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Introduction:

Hi, and let me first start off by thanking and congratulating you for purchasing **Showcase App Profit Formula**.

You have made an excellent choice by purchasing this report.

I certainly believe that once you see the power of this new technology, you will be very excited to start incorporating it into your own business as soon as possible and hopefully start recouping the money you have spent on other products you have purchased and simply not put into action for one reason or the other.

I want you to know that you can contact me at any time if you are having trouble in your online business.

I want to give you 3 different ways in which you can contact me.

1. By **email**: saulmaraney@gmail.com
2. In The **Facebook Group** I created: https://www.facebook.com/groups/693870674039114/
3. On **Skype**: saul.maraney

The only thing I ask is that you be direct. Time is the most valuable commodity that we have and the quicker and more direct question you ask, the faster more concise answer I will give you.

I wish you all the best of luck and I look forward to helping you build a successful Internet Marketing business.

Take action and succeed!
To Your Internet Marketing Success,



Saul Maraney
Johannesburg, South Africa

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Firstly, A Little Background Of Who I Am:



My name is Saul Maraney and I am from Johannesburg, South Africa.

I have been involved in Internet Marketing since 2007, predominantly in the hypnosis niche.

I have created 9 hypnosis products, which combined, have sold over 8000 copies to people in over 32 countries.

My success has been based on the relationships I have developed, sheer hard work and getting to know what my subscribers most want to purchase.

From day one of building my list, I continuously surveyed my customers, hung out at in the same forums in which they were spending time and attended the same conferences as they were attending.

Since the launch of my first hypnosis product I have constantly been on the look out for tools and strategies to grow my business and take it to the next level.

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Like every naive newbie, over that time I joined a ton of people's lists and started purchasing a lot of different products on Clickbank, The Warrior Forum and JVZoo.

Some worked, and others really didn't, and I wasted a lot of time and money.

At this point of my online career, I feel grateful that I have been through that experience and I have vowed not to repeat that again.

My turning point came in the form of two powerful experiences.

1. **I joined a coaching program and got focused:**

If you look at any top athlete or businessperson around the world you will notice that they all have coaches. And in Internet Marketing, this is a vital component to anyone's success too.

My coach and the members of my coaching team have showed me how to get out of a buyer's mainframe and into a seller's one. – This shift has made a massive difference to everything that I do now.

With a lack of focus, it is impossible to succeed in this game.

2. **I became very, very, very selective about any further product that I would purchase and started implementing the ones I already had:**

What a relief I felt when I started to actually implement what I had already purchased and started to finally see results.

In this report, I will share with you the tool that I am most excited about at the moment, and I will show you exactly how I recently used it in my business to achieve my most successful day in my Internet Marketing career since I began.

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Overview Of What You Are Going To Learn About In This Report:

Google has just launched their new **Showcase App** as a major feature in their Hangout platform.

Now thanks to the **Showcase App**, it has become extremely easy to promote products through The Google Hangouts platform.

Not many people yet know about this new development by Google and very shortly you will discover how profitable and easy it is has become to integrate offers to ANY product, sales page or squeeze page directly through your Hangout events.

We all know how powerful webinars are for making sales online and together with my **Showcase App** strategy I am about to share with you, your business is going to go to the next level!

In this report I am going to start of by showing you how to correctly set up your Hangout On Air (HOA) events so that you can use the **Showcase App.**

NOTE: If you do not set up your Hangout correctly, the **Showcase App** will not be able to be used on that call.

Next I will explain to you what the **Showcase App** is and show you an example of how it is being used now in Hollywood.

From there I will explain to you exactly what you need in order to get started.

Then, by way of a case study, I will show you exactly how I used the **Showcase App** to launch my latest hypnosis product so that you will be able to see exactly how you can use this exact strategy in your own business too.

I will also be showing you a few different strategies whereby you can profit from the **Showcase App**.

Are you committed to taking action on what I am about to teach you?

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Great!

So let's get started!

Why Google Hangouts?

Google Hangouts is an instant messaging and video chat platform developed by Google, and was launched on May 15, 2013.

Google has clearly stated that Google Hangouts is designed to be "The Future" of its telephony product, Google Voice and in current versions of Android, Hangouts is the default application for text messaging.

Hangouts allow conversations to be held between two or more users. The service can be accessed online through the Gmail, YouTube and Google+ websites, or through mobile apps available for Android and iOS

With Google Hangouts, users can also perform a group video chat with up to 10 users at a time.

A major benefit of Google Hangouts is that there is no limit to the amount of people that can watch the broadcast at one time (unlike popular Webinar 3rd party services such as GoToWebinar which are restricted to 1000 attendees per webinar).

Hangouts are terrific due to the fact that they are totally free to use and you are able to show your face and do screen shares.

This enables your audience to get to know, like and trust you in a deep and meaningful way, which over time builds up your credibility within your community.

The Hangouts technology is extremely user-friendly and by just following my instructions below, you will become a pro in no time!

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Regular Google Hangout vs. Hangout on Air (HOA)?

There are two Google Hangout options to choose from:

1. **Regular Google Hangouts** can be public but are mainly used for small groups.

Regular Hangouts are unable to be recorded and you are unable to broadcast them live through your YouTube Channel or Google Plus event page. They are only available to people who view them live.

2. The **HOA** option is the one to always choose in order to broadcast your message and use the Showcase App feature:

HOA's are **automatically** recorded and uploaded to your YouTube Channel once your call has been completed.

After a few minutes of rendering you can go over to your YouTube Channel and adjust the privacy settings and make any changes that you see fit.

You can then also easily download these videos from YouTube and use them as content.

HOA's are broadcasted publically through your YouTube Channel and Google Plus event page and like any regular YouTube Video, they can be embedded onto your website or blog where people who were unable to watch your call live can then watch them.

The **Showcase App** strategy I am bout to share with you can only be used when choosing the **HOA** option.

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What Is The Showcase App?

In July 2014, Google made the **Showcase App** available to all HOA hosts.

The **Showcase App** allows HOA hosts to direct users to websites, merchandise, YouTube videos or any other website **right from within** a **HOA**.

This is an extremely powerful way to help viewers discover additional content relevant to your live broadcast.

As I mentioned above, hosting a **HOA** is a terrific way to connect with your audience.

While viewers are tuned in and engaged, this is the perfect time to share or promote something related to the conversation.

Using the new Showcase app at any time that you wish during your HOA, you can direct viewers to whatever websites you wish, all in a rich display on the right-hand side of the Hangout broadcast.

This means that while people are watching your **HOA**, you can share and promote content, products or services and provide them with a link to find out more information. – And when they click on the link, it will then open in a new tab.

Here is an excellent example of how the cast of ***Dawn of the Planet of the Apes*** used the **Showcase app** to link to exclusive footage, movie tickets, and more.

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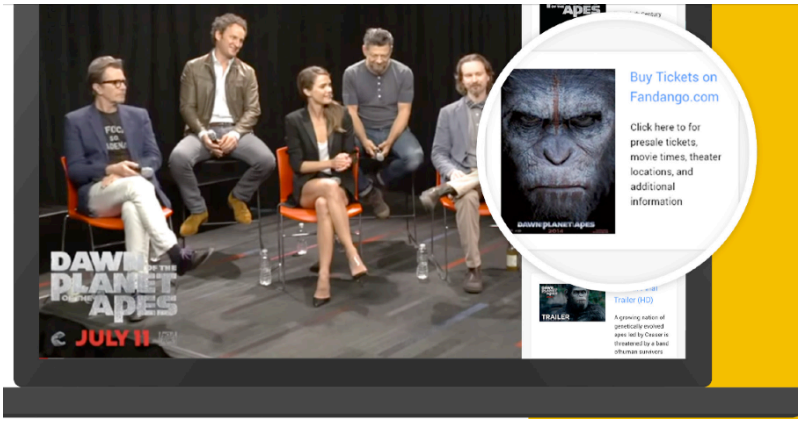

The **Showcase App** now also makes it possible for everyone who watches the replay of your **HOA** call to see the offer that you made via the **Showcase App**, during your live HOA.

This is very powerful and much more effective than the traditional YouTube annotations, which up until now have been the best option available.

Your **HOA** video with the **Showcase App** feature will with the automatically be saved to your YouTube channel.

On the video there will be a clickable **Showcase App** annotation, which reads:

Be Part of the Conversation
Click here to join the audience for this Hangout.

This is a fantastic call to action and will get you a lot more views and clicks to your **HOA** replay Video.

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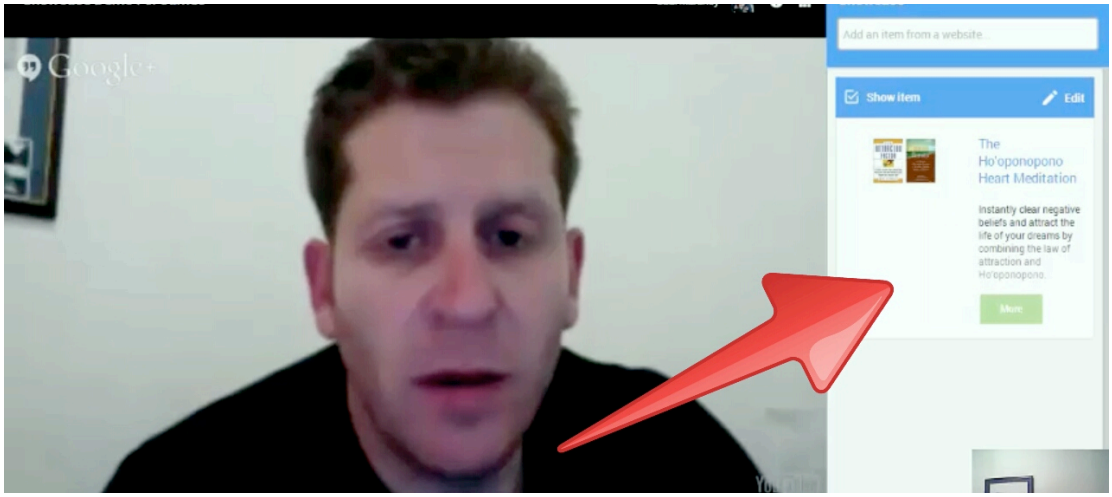
When someone clicks on the clickable **Showcase App** annotation, this is what they will see:



They will be able to watch the replay of your **HOA** and have your **Showcase App** clearly visible.

This will encourage them to take action and click on the green button entitled “More”, which will take them directly to the website / offer you are promoting.

I like to refer to this feature of the **Showcase App** as “Annotations on steroids.”

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And I am sure you can now see why.

The possibilities of the **Showcase App** are almost endless and shortly I will walk you through an actual case study of how I recently used it to launch my new hypnosis product.

Once you have gone through this report you too will be able to use this system for yourself.

I strongly encourage you to implement what you learn here, and I know that once you see how easy this system and incredible this new technology is, you will be as excited as I am about it, and want to put it to use it your own business as soon as possible.

What You Need To Get Started :

1. What you need to have first in terms of equipment is a Google Plus account:

If you do not have a Google Plus Account yet, you will want to go to:

http://plus.google.com/

It will take you only a few minutes to set one up your Google Plus Account and it won't cost you anything.

It is also important to note that if you plan on having other people on your Google Hangout panel, they will need to have a Google Plus account too.

2. The next thing you will need is a webcam:

I personally use the built in ***Isight*** on my Mac.

If you don't have a webcam yet, I highly recommend any of the ones from Logitech.

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They are really inexpensive and will cost about $60-$80

3. The next thing you are going to need are headphones and a microphone:



I personally use the Stereo Headset H110 – from Logitec and they work great.

They cost me under $15 and I have never had a problem with them.

It is very important that you use headphones when doing your Google Hangout, otherwise the sound may feedback through your computer and cause an echo. By using headphone, this problem will be avoided.

So now you are all set up in terms of equipment that you need and you are ready to go.

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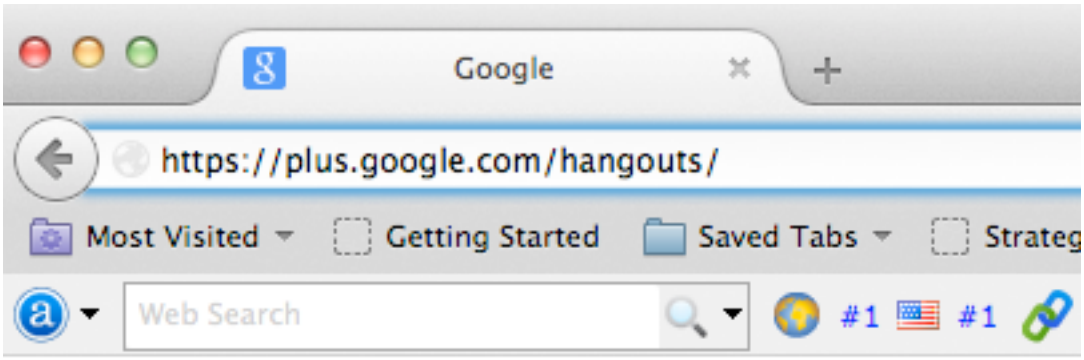
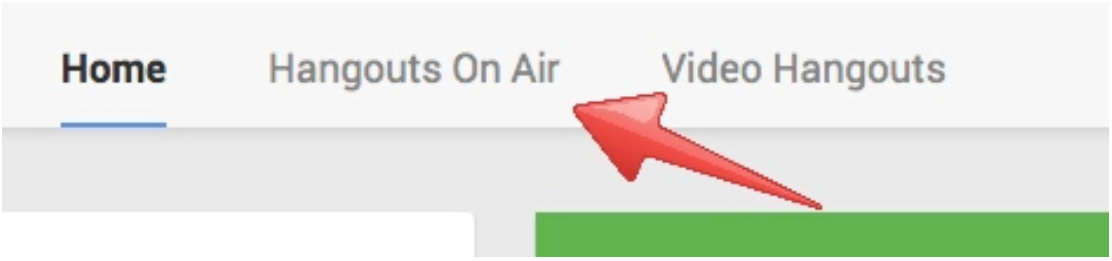
How to start your Hangout on Air:

You are now ready to Start your Hangout on Air, so let me take you through the steps you need to go though:

1. Go to: https://plus.google.com/hangouts/



This is going to take you to the place to start your Hangout and then you go over here and click on where it sais: 'Hangouts On Air".



2. Now if this is your first Hangout, you are going to have to install a plug in over here. So make sure you do that.

Once you have done that, you will not be required to do it again.

So just do that the first time.

3. You will then be taken to the 'Live Hangouts On Air' Page.

Over to the right you will see a blue button that says: "Start a Hangout on Air".

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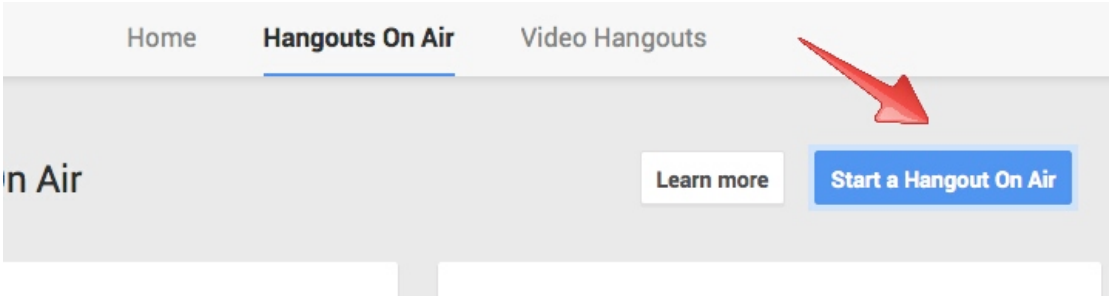
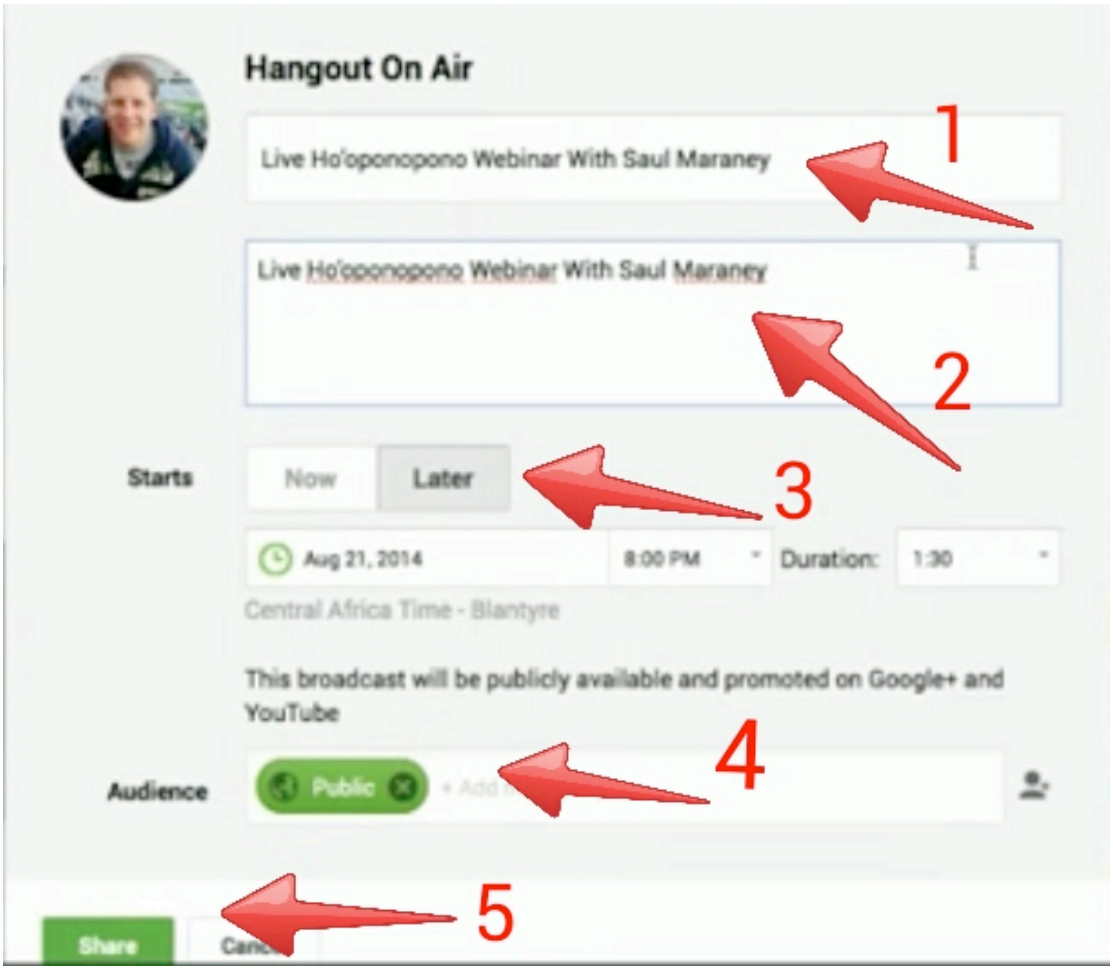


Click on that button and immediately you will be taken to the next page where you will be asked to:

1. Give your Hangout On Air a name.
2. Give your Hangout On Air a description
3. Choose whether you want your Hangout On Air to start Now or Later.

Fill in the relevant information, then choose the “Public” option and finally click on the “Share” green button.



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4. You will then be taken to the next page, which is your Event Page.

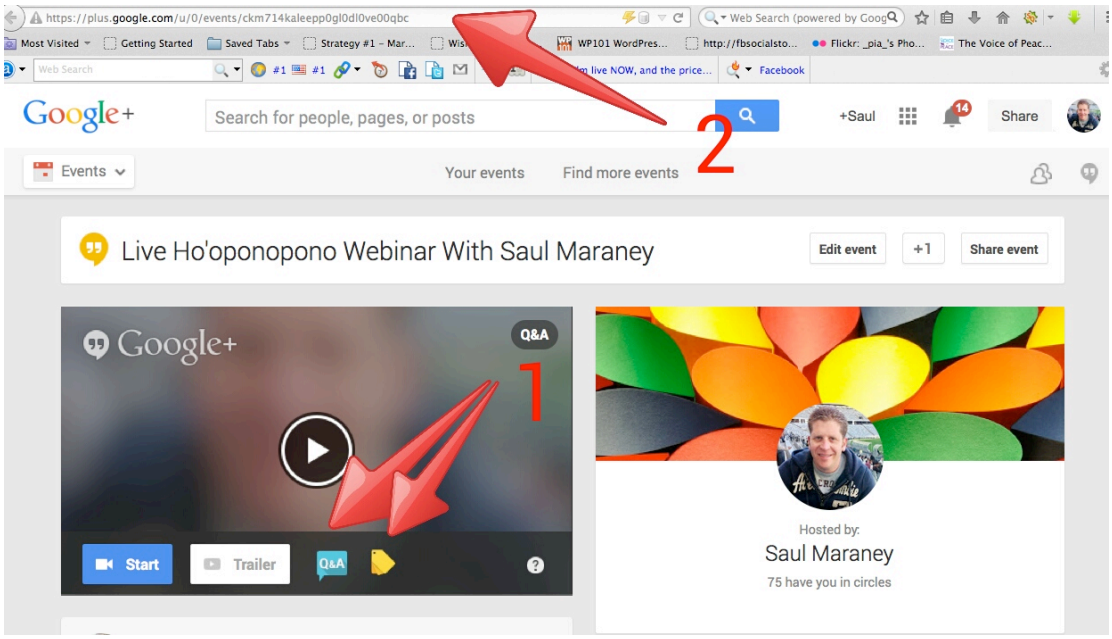
This is the page at which your audience will be watching your Hangout on Air when you go live.

As soon as you arrive at this page it is very important that you click on the two icons pointed to with the number 1.

These two icons will give you the capability to:

A. Have the questions and Answers function turned on during your Hangout on Air call so that your viewers will be able ask you questions during the event; and
B. Use the Showcase App capability, which I will go into more detail and demonstrate to shortly.

Please make sure that you remember to click on these 2 icons **BEFORE** you go to the next step, otherwise you will not be able to use these two vital elements of Hangouts on Air when you go Live.

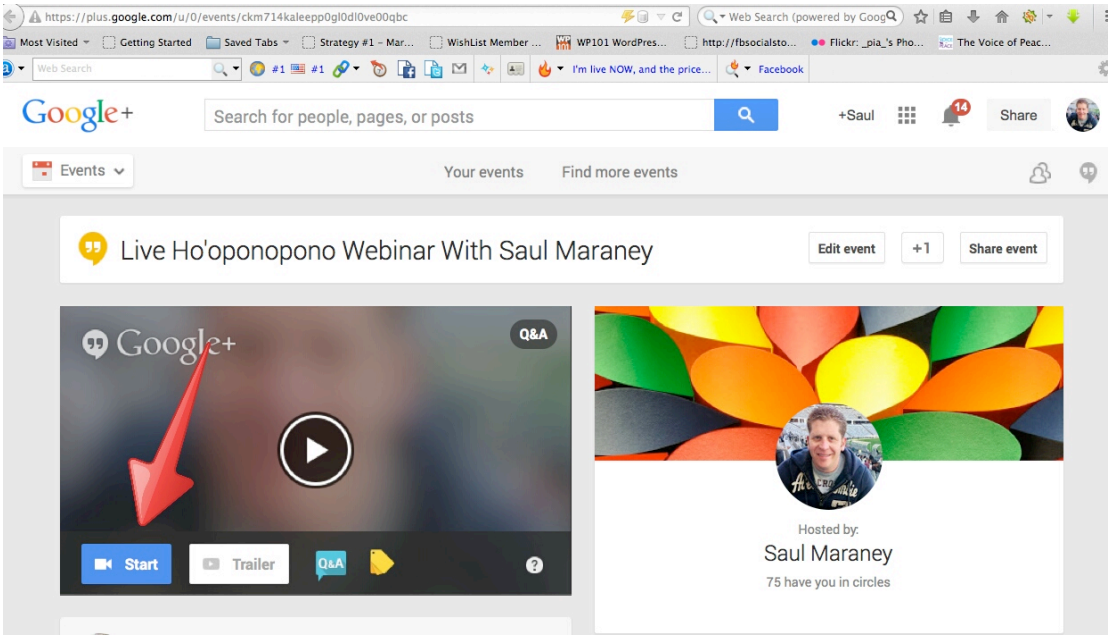


The link url at the top of the page (no. 2) is the link that you share with your audience.

When they enter this url into their browser or click on it, they will be able to view the Hangout On Air live from their computer and be able to “attend” your event in this way.

6. When you have made sure that you have clicked on the two above icons and it is time for you to start your Hangout On Air call, click on the blue start button at the bottom left hand corner of the screen, (as shown below).

This will take you to the final step you need to perform before you are taken into your Hangout On Air Room.



7. After you clicked the Start button, you will then be shown this page where you are given the option to invite specific guests.

Just click on the “Skip” button as shown below.

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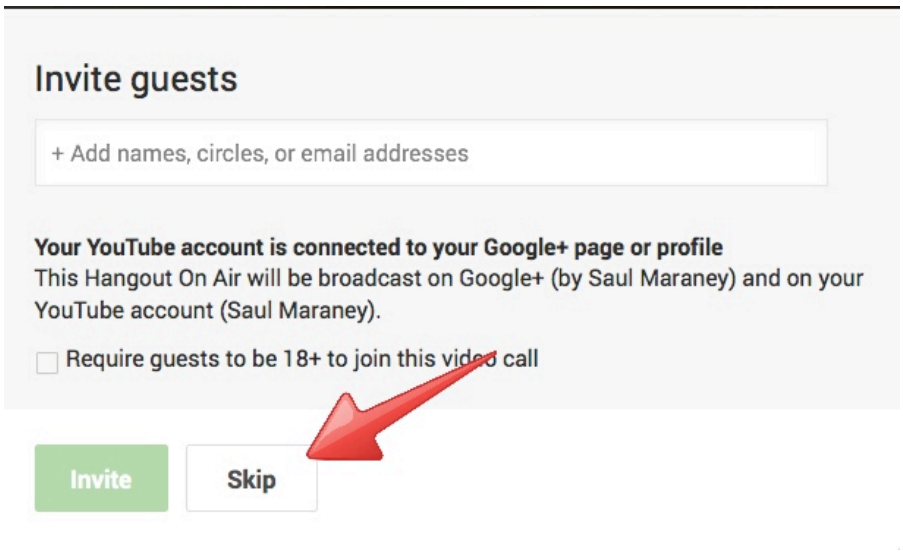
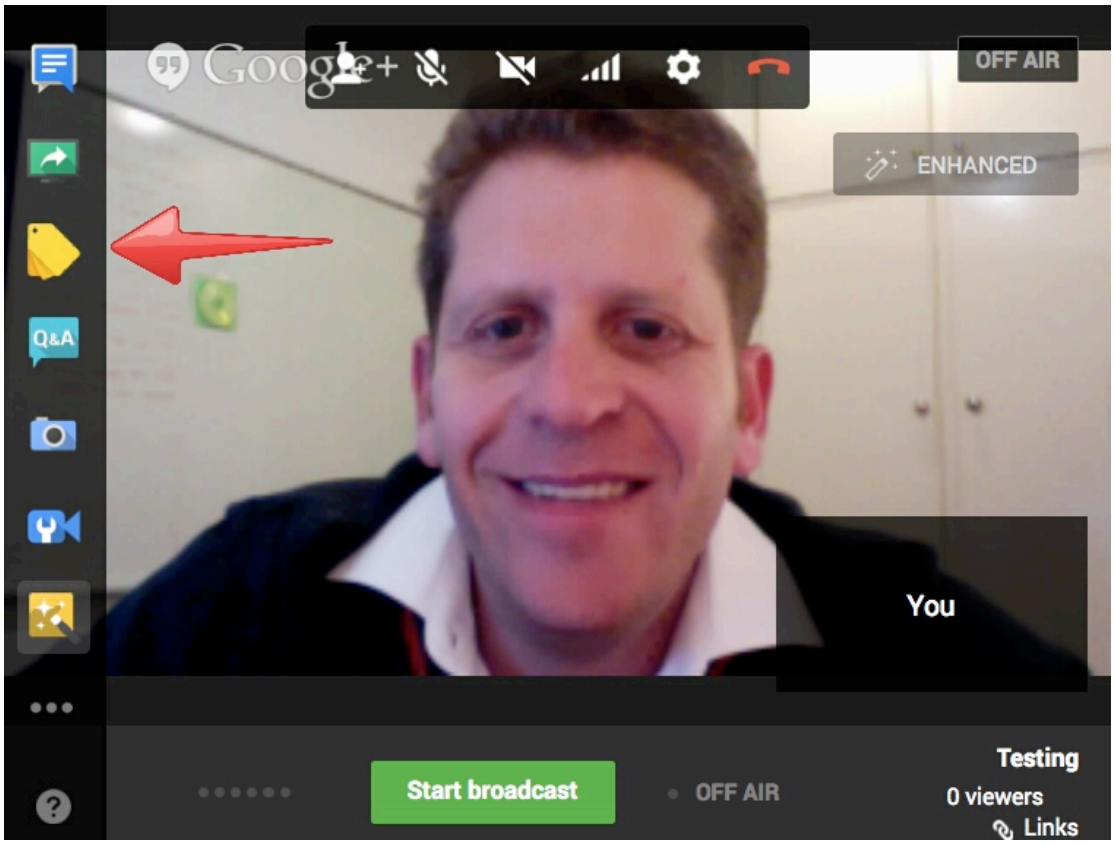


You will then finally be in your Hangout On Air Room where you can make your final preparations before you go live.

8. Once you get into your room, click on the yellow tags. This is the **Showcase App**.



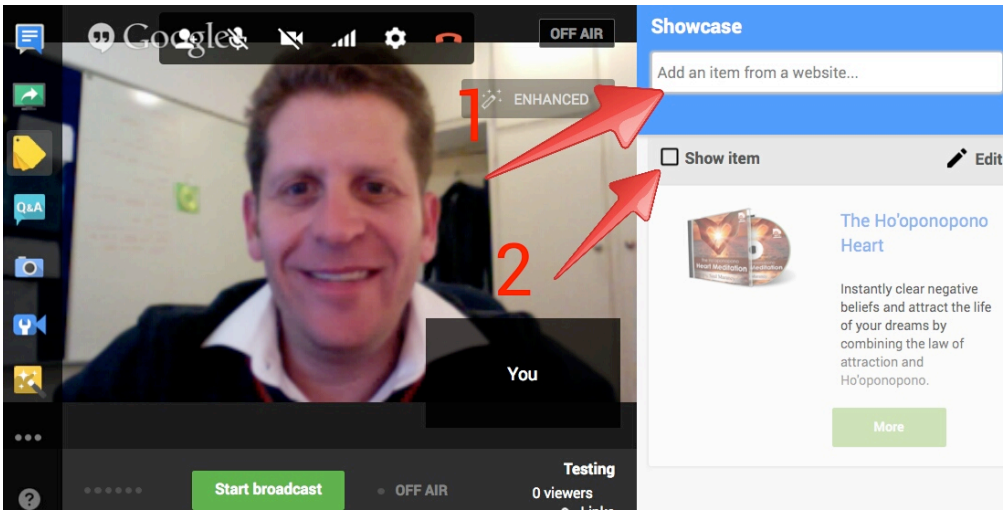
9. Once you click on the **Showcase App** a Screen to the right side of you will open up.

Here you insert:

1: The Url of the product you will be promoting during your HOA.

2: This screen will remain open during your HOA and will be visible only to you and not to your viewers.

When you are ready to reveal it to your viewers, all you need to do is Tick this box (no. 2) and your offer will be visible to everyone.



Note: At this stage there are still a few last things to check before you go live with your HOA.

Here is what all the icons in your Hangout Room mean:

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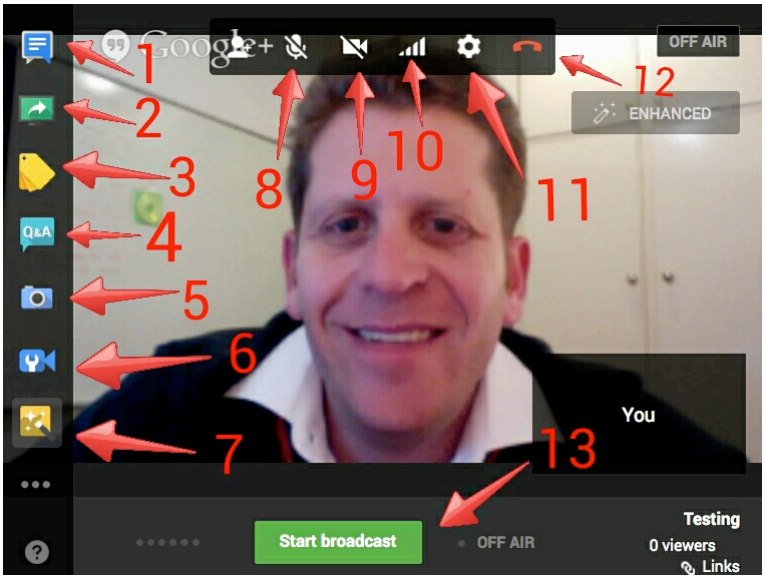

1. Conversation between hosts of the Hangout.
2. Screen Share - This will enable you to share a screen.
3. **Showcase App**.
4. Q&A – Where you can receive and send text messages to people viewing your live **HOA**.
5. Camera to take screen shots of the **HOA**.
6. Tool box – used to make settings for volume, etc
7. Google Effects. – Click on button to explore all the fun effects you can play around with.
8. Microphone – Where you can adjust or mute
9. Video Camera – Where you can turn on/off your Video camera
10. Volume control.
11. General settings.
12. Hang up call.

When you are ready it is now time to go live.

13. Do this by clicking the green “Start Broadcasting” button.

So this is exactly what you need to do to properly set up your HOA call and be able to use the **Showcase App** feature to make your promotion to your engaged audience at your decided time.

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Case Study:

1. Friday, the 22nd of August 2014 at 8:00am EST was the date that I set to launch my new hypnosis audio product on JVZoo.



2. On Tuesday, the 19th of August 2014 I sent an email to 150 existing customers to let them know that I would be having a live training webinar on Thursday, the 21st of August 2014 at 8:00pm EST.

   The email mentioned that I would be giving the free training and offering a "special surprise" to attendees only.

   In the email I included the link where I wanted them to go to sign up for the webinar.

   Here is the email I sent them:

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Hi Adela,

I hope you are well!

I have some very exciting news for you:

I will be holding a special Live Ho'oponopono Webinar this coming Thursday, the 21st of August 2014 @ 8:00pm EST.

Ho'oponopono Webinar Webpage

My special **Live Ho'oponopono Webinar** will run for approximately one hour during which I will share a few of of the exciting new Ho'oponopono concepts that I have been thinking about.

There will also be a Question and Answers session during the **Live Ho'oponopono Webinar** where you will be able to ask me any Ho'oponopono related questions that you may have.

And there will also be a very special surprise bonus for all the attendees on the **Live Ho'oponopono Webinar**.

I am very excited about this, so lease go to my **Ho'oponopono Webinar Webpage** right now to watch the brief introduction video that I just prepared for you and register for my special **Live Ho'oponopono Webinar**.

Ho'oponopono Webinar Webpage

Thank you very much and I look forward to see you on Thursday.

Your Ho'oponopono friend,

Saul Maraney
Johannesburg, South Africa
https://www.facebook.com/EmbraceYourHooponopono

3. Here is the optin page where they were then directed to from the email to sign up for the webinar:



Please Enter Your Details Below To Register For The Ho'oponopono Live Webinar!

Name:

Email:

CONTINUE!



To Your Ho'oponopono Success,

Your Ho'oponopono Friend And Mentor.

Saul Maraney

4. Once they entered their details they were taken to this confirmation page which contained the webinar link which once again confirmed the webinar details:



Thank Your For Registering For The Ho'oponopono Live Webinar!

The Webinar Will Take Place On: 21 August 2014 @ 8:00pm EST

Please Click On This Link So That You Can Access The Live Ho'oponopono Webinar Event Page!

I Have Also Emailed You The Live Ho'oponopono Webinar Website Address And Times For Your Own Records!

I Am Looking Very Forward To Seeing You On The Webinar!



5. They were also automatically sent this confirmation email which contained the same information:

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----- Original Message -----
From: Saul Maraney
To: Brian
Sent: Thursday, August 21, 2014 10:59 AM
Subject: Thanks For Registering, Brian - Here Are Your Ho'oponopono Webinar Details



Hi Brian,

Welcome and thank you for very much for registering for my upcoming Live Ho'oponopono Webinar on: **Thursday, 21st of August 2014 @ 8:00pm EST.**

Ho'oponopono Webinar Webpage

Please go to my **Ho'oponopono Webinar Webpage** to watch the brief introduction video I prepared for you and to get your link for the Live Ho'oponopono Webinar.

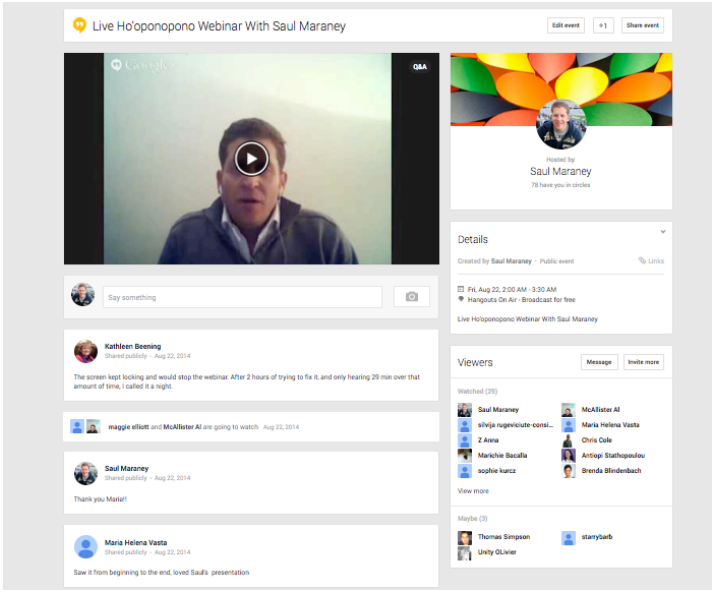
Ho'oponopono Webinar Webpage

Thank you very much and I look forward to see you soon.

Your Ho'oponopono friend,

Saul Maraney
Johannesburg, South Africa
https://www.facebook.com/EmbraceYourHooponopono

6. This is the webinar event page that they were directed to on the confirmation page and in the confirmation email:



7. At 9:00am EST on Thursday the 21st of August 2014 I sent them one more email to remind them of the webinar, give them the event page again and mention that there would be a special surprise for attendees only.

   This is the email I sent them:

----- Original Message -----
From: Saul Maraney
To: Maria Helena Vasta
Sent: Thursday, August 21, 2014 9:52 AM
Subject: Your Live Ho'oponopono Webinar Is TODAY, Maria



Hi Maria,

I am looking very forward to see you on my Live Ho'oponopono Webinar TODAY, **Thursday, 21st of August 2014 @ 8:00pm EST.**

If you have not registered yet, please make sure you do so at the following Website:

Live Ho'oponopono Webinar

Thank you very much and I look forward to see you on the Webinar.

Your Ho'oponopono friend,

Saul Maraney
Johannesburg, South Africa
https://www.facebook.com/EmbraceYourHooponopono

P.S. Please remember that there will be a special surprise for attendees ONLY! So make sure that you are on the Webinar!

Results:

Of the 150 people that were invited to the webinar, 92 signed up and 68 attended.

Ten minutes before conclusion of the webinar I announced that I would be releasing my new hypnosis product the following morning.

I described the product and let them know that it would be released to the public for $19.95, but as a special surprise and to thank them for attending my webinar, they would be able to get an early bird special for only $9.95 for the next two hours only.

Here is the view that my attendees saw of me using the **Showcase App** while telling them about this special surprise and presenting the offer to them:

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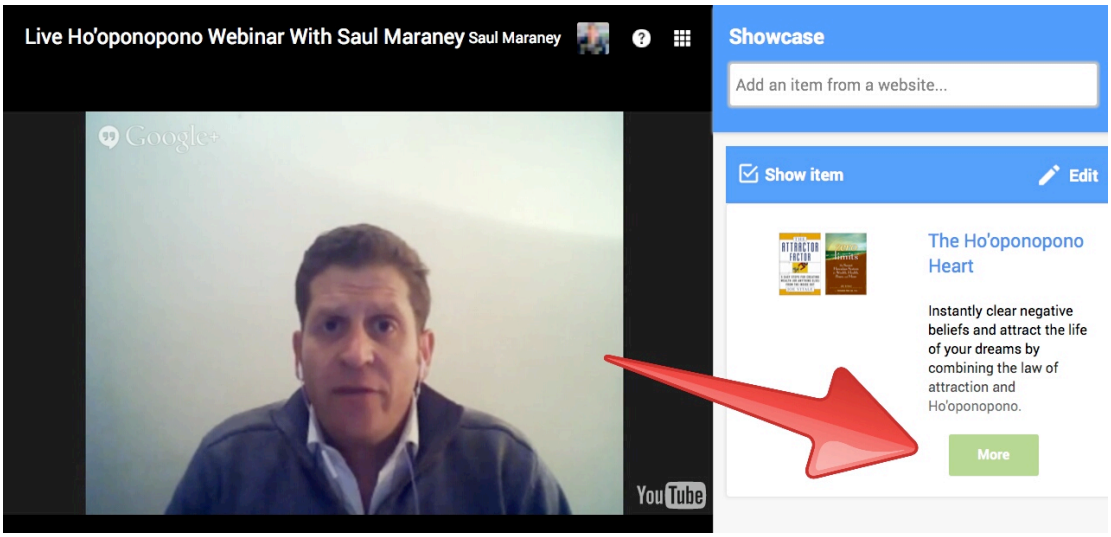

I clearly explained to them that in order for them to take advantage of this special offer they need to click on the green button entitled “More” to the right of them and this would take them to the offer.

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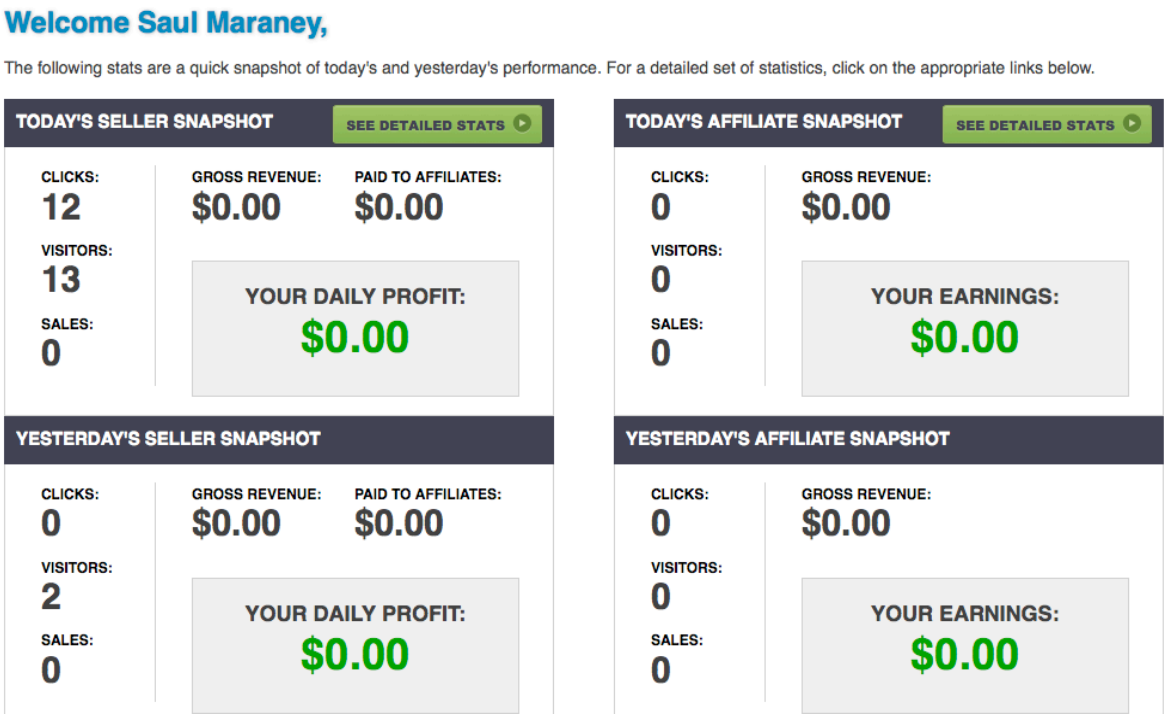
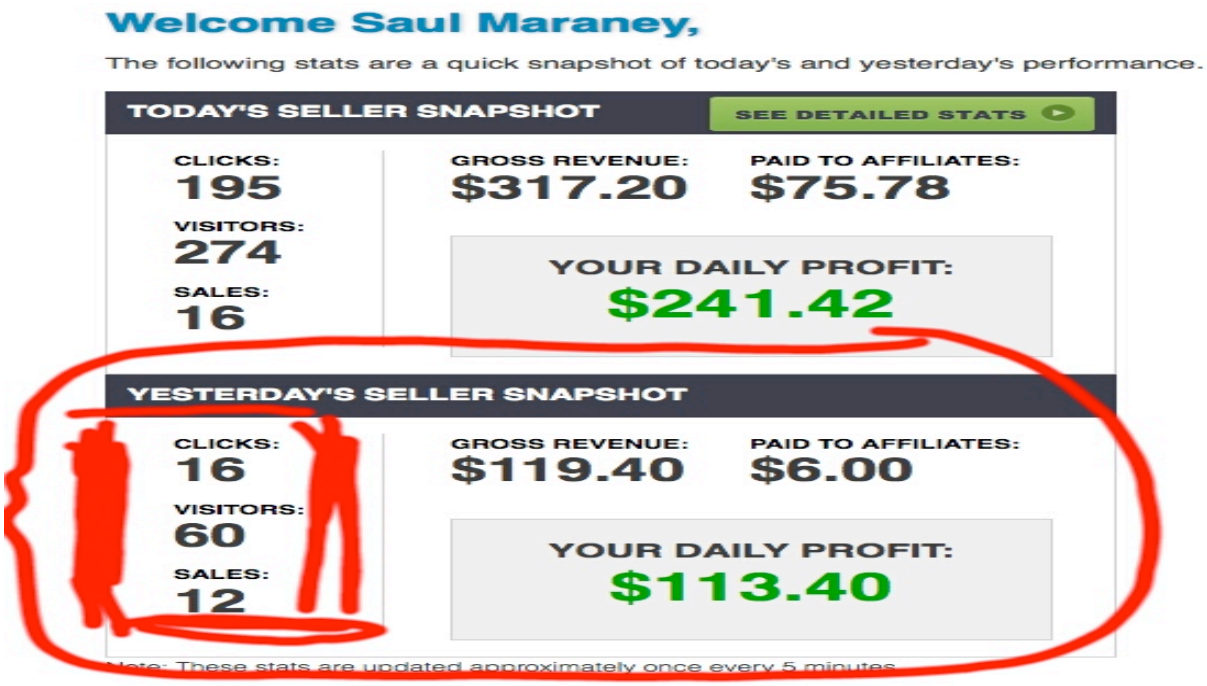
Here Are My Results:

My JVZoo Account Dashboard **BEFORE** My Webinar:



My JVZoo Account Dashboard **AFTER** My Webinar:



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Different Strategies Whereby You Can Profit From Using The Showcase App:

Here are a few different strategies that you can use in your own business to profit from the Showcase App:

1. Do a product review of an information product via a HOA and enter your affiliate code in the **Showcase App** field. – When people watch your video on YouTube, they will be able to click directly from your video and taken to the product via your affiliate code. This will earn you commission if they purchase the product.

2. Interview a product creator via a HOA and enter your affiliate code in the **Showcase App** field. – As in the example above, when people watch your interview video on YouTube, they will be able to click directly from your video and taken to the product creator's offer via your affiliate code. This will earn you commission if they purchase the product.

3. Hold a Live HOA with your audience and give over valuable content, and promote products that you feel will be of interest to them via the **Showcase App**.

4. Use the Showcase App to direct people to your sign up / optin page to grow your list.

5. Use the Showcase App to drive people to different pages on your website and/or blog.

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Conclusion:

The **Showcase App** is an extremely powerful tool that most people do not yet know about, and even the majority of those people who are already using Google Hangouts have no idea that it even exists.

In this report I have illustrated to you the power of **Showcase App** and why I am so excited about it.

I have also shown you different ways in whereby you can use the Showcase App to profit in your own business.

I now encourage you to take immediate action on what you have learned and put this information into use in your own business!

I wish you all the best of luck and please remember to let me know of the amazing results that you achieve.

I look forward to hearing from you soon!

To Your Internet Marketing Success,



Saul Maraney
Johannesburg, South Africa

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