

EVERYONE'S AN EXPERT

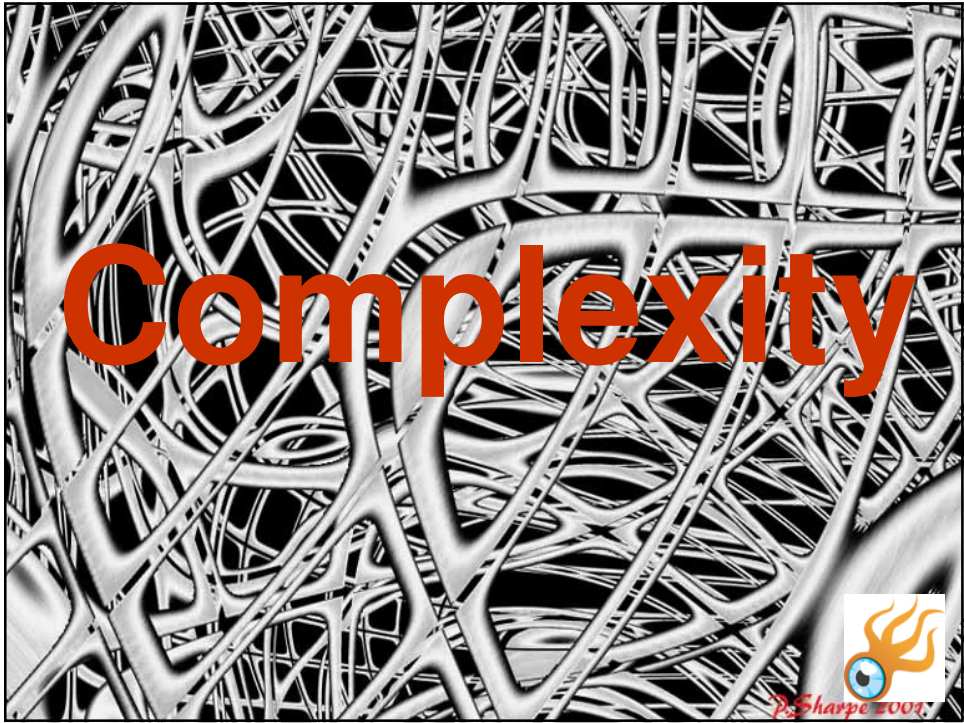
(about something)



Four Questions

- How do I get more traffic to my website?
- How do I find what I am looking for on the web?
- Where are the experts?
- Can I be one?





What is



Answer...

- Commercial website
- Seth Godin
- Series of *Lenses*
- *Lens masters*



COURTESY: JOHN ABBOTT



Lenses...

- Filters light
- Shows us what we need to see
- Lenses are personal
- [Online Lenses](#)



Benefits of a Lens

- Lenses are Free
- Directs users to your websites and blog
- Lets you earn money
- Everyone's an expert



Examples

- Website author
- Freelancer
- Newshound
- Entrepreneur
- A Person



Recap



