFIT MULTIPLIER

Create a Simple Funnel That Instantly Raises Your Income By 300%+

You: "I'll take a Big Mac"

Cashier: "Do you want fries with that?"

You: "Sure."

Cashier: "How about a soda as well? It's only another dollar."

You: "OK! Why not?"

In this example, you just spent about 300% more money than you had initially planned. On the other hand, you probably feel better served, more satisfied, and happier with your purchase.

You can create this identical process online with digital publishing.

Actually, it's even easier with digital publishing - and it's more powerful.

In this example, you just spent about 300% more money than you had initially planned.

“

As a part of our training, I'm going to teach you about something called “funnels.”

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AT CART FUNNEL



There are two kinds of funnels.

1. At Cart Funnel

The Big Mac dialog above is a great example of the At Cart Funnel. It's when you strategically make additional offers to your customer right as they are in the process of buying the initial product.

2. Back End Funnel

One of the easiest ways to radically impact the profitability of your business is to have a very specific follow-up plan that lasts for weeks after you get your first customer.

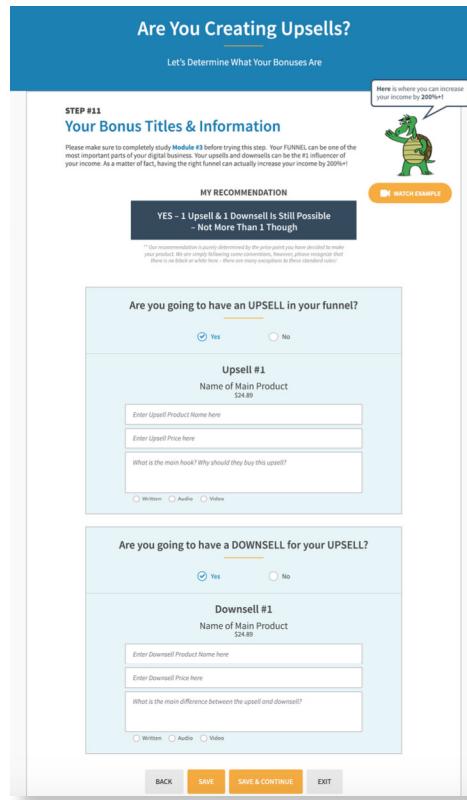
Do you have to be a skilled sales person to build sales funnels? Absolutely not.

As a matter of fact, the technology to do this is 100% automated. Inside Publish Academy, we will show you multiple technologies that can build this funnel for you in a flash. The reality is that there is a very specific science to a funnel. I will walk you through it step by step, and our Business Planner tool will also hold your hand right through the entire process.

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Great funnel builders consider several different types of sales, and I'm going to make you a master of them all:

- **Main Offer Downsell** – 97-99% of the people that visit your website will leave without ever buying a single thing. This is just the harsh reality and it's virtually impossible to avoid. However, that does not mean that we let them go. We need to find a way to capture as much value from these visitors as possible. I will teach you strategies that will guarantee that at least 40-50% of the traffic you get will take at least some action.
- **At Cart Upsell** – This is the quickest and easiest way to double your profits without ever getting a single extra visitor to your website.
- **At Cart Downsell** – Add another 50% to your sales by adding one simple page into your sales process. Again, this can be 100% automated and you can even copy existing pages that we show you.

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- **Back End Upsell** – Within 30 days of getting a new customer, I am able to see a minimum of 100-150% increase in my profits simply by using my easy-to-master back end formula.
- **Back End Affiliate Promotion** – What if you could make hundreds of thousands of dollars while better serving your customers and never lifting a finger? This is precisely what I will teach you here.

YES! YOU DO HAVE A SUCCESSFUL PRODUCT WITHIN YOU!

Here's Proof:

"Yes, you can do this!" I don't know how many times I told this to my friend, Jon Talarico. But no matter how many times I said it, he just didn't believe it. He thought you had to be a genuine teacher or certified expert to create an information product. Hogwash!

I finally convinced Jon to try my easy step-by-step system. "Trust the system," I told him. He finally did. As a result, he finished his entire course in just a matter of weeks! His product? Simply amazing! In fact, I challenge any "true expert" to create something better.

"I was the one person who never thought I'd have a digital product within me. However, by following Anik's amazing steps, I've created a program I'm super proud of. Even better, people who buy my product absolutely love it!" - **Jon Talarico**



Again, I'm going to go much more into detail about funnels, upsells, and downsells. This is a killer part of your profitable digital business.



#1 - MY FREE VIDEO HOW TO EASILY PROFIT FROM TODAY'S #1 BUSINESS MODEL — DIGITAL PUBLISHING

Learn my secrets to making more money and enjoying more freedoms.

Mark Your Calendar for
Friday, October 9, 2015 AT 10AM EST
and Register Here for the Free Video!

www.PublishAcademy.com/information

In my 13 years online, I've rarely seen a video as powerful and valuable as this one. And it will be 100% free.

Here's what I will unveil in this video:

- How to Turn Your Passion Into a Truly Profitable Business
- The Secrets to Creating a Product That Becomes a Magnet for Huge Traffic, Sales & Income
- My Personal Journey From Bankruptcy to Mega Millions: Profit From My Lessons
- Learn Step-by-Step How to Make Your First \$10,000 Online

STEP #4: DELIVERY

Delivery of Your Content

Once your product is created (this can be done in just a matter of days if you want) and you have a beautiful 3x funnel created, what's next?

Now it's time to get your awesome product into the hands of your hungry market!

This is where some students get a bit antsy. Here's why. This is the first step in the process where technology actually begins to get involved.

I'll be honest. I've been an online entrepreneur for over a decade now, and, I still can't put up a webpage for the life of me... much less a members area for a product.

**Now it's time to
get your awesome
product into the
hands of your hungry
market!**

“

Why am I telling you this? Because it does not matter!

You do not need to know anything about technology in today's world to get a beautiful product up and running! When I started over a decade ago, my choices were to either learn how to do it on my own (not a chance) or spend a small fortune hiring someone else to get it done.

That was 10 years ago. Today, we're in a very different world.

- **Outsource it** - You can hire someone to help you now for pennies on the dollar.
- **Automated Technology** – This is my favorite. For next to nothing, you can now use amazing technology to build your entire business. Just click a few buttons and you're up and running within just hours.

You don't have to learn programming, hosting, or anything technical. The systems I show you do it all for you. Today, getting your course up and running online is almost too easy! It's literally the easiest part of the process for you. Believe me. I know so little about technology, yet I can put up an entire members area in a matter of hours today if I need to - and so can you.

STEP #5: MESSAGING

The Simple Shortcut that Turns Prospects Into Profitable Customers

Once you have created your product, funnel, and classroom, it's time to get the attention of your prospects. More specifically, you won't only get their attention, but you will get them to take action. This action means you get to start creating profit, and it's done through your sales messaging.

Sales messaging is where prospects become customers. It's where you begin to build toward your dream of financial freedom.

Now don't let the word "sales" intimidate you. You're not meeting with people face-to-face. You're not even talking to them on the phone. You're simply following a proven methodical step by step system to create one of the following items.

**Sales messaging
is where prospects
become customers.**



Again, our Business Planning tool will help you choose which of these to use for your business:

- **Written Sales Letter** — I'll share how to easily write one that's a conversion magnet. I will even give you specific examples that you can start working from.
- **Video Sales Letter (VSL)** — Anyone can do this once they follow my "copy & paste" template. Today there are software tools that can actually create an entire video for you.
- **Webinar** — This form of sales messaging is fast becoming my #1 favorite. I am finding this sales tool to be the easiest to create, and some of the higher conversion rates come from it.

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It's important to note that each of these sales messaging tools follow a very simple system and template that will be handed right over to you. I have hand-created these templates from over a decade of experience.

I have also used each of these 3 sales messaging tools to sell millions of dollars worth of products online. I want to make all of my experience and all of my templates 100% available for you starting very soon.

Remember, each of these sales tools also offers its own advantages and disadvantages based on the positioning, audience, offer, and price. I'll go deeper into each one in my upcoming live online training workshop.

But don't worry, the process of choosing which is right for you can actually be done in a matter of minutes.

Our Business Planner tool even helps you make this decision. If you really want to learn more about these sales messaging tools, be sure to join us for our upcoming free training.



**JOIN ME ON
OCTOBER 9TH AT 10 AM EST WHEN I
RELEASE MY FREE VIDEO!**

In it, I'll reveal my complete proven step-by-step system to enjoying more MONEY and more FREEDOM simply by doing what you LOVE!

**Sign Up Right Now to Make Sure You Will
Receive My FREE Video:**

www.PublishAcademy.com/information

STEP #6: IGNITION LAUNCH

Release Your Brand Into the World & Create Your First \$10,000 In Sales!

Let me ask you a silly question. When NASA launched decades ago, do you think the scientists sat down and immediately said: “All right guys, let’s land on the moon. Actually, forget the moon, let’s go land on Mars.”

No. They didn’t.

As a matter of fact, when they sat down initially, the only thing they spoke about was how to develop a rocket strong enough to get them into outer space.

After that, they went one goal at a time. And one day, they landed on the moon.

So, answer me this: Why do I constantly see new online marketers trying to do “big bang” launches right off the bat?

On the other hand, I also see many digital marketers who are just starting, have little to no experience, and they refuse to take action because they’re waiting for the right time to do their “million dollar launch.”

I’ll tell you what. It boils my blood. It really is the worst way to approach your business.

Every single one of my most successful students - myself included - have first done what I call an Ignition Launch. We build slowly and move from there.

This lets us create a stress-free environment, to follow the step by step system, and to do it right.

**After that, they went
one goal at a time.
And one day, they
landed on the moon.**



Here's an example: When I entered into the Personal Development space, I used a very methodical approach.

FUTURE OF WEALTH

Everyone who knows me now thinks I'm a natural born Internet Marketer. That it was always my passion. Want to know a secret? For as long as I can remember, I've wanted to make it big in the personal development niche. While my friends in high school were reading about sports and fantasy, I was reading personal development books.

That's my true passion. A few years ago, when I was down and out in debt, I knew the best way to help myself was to genuinely help others. And that meant rekindling my love for personal development.

I even made myself a promise: "When I climb out of these dark days, I will publish my first product on just how I did it. I will teach the world all the mind strategies I have used to save my wealth and save my life."

When I finally erased my debt and made millions once again, it was time to make good on my own promise.

I sat down one night and right then and there created my own 7-step system. Little did I know at the time that it would grow to become the preeminent solution for successful digital publishers worldwide.

It took just a couple of weeks to put my entire personal development course together. It's almost like it just poured out of me! I called it Future of Wealth because I believed that it promised just that.

I was so proud of this product! Not only was it in the personal development niche. Not only did I create it all by myself from scratch. But it was the culmination of my life's story — I was essentially putting my life out there for the world to see! It was time to test using the same proven methodology that we teach. Sure, I thought it was amazing, but what would "they" think?

**When I finally erased
my debt and made
millions once again,
it was time to make
good on my own
promise.**



Because my tests converted well, I was ready to do my first ignition launch. Since I had just invented ignition launches, I knew my goal was to make \$10,000. Honestly, I would have been happy making just a couple thousand.

My jaw literally dropped when the sales totals started rolling in! I made \$52,000!

Now, this wasn't my first rodeo. While \$52k got me jazzed, what really got me excited was knowing the potential my digital information product had! I immediately implemented what I call the Profit Multiplier. I teach these strategies in Module 7. When I did, I attracted more affiliates and fine-tuned the sales process.

I'll admit that it took me a bit longer than anticipated to set up my business. Why? I was pretty distracted. First, I still had the scare within me of falling into debt. Plus, I was entering into a niche that, although I loved, was still new to me.

During the last 30 days of a 90-day period, I had made \$52,000 in sales. Then my miraculous turn. In the next 6 weeks, Future of Wealth did ONE MILLION in sales! I was amazed!

The following year, I launched the same exact product once again. I made \$1 million AGAIN!

\$4,995.00	Future of Wealth - LIVE EVENT (Early Bird Link)
\$117,467.00	Future of Wealth 2.0: 15 Day Accelerator Program
\$24,111.00	Future of Wealth 2.0: 15 Day Accelerator Program *SPECIAL \$50 OFF*
\$33,189.00	Future of Wealth 2.0: Power Habit Transformer
\$8,050.00	Future of Wealth 2.0: Power Habit Transformer *SPECIAL \$30 OFF*
\$200,784.00	Future of Wealth 2.0 - 97% Discount
\$678,224.00	Future of Wealth 2.0: The ELITE Inner Circle - \$1,791 Free Bonuses
\$31,894.00	Future of Wealth 2.0 - *VERY SPECIAL DISCOUNT*
Future of Wealth Total: \$1,098,714.00	

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BY ANIK SINGAL

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Guys, this is a \$37 product that I created myself from scratch. For every facet of this product and launch, I used my proven step-by-step digital publishing system. And it worked... flawlessly. To date, this single product has made me between \$2.5 million and \$3 million. I can't think of a more brilliant example of how to launch using the proven Publish Academy steps.

BONUS

Within Publish Academy, I will be fully dissecting the creation and launch of Future of Wealth! You'll learn step-by-step how you can use the power of digital publishing to create and launch your own product.

Here's the bottom line. I don't care what the "guru" marketers say about it. Launches are amazing. Launches can truly propel your business. Launches create brands.

The key is to do your launch the right way.

**Here's the bottom line.
I don't care what the
"guru" marketers say
about it.**



I have a very specific system for doing your first Ignition Launch successfully. And I can walk you through each of the steps in my live training. I'm even going to share some numbers with you. These numbers are going to help you estimate exactly what you need to do in order to create your first \$10,000 as a digital publisher.

The steps and strategies to conducting a great Ignition Launch are a bit too detailed for this short book. In my very first live training, I will show you the proven methods and cover it all with you. Don't miss it.

YOU CAN SAVE YOUR FREE SEAT RIGHT HERE:

www.PublishAcademy.com/profit



Is It Really Possible To Generate Your First \$10,000 QUICKLY?

There is no better way to answer this question than by telling you one more amazing story.

So if you still have any shred of doubt, read on:

CASE STUDY

WILLIAM LANEY

\$10,000 in Sales in His First Month Online



Willie Laney has been my assistant for nearly 2 years. More than simply learn my digital publishing system, he immersed himself in it so he could help teach it to others.

As he watched student after student change their incomes and lives, he asked himself, “I’m no different than them. **Why don’t I apply this system to my own life? I can do this!**”

He did. And he did so crazy fast. The day he picked his niche, you would think **he just won the lottery. He called me and practically screamed his passion through the phone!**

Willie knew this was far more than just a niche. This would become his livelihood. And the world would begin to see him as an expert. **In less than 60 days, he completed the entire system start to finish.** He picked his niche, created his product, built his members area, completed his messaging, got his funnel done and did an ignition launch. **Determined!**

His first 30 days were spent setting up his business. Then it was time to unleash it into the world. Over the next 30 days, he had his ignition launch. I was with him as the sales came in. **When the sales reached \$500**, his face lit up! He told me it was such a sense of relief that people accepted... **continued on next page.**

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Case Study continued from last page... his product. Accepted him!

But when the sales climbed to \$1,000... Wow! He was so excited; he didn't know who to tell the great news to first. (I think he called just about everyone in his phone.) I knew the totals would jump even higher. They did! \$2,500... \$5,000... \$7,500! Before long, Willie had made over \$10,000. With his FIRST digital product and in his FIRST month online!

**Today, Willie is far more than an assistant.
He's a leader, a teacher even an expert!**

The collage includes the following components:

- PAYCHECKS:** A table showing 20 items found, displaying all items. Sum of 2015 Paychecks: \$6,340.69. The table includes columns for Pay Period, Period Ending, Balance Forward, Credit, Debit, Release, Allowance, Payment Method, and Status.
- Paycheck Help:** A sidebar with links: "How is my check calculated?", "Why haven't I received my check?", and "How can I get my check faster?"
- TRANSACTION QUALITY:** A dashboard for a 56 Day Period (Aug 07 - Sep 03 | Sep 04 - Oct 01). It shows Current Sales: \$506.85, Prior Sales: \$5,807.31, and a summary table with values like 8278.91, \$802.80, \$1,161.95, and \$0.00.
- PayPal Summary:** A dashboard showing activity, customers, and tools. It includes a calculator interface with the value 168.11.
- PayPal Activity:** A list of transactions from Sep 25, 2015 to Aug 20, 2015, including payments to LTM Marketing Ltd, Unique Imprint, Mary Ropes, and others.
- PayPal Money:** A dashboard showing available money (\$838.67), withdrawal options, and a calculator interface with the value 168.11.
- PayPal Tools:** Options for PayPal Here, Send Money, Business Setup, and Invoicing.

HE WANTED TO INFLUENCE THE WORLD. HE DID JUST THAT!



Dr. Ted Morter wasn't your average chiropractor. His practice utilized healing energy. With a successful practice, Dr. Ted came to me with a mission beyond making money: He wanted to influence the world with his energy healing practice.

Problem was, he had never published anything in his life. He didn't even know where to start. Fortunately for him, he had my system. Suddenly, he didn't have to worry about the technical part or even the creative part.

My system practically created his digital product for him! Dr. Ted's first digitally published product brought in over 6 figures! Today, he's currently launching his 3rd product and watching his business — and his influence — scale exponentially!

"Everyday I'm in awe over how you can spread your message and touch the world with nothing more than a computer and a desire. My message connects with people worldwide." - **Dr. Ted Morter**

Continued on next page...

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Testimonial ...continued from previous page

TRANSACTION SEARCH

For Your Information

Click here to download a CSV file containing all of your 2014 transaction
Please note this process may take several minutes, depending on the to

Search Criteria

Receipt	Preset: Select a date range	Last
	Start: 2014-09-28	select
	End: 2015-09-29	select
TID:	Role:	
Credits (All)		
<input checked="" type="checkbox"/> Sale <input checked="" type="checkbox"/> Rebill <input checked="" type="checkbox"/> Bonus <input type="checkbox"/> Reissue		

GO

Found 628 items, displaying 1 - 100. Total (all results): \$13,133.17

Actions Date Time Refund Expiration Receipt

PAYCHECKS

Sum of 2015 Paychecks: \$9,660.09
Sum of 2014 Paychecks: \$1,564.12

62 items found, displaying 1 to 25.

Pmt	Freq	Period Ending	Balance Forward
W		2015-09-16	\$0.00

Online	Law Of Attraction As Told Through Scripture	None	\$17.00	\$0.00	09/13/2015
Online	Everyday Breath Of Life	None	\$7.00	\$0.00	09/15/2015
Online	Everyday Breath Of Life	None	\$7.00	\$0.00	09/15/2015
Online	Law Of Attraction As Told Through Scripture	None	\$17.00	\$17.00	09/16/2015
Online	Law Of Attraction As Told Through Scripture	None	\$17.00	\$0.00	09/17/2015
			\$3,816.00	\$386.00	

1534	#####	10:45	VISA	SALE	11	10.62	TEDMORT
1535	#####	10:57	VISA	SALE	12	8.3	TEDMORT
1536	1/1/2015	14:31	PYPL	SALE	11	10.54	TEDMORT
1537	1/1/2015	14:41	PYPL	SALE	12	8.25	TEDMORT
1538	1/1/2015	18:13	AMEX	SALE	11	10.62	TEDMORT
1539	1/1/2015	18:25	AMEX	SALE	12	8.3	TEDMORT
1540	1/1/2015	20:45	MSTR	SALE	11	10.62	TEDMORT

STEP #7: GROWTH

Scale Your Business Into a Million Dollar Empire

Up to this step, we've been building your business piece by piece. Now, you're ready to attach a 500-horsepower engine to your business and blast it to a whole new dimension.

This is where you start to build a massive brand. You will become a known name in your niche.

Up to this step, we've been building your business piece by piece.

“

You will begin to have true followers and fans.

- Thousands upon thousands of people following you on email...
- Thousands tracking your every move on social media...
- Hundreds of key relationships – promoters, affiliates, vendors – and everyone will be dying to work with you...
- A growing, scaling business – month after month.

This is where we're going to take your business from doing peanuts (\$10,000 per month) to doing millions. Step #7 is when you're ready to quit your day job and take full control of your financial future and your own freedom.

This is where I'm going to teach you several proven strategies to scale your profits:

- How to build relationships and profits by becoming a dominating affiliate marketer in your niche.
- How to get free sales – day in and day out – from the #1 traffic generating source I have used to sell over \$100,000,000 online.
- How to build a lasting brand that's supported by multiple sources of traffic.
- How to legally begin “printing” money using your email list.

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And much, much more.

By the way, this is when you're ready to plan your "big bang" launch. This is when we start talking about you doing a \$1 million launch and changing the entire financial future of your family in a matter of days.

One of my best student success stories of 2015 is currently enjoying life at Step #7.

His story will shock and amaze you:

CASE STUDY

FRED LAM

Trusted My System to the Tune of \$1.5 Million (And Growing)

Fred Lam has been an **expert in his space for over 10 years**. For the past two years, I tried everything I could to convince him to create his own digital information product. He refused. In his mind, even though he was one of the top go-to people in his field, he still didn't think he was **credible enough to publish a digital product**. I had to practically dare him to publish his expertise. Finally, **he put his fears aside and followed my system to a T**.

Though he put everything he had into his digital product, I just know there was a small part of him that expected it to fail so he could say, "I told you so."

He started this mission in February 2015. Deep down, he was skeptical people wouldn't buy his product. **What if they didn't value his knowledge?** That would crush him. Fortunately, his launch was a tremendous success! **By October, he had already done about \$1.5 MILLION in sales!** All his hard work and energy had culminated into a huge win — not just financially, but for his confidence as well.

Suddenly, Fred had great pride in the value he brought to his followers. He knew that from this point forward, NOTHING could stop him. **Fred expects his projected annual sales this year to be around \$2 million!** He just seems like a whole new man. Happier, more outgoing and simply loving life. **Continued on next page...**

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Case Study ...continued from previous page

Just take a peek at his awesome income proofs.

Sales By Date: Monthly					
Date From	4/1/2015	Date To	9/30/2015	Submit	
Month	Orders Count	Gross Sales	Shipping	Taxes	Net Sales
April 2015	449	\$450653.00	\$0.00	\$0.00	\$450653.00
May 2015	4	\$3988.00	\$0.00	\$0.00	\$3988.00
June 2015	4	\$5488.00	\$0.00	\$0.00	\$5488.00
July 2015	9	\$12973.00	\$0.00	\$0.00	\$12973.00
August 2015	204	\$195388.00	\$0.00	\$0.00	\$195388.00
September 2015	228	\$156316.00	\$0.00	\$0.00	\$156316.00
Grand Total	898	\$824806.00	\$0.00	\$0.00	\$824806.00

“I owe my digital publishing business success all to Anik and his system. Anik is definitely the best industry-leading expert when it comes to digital publishing.”

– Fred Lam

Moving into Step #7, we will focus on 5 key areas to experience a jaw-dropping level of growth.

1. Build your email list.

Your list size = your business size. If you want to grow, grow your list!

2. Promote affiliate products.

There are experts in your niche with monster lists. There's nothing wrong with creating a profit alongside them, all while serving your list.

3. Learn Event Based Marketing.

This one strategy alone has created millions in profit for me, whether I used it to promote affiliate products or even my own. I recently used this strategy to generate over \$11.4 million in about 10 days. This strategy is fully based around webinars and works best once you have a 10,000+ name email list.

4. Horizontal & Vertical Expansion: Create more of your own products.

There is no easier way to add zeros to the end of your revenue numbers than by simply creating more of your own products and repeating the Publish Academy system.

Remember all those people on your list? They signed up for you. Your content, your stories, your products. They are far more likely to buy from you than from your affiliates.

5. Use Relationships & Networking To Build Your Affiliate Database

The more big affiliates know you and promote your business, the more other affiliates and customers will swarm to you. Make it a priority to get your name out there in the most lucrative affiliate circles.

Whether you want to build a business that is ready to give you a nice, safe six-figure income... or you want to build one that will generate millions and millions, I will personally hold your hand through the entire process.

Does growth happen overnight? Of course not.

But if you commit yourself to these 5 key areas, you'll see everything grow right before your eyes.

- Your list.
- Your customer base.
- Your relationships.
- Your confidence.
- Your sales.
- Your profits.

Everything.

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But let's not get ahead of ourselves. Your first mission is to start your business. You've got to get started finding your perfect niche, creating your product, and building a following. So, what's the best way to get started?

First, watch my upcoming video where I'll reveal a ton of secrets I've never shared before.

This video is being released on

OCTOBER 9TH AT 10AM EST

and can be viewed here:

www.PublishAcademy.com/information

Second, register for your seat at my
FREE LIVE ONLINE TRAINING WORKSHOP!

OCTOBER 13TH AT 3PM EST

There, you'll learn just about everything you need to know to finally launch and grow the business of your dreams.

Many would charge at least \$997 for a workshop with this much practical information and this intense kind of hands-on knowledge.

BUT YOU CAN GET INVOLVED FOR FREE AT:

www.PublishAcademy.com/profit

CHAPTER 4: THE SUCCESS

WILL YOU JOIN ME?

FACT: Only the Action Takers Will Reach Their Dreams

Congratulations! You are among an elite 10% of people who downloaded this mini book and read all the way to this point.

I have to say I'm very proud of you because very few get this far. It shows me that you are dead serious about your financial future.

But your journey has only just begun. I want to share with you everything I know, but I need you to take action now and graduate into the Top 5%. Your next step to become a member of that exclusive group is simple: Join me on October 9th and watch our free video training.

I also need you to join me on October 13th when we start our free Profit Workshop.

It's absolutely going to blow you away. We have put a lot of effort into this workshop.

You are among an
elite 10% of people
who downloaded this
mini book and read all
the way to this point.

“

FREE VIDEO TRAINING - OCTOBER 9TH, 10AM EST

www.PublishAcademy.com/information

FREE PROFIT WORKSHOP - OCTOBER 13TH, 3PM EST

www.PublishAcademy.com/profit

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My team has flown in from around the world to join us, from as far as Australia and India.



Not only that, but I am building an entire studio for our Free Profit Workshop. We will have multiple live trainings, Q&A sessions, and we're even doing a full virtual weekend workshop!

This will not cost you a penny.

YOU CAN SAVE YOUR FREE SEAT RIGHT HERE:

www.PublishAcademy.com/profit



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I'm here to personally help the Top 5%. The decision is yours. Are you going to be in that Top 5%?

Are you one of those willing to put in the time and effort to significantly change their lives?

The ones who want a business they can call their own... who want freedom and opportunity they've never known before.

The ones who want the kind of income that transforms their lifestyle.

Are you one of those willing to put in the time and effort to significantly change their lives?

“

I frankly can't wait to work with you.

MY MISSION

I am going to personally help create over 1,000 digital publishers. We are going to completely change the future of the information world.

We are going to create millions and millions of dollars of wealth for our community. I want to invite you into that community. I want to guide you. I want to throw all of my resources behind you.

Just wait until you see what we've put together for you inside the Publish Academy.

If you're ready to journey forward... if you want to become a digital publisher and take control of your own destiny, I will see you on my **Live Free Profit Workshop**.

PASSION TO PROFIT

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Learn step by step how to create your product and kick-start your business.

WE'RE GOING TO DO BIG THINGS TOGETHER!

www.PublishAcademy.com/information



ASK ANY QUESTION + SEE LIVE DEMOS!

Mark your calendar. Space will be limited.

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