

Superstar 451

Chapter 451: Septwolves' Advertisement Tagline!

Morning.

The three of them arrived at the hotel. It was the Hotel Equatorial along Liangguan Avenue. It was a five-star hotel, but it was not considered one of the high end five-star hotels, but it wasn't low end either.

Liu Qian tutted, "You got such a nice place?"

Zhang Shuang did not feel the pinch and said, "I heard from my friend that the suites here are more spacious. The interior room decoration is also quite good. There's also a panoramic view too and the lighting is quite good."

Liu Qian felt the pinch even more. "Panoramic? A suite?"

Zhang Shuang said firmly, "This time, it's a desperate bet!"

"How much is a single room? 1500? 2000?" When Liu Qian saw Zhang Shuang nod her head and say something along the lines of about there, she whispered, "You are really going all out. Our blogshop's business can't even earn 2000 a month. You sure are good, for you to just spend all of it on reserving a hotel room? It's not even business hours for the hotel til afternoon. Our reservation at best allows us to stay till the afternoon. That's too wasteful."

However, Zhang Shuang insisted, "My brother is willing to be our model, so of course we need a good place for the photo shoot, or else it will look completely off. We can't be as pedestrian as we were with the previous models. If we're doing a photo shoot, it must be done well. Enough Qianqian, let's go in!"

She entered the reserved room.

Liu Qian reluctantly got a hotel staff to help them move the suitcases. There were a total of three suitcases filled with men's clothing.

Zhang Ye followed behind them, carrying the camera equipment they rented.

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Upstairs.

In the panoramic suite.

Liu Qian instructed the hotel staff to place the suitcases on the ground and then took out a hundred bucks as tips for them. It could be seen that her heart was bleeding. There was no other way. Since business was bad, and there was no other source of income, she and Zhang Shuang were each poorer than the other. They were reluctant to part with even a hundred bucks!

"Shuang."

"What?"

"Will this really work?"

"Really."

"Are you sure?"

"You've already asked me twice. I'm very sure!"

Liu Qian sighed and began opening the suitcases. Zhang Shuang was also off to the side helping out . They started taking out the clothes and matching them. The clothes' sizing were of course all Zhang Ye's measurements. Before coming, they had already picked the clothes out, which had mostly been done before Liu Qian had gone to acquire the camera equipment.

"Is the lighting okay?"

"Let me try a shot."

"How is it?"

"Good, there shouldn't be a problem."

Zhang Ye did not interfere. He just stood in front of the panoramic glass and looked at the view. His mission today was to cooperate. He would do whatever his sister instructed.

Zhang Shuang called out to him, "Little Ye, we are done. Change into a suit first."

Zhang Ye turned around and gave a look. "Hur, it looks like there will be quite a bit of work. So many clothes?"

"Just endure the hard work, Sis will thank you properly next time." Zhang Shuang said with a smile.

Zhang Ye took the clothes and went to the bathroom. He had experience wearing clothes. Back when he was producing talk shows, he followed his world's "Tonight 80's Talkshow" clothing style. Every episode, he would wear a leisure suit, so he was already very skilled and used to it.

Blue suit, black shirt, black trousers.

Zhang Ye seemed to completely transform after he came out of the bathroom. Compared to the clothes he randomly picked out from before, Zhang Ye's bearing seemed to rise a few hundred times. There was even a glint in his eyes that seemed deep and unfathomable. His smile seemed to have a vague sinister look to it, like the ocean, like the sky, like the universe...

Alright, let's cut the bragging.

Actually, he didn't change for shit.

Liu Qian said listlessly. "Standing there will do."

Zhang Ye moved, "Here?"

Liu Qian said, "Further to the side. Alright, don't move." The moment she become shooting, she was quite professional. "You can smile a bit...Right..Your posture is a bit monotonous, try changing to another pose...Good!"

One set of clothing...

Two sets of clothing...

Twenty sets of clothing...

Zhang Ye constantly changed into sets of different clothes and photos were taken one after another.

Two years ago, Liu Qian had previously done some photography work, and worked for a company, she would help out whenever any blogshop owners needed models or photographers. The company would bring the equipment too, and it was because they had quite a bit of interaction in this field did she and Zhang Shuang decide to open a blogshop. Speaking of which, the number of models Liu Qian had photographed numbered at least eighty, if not a hundred, but truthfully speaking, she had never seen a model as average looking as Zhang Shuang's brother. Height? He wasn't considered tall. Looks? He wasn't considered handsome. Bearing? He did not have any impressive bearing either. His eyes seemed somewhat attractive, and well, his voice was very pleasing to the ears too, but what was the point of that? Photographs did not include sound, so up to now, she did not know why her best friend placed all her hopes on her brother!

A celebrity?

And his endorsements cost millions?

Who were you bluffing! Have you seen such an ordinary looking celebrity before?

Probably not.

"Alright, it's all done." Liu Qian kept the camera.

Zhang Shuang, who was sitting at a desk, had already switched on a notebook computer she brought. "Give it to me. I'll arrange them." She began choosing photos. The good ones were kept and the bad ones were deleted. This job was done quickly. The pictures were grouped up and categorized. "OK, let's upload it."

Liu Qian exclaimed, "Upload right now?"

Zhang Shuang said with excitement, "Of course. It's a race against time!"

Liu Qian said, "What's the rush? Our business has been bad for months, and won't miss this short period of time. Let's go back to your place for lunch. Auntie is still waiting for us."

Zhang Shuang looked at her watch. "It's not even 12 yet. Let's upload it first. We'll leave after we uploading it." Saying that, she began to operate the platform's backend and uploaded picture after picture.

Zhang Ye went over to take a look, "Sis, is it done?"

Zhang Shuang acknowledged and then frowned. "No, it seems like something is still missing."

Liu Qian was sitting on the couch and said without interest, "What's missing?"

Zhang Shuang suddenly rapped the table, "Right! We're short of an advertisement tagline." The moment she said that, Zhang Shuang's big eyes landed on Zhang Ye. "Bro, help me to the end."

Zhang Ye said exasperatedly. "You want me to do one for you now?"

However, Zhang Shuang said, "With your literary talent, should that even be a problem?"

Liu Qian exclaimed, "Let your brother make an advertisement tagline? Wasn't our old advertisement tagline pretty good? Simple Men's Clothing—Astralwolves' brand."

Zhang Shuang rolled her eyes. "That was too simple. Now with a true expert here, don't even talk about how we just randomly came up with a tagline from a brain fart. It's embarrassing!"

"Expert?" Liu Qian looked at Zhang Ye.

Zhang Shuang said anxiously, "Bro, Sis is relying on you."

Zhang Ye could only say, "What's your brand called?"

Liu Qian said, "Astralwolves' brand."

Zhang Ye said, "Oh, so do you want the tagline to be long or short? How many words?"

Liu Qian turned gleeful. You sure won't reject any request? Did that mean you could write out anything long, short, fat or thin? You sure sound boastful.

Zhang Shuang gave it a moment of thought, "I want something long, that I can put on our homepage. Others only have a tagline that's a sentence or two. It looks too simple and doesn't look domineering enough. It won't attract anyone."

Liu Qian said, "Blogshops have short taglines because short advertisements are more suitable for the way sales are done. Secondly, everyone is a small business, and can't compare with those big brands. Everyone wants to write a long advertisement, but they lack the literary talent!"

Zhang Shuang blinked her eyes. "Then I'll want a short one too."

"One long and one short?" Zhang Ye asked.

Zhang Shuang nodded and said, "Right!"

Zhang Ye naturally did not say another word. If others asked him for an advertisement tagline, he would definitely talk about the price first before discussing about other things. If he was not satisfied, he would not give it to them, but since it was his own sister, Zhang Ye definitely would not disagree. "Alright, note it down." Without a thought, he already had an advertisement tagline.

Liu Qian was surprised. That can't be? He already has one?

Zhang Shuang was fully engrossed as she prepared to note it down on her computer.

They only heard Zhang Ye said, "Men have more than one dimension—Astralwolves' brand."

Upon ruminating over the words, Zhang Shuang said, "This phrase is full of flavor!"

Liu Qian didn't think much of it. "So simple? It's about the same as the previous advertisement tagline we came up with."

Then, Zhang Ye began to recite the longer advertisement tagline. Actually, it was an extension of the previous tagline. The long and short versions were actually one and the same.

"Men."

"A simple word."

"Yet carries rich implications."

"They seek closeness yet distant thoughts."

"Willing to forge ahead."

"Visions of the future through wisdom."

"They are restrained yet still soar."

"Calmly facing the challenge."

"Struggling for their dreams."

"They are fashionable yet classic."

"Never perturbed by new trends."

"Yet extend popular tastes to eternity."

"They are hardened yet tender, knowing how to fight for what they want, and know the true pleasures of life. We believe that there are multiple dimensions to men, allowing them to perfectly express the versatility of a man's every role. Using their mortal bodies to create extraordinary achievements."

"That is Men!"

"Men with more than one dimension!"

"True Men that are worthy of our salute!"

Zhang Ye was done.

Liu Qian was already speechless as she looked at Zhang Ye in shock.

Although Zhang Shuang knew of her brother's literary talent, but to hear her brother nonchalantly produce such a classic and long advertisement tag made her fail to hide her excitement!

"Alright! Too good!" Zhang Shuang stood up. "Let's not even talk about our blogshop, with this advertisement, even amongst all the shops on the online sales platform, it is definitely the best. This phrase alone is not a problem for a TV advertisement. It's so high-end!"

It wasn't a problem for a TV advertisement?

This was actually a TV advertisement.

Zhang Ye smiled and did not say a word. This advertisement was actually his world's "Septwolves" men clothing's advertisement. When Zhang Ye watched television, he had heard it numerous times. He

always found it quite good, and decided to use it for his sister. Good stuff shouldn't be shared with outsiders after all.

By the side, Liu Qian already looked at Zhang Ye in a different light. This brother of Zhang Shuang had thrown out such an advertisement tag without a single thought. It had truly stunned Liu Qian. How f**king talented are you in literature to be able to throw out such an excellent advertisement without any thought? Holy sh*t, what does this dude do? An advertising professional?

Chapter 452: What does your brother do!?

Adjusting the layout.

Setting the advertisement passage.

Changing the background, photo gallery, and attachments.

Zhang Shuang finished very quickly. After letting go of her mouse, she clapped her hands with a great sense of accomplishment. "Done, everything is done. I've already submitted the revisions."

Liu Qian also looked over with interest. "With that advertising passage, it feels completely different. It gives off a very high-end look."

Zhang Shuang smiled and said, "Of course, who do you think my brother is?"

Liu Qian looked sideways and patted Zhang Ye on the shoulder like an elder sister. "Nice going, young lad. I didn't know you were quite skilled. Did you study advertising?"

Zhang Ye, "..."

Zhang Shuang said exasperatedly, "What advertising? My brother studied broadcast hosting."

Liu Qian sized up Zhang Ye in surprise, "Broadcast hosting? That can't be!?"

Zhang Shuang said to Zhang Ye, "Little Ye, ignore her. She's an ignorant person and knows nothing. Let's go. Everything here has been done. Let's pack up the equipment and leave. My Mom should almost be done with cooking and is probably waiting for us."

"Alright." Zhang Ye helped to pack up.

Zhang Shuang was preparing to switch the computer off and packed it.

However, just before the computer was switched off, there were notification beeps. It was a special tool from the blogshop platform that communicated with their clients, taking orders and questions and notifying them.

This sound was no doubt very familiar to Zhang Shuang and Liu Qian!

"There's an order!" Zhang Shuang said happily.

Liu Qian exclaimed, "Holy sh*t, so fast?"

Zhang Shuang sat down and saw that they had stock for the order and immediately accepted it. Then she contacted the express delivery company and prepared to go home to deliver the goods.

But before ten seconds had even passed.

Beep! Beep! Another order!

Liu Qian said in surprise, "Another one, another one! Shuang, accept it quickly!"

"I know." Zhang Shuang clicked it open. "This person made an order for three sets!"

Liu Qian said joyfully, "A big client. Hurry, hurry, hurry! We have to ship it out today!"

The clothes their store sold wasn't that expensive, but neither was it too cheap as the quality was pretty good. There was also the cost for design and manufacturing. A typical set would be sold for about 200-300 yuan (US\$ 28-43). So three or four orders could be considered quite a large order for a small and upcoming blogshop like theirs!

Third order!

Fourth order!

Fifth order!

In a blink of an eye, their blogshop had gotten five customers!

At this moment, Zhang Shuang's mother urged them to return with a phone call. Zhang Shuang could only close her notebook and return home first.

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His Aunt's house.

Along the path inside the courtyard.

Liu Qian was still quite amazed. "That's something new. Could it be us getting lucky today? Five orders in a few minutes? If every day went like this, wouldn't we be rich? Hahahaha. It looks like that advertising passage of your brother's had a little effect!"

Zhang Shuang smiled and said, "A little effect?"

Pushing open the door, the three of them entered the house.

"Auntie, we are back." Liu Qian said with a gleeful smile.

Aunt smiled and said, "I heard you talking while you were in the courtyard. Qianqian's voice is so loud. Right, what advertising passage were you talking about?"

Liu Qian exclaimed, "Zhang Shuang got her brother to help us write an advertising passage, a long one at that. And in the end, it was really useful. We got a few orders right after we updated the page."

Upon hearing this, instead of being happy, Aunt looked angrily at Zhang Shuang and reprimanded her with a blackened face, "Didn't you just wanted your brother to help take a few photos? You sure didn't stand on ceremony and even got Little Ye to write you an advertising passage? This kid, I think you're asking for a beating! Do you think your brother's advertisement passages are worth nothing and can be obtained anytime you want? You sure are fantastic!"

Zhang Shuang said with a dejected face, "Mom, I was also..."

Aunt tutted, "What are you talking about!?"

Liu Qian gave Zhang Shuang's mother a confused look and said, "Auntie, it's not that serious. It's only an advertisement. In a while, Zhang Shuang and I will treat Little Ye a few meals."

Only?

A few meals?

Aunt was at a loss of whether to laugh or cry. "This isn't a simple matter of a few meals!"

Liu Qian did not know the value of the advertisement written by Zhang Ye was, but how could Zhang Donghua not know. Every word was worth its weight in gold? That was a joke! Little Ye's words, if sold cheaply as junk, was far from being worth its weight in gold! Every word of Little Ye was worth its weight in thousands of gold! It might even be worth tens of thousands of gold per word! She had already felt bad asking Little Ye to be a model for her daughter's blogshop. Now, he had even given her an advertising passage? Zhang Donghua felt it was not right. Taking photos was not something very problematic. He just needed to be there and would likely not cause any losses to Little Ye. However, an advertising passage was something that depended on creativity. Every usage depleted one's creative stores. It was a form of wealth. Now, with Little Ye's worth, and his reputation and status in the advertising world, everyone knew his advertising passages cost astronomical amounts. It was equivalent to Little Ye "spending money" to help them. Zhang Donghua found it very inappropriate.

Zhang Shuang remained silent.

Zhang Donghua was still reprimanding her daughter, "You, you really..."

Zhang Ye hurriedly interjected and said with a smile, "Aunt, don't keep scolding my Sis. I was in the mood to write. And it was just some crappy advertisement. It's nothing."

Zhang Donghua said in a speechless manner, "Your advertisements can be crappy?"

Zhang Ye said in amusement, "It's because you all think too highly of me. Don't listen to others. What I write is not worth anything. Even if I want to give it out, it wouldn't be accepted. Now, I made my Sis suffer from it."

Zhang Donghua leered at him, "Keep spouting your nonsense."

Zhang Shuang took the opportunity to say in a charming manner, "Mom, I'm hungry."

"If not for your brother protecting you, I would have finished you already!" Zhang Donghua stared at her daughter. After playing host to Liu Qian and Zhang Ye, she went to cook.

The moment her mother left, Zhang Shuang put her arm over Zhang Ye's shoulders. "My brother is the best."

Liu Qian felt like the mother and daughter duo were overreacting a bit. It was just an advertising paragraph. Was there a need to make such a big fuss over it? Did they need to do that? She couldn't understand, and then urged Zhang Shuang. "Shuang, look at the backend."

Zhang Shuang also recalled it. "Oh right! I almost forgot!"

Liu Qian asked, "Do you have a computer at home? I'll help too."

"Yes, it's in the desk drawer. Take it yourself." Zhang Shuang had already opened the backend to the blogshop.

However, the moment she opened the backend, she heard a string of notification sounds. Beep Beep Beep! Beep Beep Beep! Beep Beep Beep! There were dozens!

Notification: A person has made an order!

Ten orders!

Twenty orders!

Fifty orders!

Zhang Shuang was already dumbstruck. "This!"

Liu Qian had also switched on the computer and entered the backend with her administrative account. The moment she saw it, she was dumbfounded too. "Holy sh*t! We only took half an hour to come back from the hotel! 67 orders? Did the system make a mistake? How can there be so many!? Ever since our blogshop opened, even the best month's overall sales failed to reach 67 orders! Are these buyers mad?"

Zhang Shuang hurriedly said, "Deal with the orders first. Accept them all!"

Liu Qian said with high-spirits, "Got it!"

The two of them busied themselves till they became dizzy, but their faces were full of joy and excitement. It had been a year. They couldn't get this busy even if they had wanted to in the past. No one patronized their blogshop. Now, with business was inexplicably booming, it made them feel like they saw the end of the road!

Persistence!

Persistence was important!

Liu Qian summarized her own successful experience and immediately came to this conclusion. As long as she persisted, gold would eventually shimmer one day. The Heavens would not turn a blind eye towards their hard work and sacrifices. Then, Liu Qian scanned the comment section on her blogshop and was left dumbfounded!

What the heck!

So it wasn't any bullshit persistence!

It was not nonsense like 'gold would eventually shimmer'!

There was a huge commotion in the comment section!

"Eh, isn't this Zhang Ye?"

"It's him!"

"Teacher Zhang is endorsing a new product?"

"This blogshop sure is awesome. They actually managed to get Teacher Zhang Ye to endorse them?"

"Astralwolves brand? Why have I never heard of it? Never mind, it looks pretty good. I happen to be short of a leisure suit. I'll buy one!"

"Hahaha, I also bought two sets. I get happy just seeing Teacher Zhang Ye. Is the shop's owner around? Please get Teacher Zhang to produce a new program. The talk show just ended, and Teacher Zhang hasn't produced new work for quite some time already. A novel would do too. Music would do too. Poems would do too. At least relieve us of our itch!"

"The products that Zhang Ye endorses generally can't go wrong."

"That advertisement phrase sure is domineering! It has feeling! Who wrote it?"

"Who else could it be? Only Zhang Ye can write such an advertisement phrase. Others can't produce something like that!"

"Teacher Zhang Ye was both a model and helped them to write advertisement phrases? Can this still be considered a blogshop? They must be close connections! Typical second tier clothing brands don't even have this sort ability!"

"Wow, Teacher Zhang looks so handsome in a suit!"

"I also love Teacher Zhang. I bought one for my boyfriend. Since I can't get Teacher Zhang Ye to be my boyfriend, I'll let my boyfriend wear the same thing as Teacher Zhang!"

"Upstairs, your boyfriend will cry."

"Replying upstairs, ever since Teacher Zhang sent Lee Anson flying with a kick, my boyfriend also became a brainless fan of Zhang Ye!"

"Eh, what happened here? Why is there such a buzz suddenly? The discussion section has reached the main page. Why are there so many messages? What's the situation. Is there some discount or promotion...Holy motherf**ker! Isn't that Zhang Ye!? Ah ha, Teacher Zhang Ye became a model? What blogshop is this? How is it so awesome?"

Zhang Ye!

Zhang Ye!

People were all shouting Zhang Ye's name!

Liu Qian was dumbfounded seeing this. At this moment, she vaguely understood the reason behind her blogshop suddenly having such an explosion in sales. She stared at Zhang Ye behind her in astonishment, "You are really a star?"

Zhang Ye did not know what to do or know how to answer her.

Zhang Shuang leered at her best friend and spoke for Zhang Ye. "Didn't I tell you earlier? My brother is a big star and is very popular!"

Liu Qian said with ignorance, "What sort of celebrity is he? What does he do? Does he have so many fans? Is he a singer?"

Zhang Shuang gave it some thought before saying, "My brother does many things. He is a famous music composer, famous author, literature scholar, calligrapher, famous television host, famous radio host, famous advertisement planner, Peking University's famous lecturer. Well, et cetera, et cetera, et cetera. I can't remember all of the titles."

Liu Qian said in astonishment, "Stop fooling around. Be serious!"

Zhang Shuang rolled her eyes at her, "I'm being serious with you!"

Chapter 453: A Stunning tiny Blogshop!

One order!

Another order!

The blogshop's sales soared, and could be said to be a stunning sight!

After hearing Zhang Shuang's words and listening to Zhang Ye's various accolades, almost all of them had the word famous appended to it? Liu Qian stood there stunned, without any reaction. She felt like she was still in a dream, and was still somewhat in disbelief. How could a person have so much to offer?

Suddenly, the phone rang.

Liu Qian took a look and noticed that it was a good friend of hers who grew up together with her. She worked at an advertising company and they had pretty good relations.

"Hello, Qianqian!" The girl's voice was very shrill and surprised.

"Little Min, I'm busy, let's talk another time." Liu Qian wanted to hang up and finish the workload on her hands, "I'm hanging up first!"

"Wait!" Little Min shouted, "If you dare hang up, I'll tear you apart next time I see you! You sure are good Liu Qian. You are unfathomable. I didn't know you could achieved such great achievements no matter how I guessed? Tell me the truth! How did you hire a godly person like Teacher Zhang Ye to be your model? Go to hell! This is you about to charge out of earth into the universe! I had nothing to do today. I was thinking of browsing your blogshop at work to give you some business. I know your business hasn't been good all along, and wanted to help a friend out, but I never expected that I was shocked the moment I entered it. The advertising phrase and the interface has changed. Even the model has changed!"

Upon hearing this, Liu Qian, who was planning on hanging up, changed her mind. She hurriedly said to Zhang Shuang, "I have something. I need to finish this call." She then briskly walked out into the courtyard and said to Little Min on the phone. "Min, who is this Zhang Ye?"

Little Min exclaimed, "You're asking me?"

Liu Qian said, "Who else can I ask if not you. Hurry up and tell me!"

Little Min burst out into laughter and said, "You don't know who you hired? You're amusing me! You don't even know who Zhang Ye is? Don't you watch the news?"

Liu Qian said anxiously, "With my business doing so poorly, how would I find the time to watch the news? Hurry up and tell me. Cut the crap. My brain is all confused!"

"Then tell me how you hired him!" Little Min asked curiously.

"He was hired by my partner. That guy is her brother." Liu Qian said.

"No wonder. So it's because of relatives." Little Min was enlightened before saying, "You sure got some dogshit luck. This is a freebie that dropped down from the heavens! Right, who wrote that advertising passage?"

Liu Qian said honestly, "It was also that Little Ye."

Little Min gasped, "Did you spend any money?"

Liu Qian said, "It's my partner's brother. What do we need to spend money for?"

Little Min said with envy, "Hai, you've really lucked out this time. You lucked out big! This is Zhang Ye! This is Zhang Ye's advertisement passage! How much money is that!?"

Liu Qian asked in a silly manner, "How much is it worth?"

"I think I better not tell you or you would die from shock!" Little Min shook her head and sighed.

Liu Qian became even more curious. She cursed, "Slut, stop teasing me! Hurry up and tell me! How much is that advertisement passage worth. Is it that awesome?"

Little Min also cursed back with a laugh. "You are such a bumpkin! A hick! You don't even recognize a gold mountain even when it's before your very eyes! You want to know how awesome is it? This is Zhang Ye. Just his name alone, if he were to use his feet to write an advertisement phrase or plan, it would be worth more than a million with our eyes close! You really didn't know a thing? Go check on the web and you will know who he is. Have you seen the commercial for Brain Gold?"

Liu Qian was stunned. "Brain Gold? I saw bits of it and didn't pay much attention. I heard that commercial was pretty hot and the entire country was discussing it. What about it?"

Little Min directly told her, "That was a commercial that Zhang Ye endorsed. The planning and the advertising catchphrase were all written by him. Back then, he was a D-list celebrity, and you know how much he received for the endorsement? I heard from my friend that he received 3 million in endorsement fees. That's the price of an A-list celebrity! For a D-list celebrity to get the endorsement fee of an A-list celebrity, he is the only one in the entire entertainment industry who has ever done this before. Do you know why? It's not because his popularity has caught up to an A-list celebrity, but because of his advertisement catchphrases! Now the sales of Brain Gold can't even be quantified. During the new year, it was sold crazily. Why is a small health supplement company, that was on the brink of bankruptcy, now the country's number one health product seller with Brain Gold? It's all because of the commercial Zhang Ye planned! Number one in the country! From last place to first! All because of what? Just because of Zhang Ye's commercial! Hur Hur, now, tell me how much you think Zhang Ye's commercial passage is worth?"

Liu Qian was stunned. "Ah? Is this true or not?"

Little Min said, "I'm a professional in an advertising company. Why would I lie to you? Also back then, Beijing Television Station had a public service advertisement on conserving electricity, it was also planned by Zhang Ye. He opened up a new method of creative advertising amongst public service advertisements. Back then, the public service advertisement's viewership was higher than the two variety shows that were before and after it! Yes, you didn't hear wrongly. The commercial really got higher viewership ratings than the program! This person, Zhang Ye, I don't pay much attention to in the entertainment industry, but in the advertising circles, he is legendary. Even big shots know him! Our company's boss even sent him an e-mail to invite Teacher Zhang Ye to join us, planning on giving a high salary to get him to plan commercials for us, yet Zhang Ye did not agree!"

Liu Qian was already trembling and the phone was shaking in her hand. "Then, then...the advertisement passage he made, like the one he made for us today, how...how much would it be?"

Little Min paused for a while before saying, "As for how much exactly, it would be hard for me to tell you. If Zhang Ye were to sell this advertisement passage, and not counting the endorsement or advertisement planning, just the advertisement passage could be bought by others if he demanded 800,000 or 1,000,000!"

1 million!

1 million!

Liu Qian's heart was already in her throat!

Little Min added another stab at her, "So that advertisement passage is more expensive than ten blogshops at your scale combined. You, go and smile happily! You actually managed to encounter such good luck! There are countless numbers of companies hoping Zhang Ye would write one for them! Hai, as expected the fools are blessed. You really lucked out!"

Liu Qian said in a daze, "I'm hanging up."

Little Min said, "Don't. Introduce Teacher Little Zhang Ye to me! If he has any good advertisement planning or passage, our company will definitely buy it!"

Liu Qian said, "Cut it out, it's not like it's my say!"

Little Min went for second best, "Then at least get me an autograph! He is a god in our advertising world!"

After hanging up, Liu Qian hurriedly checked Zhang Ye's details on the internet. And indeed, just as Zhang Shuang and Little Min told her, Zhang Ye's deeds and resume all appeared. After seeing all of this, Liu Qian was nearly brimming with tears. Your sister, the dude she despised earlier was actually really a f**king superstar!

Chapter 454: My goal is the Sea of Stars!

Afternoon.

It was lunch time at his Aunt's place.

Piping hot dishes were brought over by Zhang Donghua into the living room. "Get ready to eat. Hur Hur."

Zhang Ye went over to help. "Aunt, let me help you. Is there anymore things to bring from the kitchen?"

"All the dishes have been served. Take a seat, I'll go scoop the rice." After Zhang Donghua finished saying that, she looked at Zhang Shuang, who had been busying herself with her computer, urging, "What are you doing?"

"Hurry up and have lunch. Move the table to the side a bit with your brother, so that there will be more space, or else we won't be able to seat four people."

The room was small, and there was a bed there, so it was quite cramped.

Zhang Shuang did not even turn her head. "Give me a bit Mom, I'm busy!"

Zhang Donghua grumbled, "What can you be busy with over? Finish your meal first!"

Zhang Shuang said, "Aiyah, now there's so many people submitting orders and asking about the clothing measurements and stuff like that. That silly girl, Qianqian went out to make a phone call. Now, I'm extremely busy."

Zhang Donghua asked casually, "How many orders are there?"

Zhang Shuang looked at the screen and said, "There are already 180 orders!"

"If this carries on, all the stock we have at home won't be enough. I still need to send more orders to the factory so that they can produce more quickly. Aiyah, I can't talk. Just give me another two more minutes. I'll definitely be done in two minutes!"

Almost 200 orders?

Zhang Donghua was quite shocked upon hearing this. Her daughter's blogshop had been open for a year, and had not accumulated 200 sets of clothing sold in its entire year of business. Little Ye had just helped them model how long ago?

An hour?

One and a half hours?

This was too fast!

Zhang Ye smiled and said, "Let my Sis busy herself. I'll move the table. Where should I move it to?"

"Hey! Put it down!" Zhang Donghua tugged at him, refusing his offer. "You just need to sit down and eat. Your Sis will do it in a little bit!"

Zhang Ye refused. "Why are you standing on ceremony with me? You think I can't move this tiny table?" Saying that, he pulled at it, and the table moved over. The dishes and chopsticks placed on the table did not move at all. There was not even a single tremble. This fellow knew kung fu after all.

Zhang Donghua was quite astonished seeing this. "Little Ye, you sure are quite handy?"

"Heh. Just average I guess." Zhang Ye bragged a bit.

At this moment, Liu Qian came back inside. She entered the room after pushing the door open.

Zhang Donghua immediately greeted her with a smile. "Hurry, Qianqian, it's time to eat."

A few minutes later.

The four people gathered around the dining table to eat.

Zhang Ye wolfed down the food. After taking photos and changing clothes all day, he was quite drained and was very hungry. "Eh, EH, delicious. This fish-flavored pork is very fragrant!"

Zhang Donghua smiled and gave him more. "If it's delicious, then eat some more."

Zhang Ye found the words familiar and subconsciously nodded, "Yea, I can't stop at all!"

Liu Qian did not eat and instead kept staring at Zhang Ye's face. It was the kind of stare that did not even blink.

Zhang Ye got a little creeped out by this. "Uh, what's the matter?"

"Qianqian, hurry up and eat. Eat while it's still hot. It'll turn cold if you don't." Zhang Donghua served Liu Qian with her chopsticks and happily said, "You'll have more strength if you eat more. From today onwards, I guess you and Little Shuang will be very busy. Just now, Little Shuang said that you already have nearly 200 orders!"

Zhang Shuang was also eating very delightfully and was in a great mood. "This is the effect of a celebrity! In the past I kept hearing this phrase and didn't think too much of it. I believed good wine needs no bush, but now I finally understand the power of celebrities!"

"As expected of my brother's awesome skills!" She then raised her tea cup. "There's no wine at home, and even if there is I don't drink. Bro, Sis will toast you with this tea on behalf of wine. Thanks!"

Zhang Ye clinked with her. His cup was only filled with water. "It's your product that is good. Your brand positioning and fashion design are quite outstanding, so don't think that it was because of me. I just took a few photos."

Zhang Shuang said, "There was also the advertisement passage."

Zhang Donghua said, "Just now I caught a glance at the advertisement passage. It was really very well written. Such a good advertisement should be left for yourself. Giving it to your sister is such a waste."

Liu Qian also sighed, "We shouldn't have posted that advertisement!"

Zhang Donghua looked at her daughter and said, "That's right. It was you. You even went and used it without any thought. Now everything sure is fine and dandy. There's no way to take it down since it's already been revealed!"

Zhang Shuang stuck out her tongue.

Liu Qian sighed again. "That's right!"

Zhang Donghua and Liu Qian were actually thinking about two different matters. Liu Qian was thinking of how the advertisement should not be posted. If it was left to her, she would have sold it to an advertising company. A million! It was a million bucks! When the time came, she and Zhang Shuang could get 500,000 each. Wouldn't that be great!?

Of course, that was just wishful thinking. Their careers were now dependent on their blogshop and their fashion brand. If they wanted to have a future, naturally this situation was the best. If not it was essentially killing the goose that laid golden eggs!

After taking her friend's call, Liu Qian now understood how much she and Zhang Shuang owed Zhang Ye!

She also knew what Zhang Ye's position in the entertainment industry and the advertising world was!

C-list celebrity!

The youngest Peking University lecturer!

Famous television and radio program host!

And a poet, novelist, and literature scholar!

Why would such a godly person so famous in his field be sitting with them, sharing a meal?

Zhang Shuang kept saying her brother was a big star, and this Sis thought that was just full of hot air?

Holy sh*t!

Now, she's made a spectacle of herself!

Liu Qian stared angrily at Zhang Shuang, and was thinking how bad she was. She had such an awesome brother, but had never mentioned it. She didn't even leak it out. She had hidden it so much!

After eating.

Zhang Shuang and Liu Qian hurriedly sat in front of the computer to busy themselves.

Liu Qian suddenly pointed at the screen. "Hey, our blogshop is now on Weibo news! Hurry up and take a look!"

This was a news article recommended by Weibo. There were five news articles. The news article of theirs did not take up much space and was quite inconspicuous, but neither was it the smallest. The position was still alright.

The title was "Zhang Ye's New Advertisement".

The advertisement's original text and a link to Zhang Shuang's Astralwolves brand blogshop were both included.

"After reading this advertisement passage, I had mixed feelings. Maybe only those men, who had experienced some setback or experienced some battering by the wind and rain, would like the advertisement. Men's troubles, weakness, persistence, and stubbornness were all written in this advertisement passage. For the advertisement passage to be used for men's clothing brand makes it

extremely suitable. Here, I can't help but be amazed at Teacher Zhang Ye's advertising brain and literary talent. In here, the line I like the most is 'That is Men! Men with more than one dimension'!"

"Zhang Ye is probably talking about himself. He was previously a radio station jockey and had been a television host. He has taught in a university and loves writing poems, scolding his leaders, and beating other celebrities. To be able to write an advertisement passage that showcases men, it definitely can't be separated from his own experience. Men with more than one dimension—Is there any other man who has more dimensions than Zhang Ye?"

Many people saw the recommended news article.

"Ah ha, Teacher Zhang has a new poem?"

"It's not a poem. It's an advertisement passage."

"Zhang Ye's advertisement passage is as awesome as his poems!"

"That's right. The one that left the deepest impression on me was 'I'll speak for myself'. It was really so well written!

And this 'Men with more than one dimension'. It too is quite lovely!"

"I still like that Brain Gold advertisement. That was Teacher Zhang Ye's f**ckin pinnacle piece of work! It's an epic legend of the advertising world!"

"Pfft, the person upstairs sure has different tastes!"

"Brain Gold is too brainwashing. At least this advertisement is more normal!"

"I also like this men's fashion advertisement passage. It's empowering!"

"Why are Teacher Zhang Ye's works always so awesome!"

.....

Zhang Shuang exclaimed, "Traffic is soaring again!"

Liu Qian roared with laughter. "Weibo is helping us to advertise! And we didn't even need to pay any advertisement or promotion fees!

"Shuang!"

"Ah? What?" Zhang Shuang asked.

Liu Qian said exasperatedly, "I didn't call you. I was saying it felt great!"

Zhang Donghua was behind them cleaning the table. With her daughter's business improving by leaps and bounds, as her mother, she was naturally happy for her. She did not need to worry about her daughter's work in the future. With Little Ye sacrificing his ideas, paving the way for his sister, her business would definitely not be bad.

To develop into a national or international brand would definitely be impossible. That needed capital injection and a lot of management. However, to become a blogshop with good sales and a good

reputation amongst small brand blogshops, it would definitely not be a problem. At least, she didn't need to fret about basic necessities.

Zhang Shuang said with a delightful smile, "I managed to rub off a bit of my brother's halo."

Zhang Ye said with a teasing smile, "I'm the one who rubbed off my Sis' halo. This is the first time since I was born that I was asked to be a fashion model. This experience was quite thrilling. In the future, I can add model to my list of accolades and carry on developing with multi-faceted pathways. If there's any more of such good deals, Sis, you must remember to give me a call." He said this because he was afraid his Aunt and Sis would be overly courteous towards him. Actually to Zhang Ye, this was nothing. It was not like he lacked time. Besides, if he could help a relative out, why not?

As for other celebrities, time was money.

Moonlighting.

Commercial performances.

And even as escorts.

For example, they may go to a particular company's ribbon-cutting ceremony. Half an hour or an hour, with the snap of the scissors and at most eating a meal, they could receive hundreds of thousands of dollars, and so with this conversion rate, that was the case indeed.

However, Zhang Ye was different. He did not moonlight, nor did he do commercial performances. He did not have any schedules that required the entire day. As this fellow didn't even have a management company or manager, he was truly a free celebrity in the industry that stood out. He was not restricted in any way. He knew very clearly that all the moonlighting, with little true value, was using one's popularity to earn money. However, it did not increase one's popularity at all, and if done too often, it would even hurt it. That was something Zhang Ye refused to do. Hence, he had lots of free time. Don't you see this fellow staying at home going in circles all day?

Zhang Ye only had popularity in his eyes. His dream was not to earn thousands or millions!

His ambition was bigger than this. His goals were even larger, and targeted a greater horizon!

Hence, what he was seeing was different from other celebrities. What he saw was not money, but the entire country, the world, the universe, the Sea of the Stars*!

Chapter 455: Babysitter Zhang Ye!

Afternoon.

At the courtyard door.

Aunt and Sis insisted on walking with him out of the courtyard.

"Little Ye, drive carefully."

"Yea, got it Aunt."

"Thanks, Little Ye."

"Sis, there's no need to say so much. Go back in."

"Okay. Come whenever you have time. There will be someone home all the time anyway."

Not long after he got into his car and drove out of his aunt's alley, his cellphone, that he had thrown onto the passenger seat, rang. His eyes were sharp and he saw Rao Aimin's name appear on the caller ID. He reached out to grab the phone and turned the hands-free mode on through the dashboard.

"Landlady auntie." He held onto his steering wheel as he continued driving.

In a polite manner that Rao Aimin had never done before, she asked, "Where are you??"

"I went to my Sis' place and just left. Why? Is there something?" Zhang Ye asked.

Rao Aimin said, "Come over to my place and look after the kid today. I need to settle some issues outside. I'm not sure what time I'll be back. I will be waiting here!"

Zhang Ye complained, "If you are going out, just go. Chenchen doesn't need anyone to take care of her. She's so smart and resourceful. It's already good enough that she doesn't go around bullying people."

"Hey, what's with those words. Cut the nonsense and hurry over!"

"I have to go home tonight. I was not home for the new year and my parents are already nagging. If I keep staying out, my mum is going to kill me for sure."

"If you don't head over here, I will take your life."

"Damn, alright, alright. I will come over right now."

"OK, when you get here, bring a bottle of soy sauce on the way. There's no more left in the house. I'm hanging up now."

"You really take me to be a nanny now? Looking after the kid and buying soy sauce?! This bro's not a small fry anymore, how can you treat a famous person like this?"

He did not hear any response from the other end.

Du du du, the call had already disconnected.

Zhang Ye was helpless. Forget it, this bro's mood isn't too bad right now. I will be generous and not take this up with a woman like you. He continued his drive towards Jiaomen!

.....

He arrived.

He got out of the car to buy what he needed to.

At the shop in the neighborhood. Ever since Zhang Ye's address had been exposed and with the attack some days ago, everyone who were from around here knew that Zhang Ye also stayed here.

"Yo, Teacher Zhang!" The grocery store's big sis' eyes brightened up.

Zhang Ye smiled, "Give me a bottle of soy sauce please."

The big sis asked, "Dark or light? What brand?"

Zhang Ye wasn't too sure himself, "Anything is fine. It doesn't matter."

The big sis smiled, "Then I will give you the plain one."

"Sure, how much is it?" Zhang Ye reached for his wallet.

"Ah, there's no need for that." The big sis waved him off.

Zhang Ye said, "How can I?"

The big sis laughed out, "Just you choosing to come to shop is our shop's fortune, so how can I accept payment? If you want to buy other things in the future, just give us a call. I will get my son to deliver it to your place."

Now, that's what you called popularity!

Look at this bro's popularity!

Zhang Ye felt good, but due to his principles of not taking advantage of commoners monetarily, he still paid up. With the item in hand, he brought it upstairs.

Ring, ring, ring.

Mom gave him a call.

"Son, I heard you helped your Sis?" Mom's tone sounded good.

Zhang Ye acknowledged, "Yea, it's just a small favor. Did Aunt call you to inform you?"

His mother happily said, "Yes, your Aunt kept praising you and even said that your Sis' blogshop is gaining popularity. In just an hour, she has already earned quite a large sum. Well done, Son. I've just gotten off the phone with Dad and he says you did well. You Aunt's family hasn't been doing too well since your uncle passed away. We couldn't do much to help them back then either, so now that you've done well in life, you should take care of them some more. Your Aunt has always taken good care of you when you were young during the seasonal school breaks."

Zhang Ye said, "I know."

His mother said, "Alright then."

"Uh, Mom. I don't know if I can make it home tonight. My landlady has something to attend to and requested me to take care of her child. It's that big sis who helped me to get released from the police station the other time." Zhang Ye said.

His mother was in a good mood, so she happily responded, "Then you must help her with her request. Alright, I understand. I won't leave any food for you tonight."

"OK."

After hanging up, he went upstairs in the lift.

Dong dong. Zhang Ye knocked on the door, "Landlady auntie!"

After a long while, footsteps sounded as someone walked towards the door. After some struggle with the door handle, the door finally opened, revealing a deadpan looking Chenchen.

Zhang Ye wondered, "Where's your aunt?"

Chenchen pouted, "Zhang Ye, why are you so late? My aunt left already."

"Do you think I can fly? I had to drive over." Zhang Ye came inside and closed the door. He did not change into slippers and just placed the soy sauce on the kitchen counter, "It's just the two of us, so you can go watch TV." He yawned. In the room, it was rather warm. Feeling sleepy, he said, "Your uncle Zhang will be taking a nap."

Chenchen ignored him, sat on the sofa, and began watching cartoons. "OK."

Zhang Ye reminded her, "Remember to do your homework."

Chenchen sat crossed legged on the sofa, pretending not to hear him.

Zhang Ye proceeded upstairs, familiar with the layout of the house, into Rao Aimin's bedroom. He saw her bed was still in a mess, the quilt not folded, and the sheets crumpled. Rao Aimin must have taken a nap after lunch when she was called away, therefore not having time to make the bed.

Taking off his shoes.

Taking off his clothes.

He climbed into the bed. The bed was already cold, but Rao Aimin's fragrance still lingered. Zhang Ye knew the smell well as he closed his eyes and fell asleep soon after.

An hour passed.

Two hours passed.

After an unknown period of time, he was shaken awake.

"Zhang Ye, Zhang Ye." Chenchen pushed his arm.

Zhang Ye opened his eyes, still in a drowsy state, "Ah?"

Chenchen said with a sullen face. "I'm hungry."

Zhang Ye acknowledged her before rolling over to continue sleeping.

Chenchen carried on tugging at his shoulder. "Zhang Ye, Zhang Ye, Zhang Ye, I'm hungry."

Zhang Ye waved his hands at her, "Don't mess around, let me sleep a little while longer. You go and..." When he had spoken up to this point, he drifted back to sleep and was snoring loudly.

"Zhang Ye."

"Zhang Ye."

Chenchen kept calling out to him.

However, Zhang Ye was sleeping like a dead log. When it came to winter, he didn't want to get up the moment he began sleeping.

After some time again, Zhang Ye slowly opened his eyes again. When he got up, he felt his stomach grumbling with hunger.

What was this smell?

It was the fragrant smell of cooking!

Zhang Ye thought that the landlady had returned. He looked at his watch and it was already past 6PM. He quickly got dressed and went downstairs.

The clanging sounds of cooking sounded out from the kitchen.

Zhang Ye did not go in to help out, but just sat down on the sofa outside waiting for dinner to be ready.

But when the sound of cooking slowly died down and the kitchen door opened, Zhang Ye was stunned. Because there were no signs of the landlady in the kitchen at all. Only a young kid aged 8, and a small stool at the kitchen stove could be seen. Beside it was a chopping board and there were knives and plates as well!

It was actually Chenchen who had prepared dinner!

Zhang Ye nearly cursed. What a genius child!

Chenchen also saw Zhang Ye who was lying down in the sofa, with a sullen expression. She did not continue looking at him and just put the dishes on the dining table before going back into the kitchen and stepping onto the stool to get another dish. She brought it out and lay it on the table again and for the 3rd time, went back into the kitchen. She squatted down to scoop herself a bowl of rice and then grabbed a pair of chopsticks before finally going back to the living room to the dining table. She sat there eating, not caring about Zhang Ye, as if she was angry at him.

Zhang Ye blinked. He went to scoop himself a bowl of rice shamelessly and took the utensils before sitting down next to her, "Hey, kid. When did you learn to cook?"

Chenchen said nothing.

Zhang Ye coughed, "Did you learn from your aunt?"

Chenchen didn't even look at him.

Zhang Ye couldn't be bothered, so he began eating as he was really hungry. He took some cabbage and tasted it. Wow, it was pretty good, "Good cooking, Chenchen. Your culinary skills are very good, let me try some of those spicy chicken cubes too!" When he tasted them, he thought it was rather good too. Of course, the taste couldn't be compared to the landlady's cooking, but for a child of 8 years old, it was really, really good.

He ate as he continued praising her.

A moment later, Chenchen finally said, "Zhang Ye, why are you so lazy?"

Zhang Ye had an embarrassed smile on his face as he said, "Well, about that. I was tired today, so I didn't get up, but even if I got up, I don't know how to cook, but lucky for us, we have you here! You've made me change my impression of you. You are the future little god of chefs, really amazing!"

A typical kid would have lost their bearings with such praises.

But Chenchen was different from other kids. She only pouted and said, "Childish!"

Zhang Ye smiled, "Don't be angry, don't be angry. Look at you, how can you be so petty? Actually, Uncle was just pretending to sleep so that I can access your survival skills. Look at these two dishes, these are the results of my test. This is the hidden potentials humans that have. You might not understand uncle's efforts now, but when you grow up, you'll understand."

The corner of Chenchen's lips stretched out into a smile. "....Hur Hur."

Zhang Ye knew that this kid was more street smart than an adult and that he couldn't fool her, so he said, "Uncle will wash the dishes later, so you can just watch TV."

Chenchen added, "And do my homework for me."

Zhang Ye looked at her, "But you can't let your aunt find out."

"Deal." Chenchen held up her little hand in a cute manner, but still maintained her deadpan expression.

Zhang'er also stretched his hand out and slapped the little hand. With that slap of palms, the division of tasks was decided. Chenchen did the cooking while Zhang Ye did the homework.

The atmosphere became harmonious once again.

After the meal, Zhang Ye began to do Chenchen's homework after having washed the dishes.

In the little study room.

"I will write it out on a paper for you to copy onto your workbook. Let me get this clear first, I will only do language portions for you. Otherwise, if you finish too quickly, your aunt will know and she will definitely beat me up." Zhang Ye said.

Chenchen said, "You will write in my workbook."

Zhang Ye said, "Our handwriting is different and others will know it."

Chenchen leered at him. "My Aunt saw your 'Ode of Mulan' on the internet and said you are a calligraphy expert. Can't you imitate the handwriting of others?"

This wicked child!

Zhang Ye was wondering how lazy she was. She was so lazy that she didn't even want to copy something over? Hai, forget it. He couldn't bite the hand that fed him. "Alright, I got it." He was naturally able to imitate handwriting.

Chapter 456: A terrifying amount of Reputation Points!

At night.

Zhang Ye was in the study room, humming away as he worked on a second grader's homework. The subject wasn't difficult, but as he had to imitate Chenchen's handwriting, Zhang Ye's speed naturally slowed down. After he finished it, he took a look at his watch. It was already 8:30PM.

Ring, ring, ring.

It was yet another call. This time, it was from Yao Jiancai.

It sounded very noisy over there, like some music was playing in the background. It was probably either a bar or the karaoke.

"Little Zhang, it's me." Yao Jiancai said.

Zhang Ye said, "What's the matter, Old Yao?"

Yao Jiancai said, "I am at Karaoke. Do you wanna join us?"

Zhang Ye asked, "You finished your filming?"

Yao Jiancai said, "Yea, I just got back to Beijing and went for an outdoor shoot. It didn't take too long."

Zhang Ye said, "Oh, Hur Hur. I can't join you though. I am helping a friend take care of her kid, so I can't get away for now."

Yao Jiancai said, "Then there's no other way to go about this. Oh, did you hear about the new policies that the SARFT will be passing tomorrow? I wonder what it's about, do you?"

Zhang Ye said, "If even you don't know, how could I possibly know?"

Yao Jiancai said, "Doesn't anyone from your circle of friends know?"

Zhang Ye said helplessly, "....You think that I have friends?"

Yao Jiancai heard that and laughed loudly, "Hahaha, that's true. You have offended too many people. Only I seem to be close to you. Your popularity is really terrible to a certain extent."

"What do you mean my popularity is terrible? That's me keeping a low profile." Zhang Ye did not like what he had heard.

"You can say anything you want." Yao Jiancai said, "Alright now, I'll begin my singing and drinking now. I wanted to have a get together, but since you have no time, we can meet in a couple of days somewhere. It's been too long."

"Sure." Zhang Ye hung up.

In the entertainment business, other people made friends with certain interests in mind. Those celebrities, who were always together having fun or drinking and eating together, those buddies or BFFs, who took photographs together daily, were basically doing all of that to advance their careers, but Zhang Ye and Yao Jiancai didn't have this sort of things going on between them. Zhang Ye was a broadcast host who dabbled in literature and occasionally music, while Yao Jiancai was an actor with his main line in drama acting. The two of them might both be in the entertainment business, one being a C-lister while the other a D-lister, but their paths almost never coincided. It was only that one time when

Zhang Ye made a cameo appearance in the movie that he had worked with Yao Jiancai and that was where he had gotten to know him.

Excluding Dong Shanshan and Zhang Yuanqi, Zhang Ye's closest friend would be Old Yao. Do you think they had never encountered any obstacles together? No! Do you think that they ever helped each other in any way? No! How many times would you say they had a meal together? Also none! But these two clicked well from the moment they had met each other. Their temperaments matched well even if their ages differed by a large gap. This friendship duo could be even considered as a 'wonder' in an industry as diverse as this!

After closing the workbook, his mind wandered to the announcement of the policies that would be made tomorrow. What sort of policies would be introduced? As long as it's not something that would drag this bro down, it would be OK, but Zhang Ye somehow had a feeling of uneasiness. This was because Weiwo WebTV had rushed to finish broadcasting his "Zhang Ye's Talk Show" to avoid it not being affected by the policy changes and Zhang Ye felt that they would not have done so if they did not receive some sort of insider news. It must have been because the changes were significantly important to have warranted such actions!

Sigh, he could only wait.

It was useless to think too much. At most, he would come up with something more orthodox next time and not choose something as satirical as a talk show.

The study rooms door suddenly opened.

Chenchen said, "Zhang Ye, I'm sleepy."

Zhang Ye stood up, "Then go to bed."

"Bring me to wash my face." Chenchen said.

Zhang Ye sighed, then looked at the time. The landlady was probably not going to make it back tonight, so he had to do as Chenchen asked. He brought Chenchen to the bathroom, then squatted down and lifted her up to the sink. The little one took her toothbrush and toothpaste and washed up before sleeping. After she was done, Zhang Ye put her down and gave her a face towel.

"I'm going to bed now."

"OK, good night."

Chenchen slowly walked up the stairs.

Zhang Ye was a little worried, so he went up to take a look. He tucked her in properly before switching off the lights and went back downstairs. He was not feeling sleepy yet, so he prepared to do something proper.

As if it were a stone, the new policies from the SARFT weighed down on his shoulders and he was unable to shake the feeling. Zhang Ye had already planned for the worst and as such, he needed to expand his abilities. If the SARFT really planned on enveloping control over the entertainment business, then Zhang Ye would surely be affected. He could not stand around and do nothing, so he had to plan things in advance to have some hidden cards up his sleeve just in case.

What hidden cards?

Of course it had to be the game ring!

Ever since the last few lottery draws, he realized that the Skills Category experience books had helped him a lot. For example, the lockpicking skill, the computer programming, and network technology skills. All of these didn't seem like they could enable him to do anything and he had felt they were unideal as prizes, but at critical moments, these skills had all come in handy and even allowed him to showcase how great he was!

Skills were strength!

Skills were life!

So, Zhang Ye planned to gain a few more skills tonight. Yes, he did not want the Stats Category or Consumption Category treasure chests. He only wanted Skills Category experience books. Even if they might not seem useful now, he could leave it for later and there would be a more suitable time to apply it. It could even help him in his work or daily life. From a more pessimistic point of view, even if the skills turned out to be useless, he would be okay with it since it was just a loss of some reputation points and he knew he could accept it.

Why?

Why did he become so generous?

It was because he had been paying attention to his game ring's reputation points for the past few days. His total reputation points had already reached a terrifying figure!

Over 110 million points!

Every time he looked at this number, he became elated!

How did all these reputation points come about? A portion of it was leftover from Zhang Ye's previous lottery draw, about 30 million of it. All of that was accumulated, while a small portion after that came from 'Zhang Ye's Talk Show' and his other works like, 'The Song of the Stormy Petrel' and 'Ghost Blows Out the Light'. All of these still contributed to his gain of reputation points as there would always be people who did not know or hear of Zhang Ye before and just found out about him. They would then go and search for his other works once they knew a little about him and that was why a single person contributed more than a single reputation point to him. All of this added up to quite a good amount!

Of course, the main reason why his reputation points went past a hundred million was still mainly due to the Panda Burning Incense!

For him to have amassed such a large amount of points, it was all due to very special circumstances. There had been circumstances that allowed him to become even more popular before, but those times, he had only gained them in Beijing or a few other provinces. This was not enough to put him on the entire stage of Asia, let alone the world stage, but as the author behind the "Panda Burning Incense" virus, "2", even if most people did not follow the news and were not interested in computer viruses or hackers, there were still people who felt that hackers were powerful people and knew how fearful they could

be. For example, the programmers and hackers who were from Korea, China, and other countries, all of them had contributed that large amount of reputation points to Zhang Ye!

Chapter 457: Leveling up in Taiji Fist again!

As Zhang Ye was alone downstairs, he rearranged all the furniture in the living room to the side, leaving an open space for himself. He grabbed a chair to sit down and opened up the game ring's interface. He was ready to spend all his reputation today to replenish himself. 110 million reputation points! If he had to use them all, so what? He knew that he would continue gaining more reputation points from now on as he would continue to have works constantly come out. This was the reason why he turned spendthrift and didn't intend to leave any points for unexpected circumstances!

He would spend it all!

Then earn more after spending everything!

Zhang Ye had already set his goal for this year to rise to the B-list from the C-list. With this goal in mind, he definitely needed the energy and momentum to break through, so he bet everything he had on it now!

Lottery draw?

That will come later.

Zhang Ye did not bring up the lottery draw interface, but instead went into the merchant shop to take a look at the items. His eyes landed on the "Taiji Fist Skills Experience Book". Actually, Zhang Ye had already bought a over a dozen of these experience books before and spent quite a lot of reputation points on it. Even if his skills could not compare to Rao Aimin now, nor could it be compared to most people who practiced Chinese martial arts seriously, he could be considered to be quite skilled at it already. At least if he were to match up with those who were quite skilled in Taekwondo or Thai boxing, he would be able to handle them without too much of an issue. Of course, even in Taekwondo and other similar martial arts, there were also highly skilled people that Zhang Ye had never met nor exchanged fists with, so it could not be compared in this way. But now, Zhang Ye felt a sense of danger. He felt that the dozen or so books of Taiji Fist were not enough.

Why?

Because he was a globally wanted man!

Even the reward itself was sky-high!

Even though Zhang Ye felt that no one would find him or even find out his true identity, he still had to be careful. Besides, this skill that he was learning was a lost martial art in this world for the past few hundreds of years and had its kinks. Sometimes, it would work and sometimes it wouldn't. In the few encounters that Zhang Ye had encountered danger, his control of Taiji Fist was not that good. He could only use whatever he could summon to face the enemy. Lucky for him, he could manage to settle the situation with Taiji whenever his rage exploded, but he couldn't always count on his luck every time, right? If he really met with a mental block in this skill, wouldn't he be blindsided?! So, this lifesaving skill had a renewed sense of importance to Zhang Ye! He wanted to raise his Taiji Fist skill!

A million per book was really quite expensive!

But after hesitating for a long time, he still decided to buy it. No matter how much it cost, he decided that he must not feel the pinch. With a hardened heart, he had to do it!

Buy!

His hand furiously tapped away as he bought Taiji Fist Skill Experience Books!

1 book.....

10 books...

50 books.....

He bought a total of over 80 books before he stopped. If he finished 'eating' all of these books, his cumulative total of Taiji Fist skill consumed would number exactly 100 books!

His total reputation points plummeted quickly!

After buying so many, he had only 30 million reputation points left!

Zhang Ye held back the pain from his excessive buying and placed his hands in his inventory. From there, he took out the Taiji Fist Skill Experience Books one by one and 'ate' them. At the moment each experience book was absorbed, it turned into a dazzling sparkle before being absorbed into Zhang Ye's head. It enforced his knowledge of skill, even without the need for practice. Zhang Ye could only feel that with each book 'eaten', he would gain a deeper and deeper understanding of Taiji Fist. Some Taiji Fist moves also filled up and appeared in his mind!

Wardoff (Used to mitigate or rebound the opponent back in the direction it came from).

Rollback (Leads the opponent farther than intended to go in the direction he was attacking).

Press (Deflects opponent by striking his footwork).

Push (Attacking at right angles to the opponent's motion).

Pluck (Catch the opponent just as he is starting forward, or as a grip).

Rend (Unbalancing the opponent diagonally to his rear).

Elbow (Using the elbow tip to strike).

Bump (Using the shoulder's strength to strike).

In the past, with the lack of experience, Zhang Ye could only follow his feelings to vaguely come up with the move to use against his opponents, but now, these moves had fully formed an image in his mind. Zhang Ye's forehead was filled with beads of sweat as enormous amounts of knowledge flooded into his brain. He was 'eating' the skill experience book too quickly!

More than 80 books had been 'eaten' in a matter of seconds!

Zhang Ye opened his eyes and wiped the sweat off his forehead. His clothes were also drenched. Taiji Fist was indeed a profound skill with deep reaching knowledge. By now, he had already finished learning

100 Skill experience books worth of knowledge, but it seemed that the more he learned, the more he felt that he was lacking. He knew that this was only the tip of the iceberg and there was still a long road ahead. In the past, he thought that he was already invincible when he had only learned a dozen Taiji Fist skill experience books. That all felt like a joke to him now, but now, he knew it was almost enough. With a hundred books of experience to back him up, Zhang Ye's martial arts level had buoyed up significantly. It was so amazing that he even felt that he wasn't human anymore. It was as if he could fly a large distance with a simple kick of his leg!

Zhang Ye revealed the smile of a carefree hero as he fumbled through the cabinets looking for something. He finally found a pair of scissors in Rao Aimin's house as he attempted to emulate the landlady's move. With his right hand raised, with the composure of a martial arts master, his hands swiftly came crashing down on the pair of scissors!

Smash!

A dull thud!

An incredible scene appeared! It was an amazing scene!

Zhang Ye's hand.....swelled at a speed that was visible to the naked eye! With a loud piercing cry that rang across the whole level, he cursed, "F**k your sister!!"

The scissors, however, appeared to be undamaged.

Zhang Ye was nearly crying in pain as he grasped his right hand while whining in agony. At this moment, he finally understood why some television programs usually had a warning rolling across the screen, warning people "not to try this at home". Some of these professional moves were really not meant for the average person! What he did earlier made him understand that he and the landlady still had a large.....hmm, had a slight difference in skill level. Zhang Ye was still not good enough and he didn't intend to attempt again anytime soon. Only after rubbing his hand for what seemed to be all day, did he slowly begin to feel better.

Although the scissors did not bend, it did not mean that Zhang Ye's 100 books of Taiji Fist experience were useless. It was really because the pair of scissors was too strong and too cunning!

Right now, Zhang Ye's Taiji Fist had already improved tremendously to a level that even he could not grasp. Although he had not "crossed swords" with another Chinese martial arts expert yet, Zhang Ye felt that he would not be considered one of the weakest in the martial arts world!

In the past, he was just a wanderer fleeting around the doors to the world of martial arts.

But now, he had probably already stepped through that door!

On top of that, Zhang Ye also analyzed that there were differences between the experience books for different skills. There was a difference in the effects that each book would bring to the user. For example, just 2-3 experience books for the lockpicking skill had enabled him to be quite good at it. If he 'ate' a few more of those, he'd probably be able to pick even a digital lock, but for a skill like calligraphy, just a few skill experience books would not have too much of an effect. At the very most, that amount would only allow him to have slightly better handwriting. Only after he had 'eaten' a hundred books could he be considered as not too bad in the calligraphy world and would not even be considered to be

near the top. When it came to the Taiji Fist skill, it was even more exaggerated. A hundred skill experience books and all he could say was that he had probably just stepped into the world of Chinese martial arts. From this alone, it could be seen that every skill's experience books had different thresholds in which it would allow the user to step up further in the field!

Chapter 458: A big prize!

On the second floor of the house.

Chenchen drowsily carried her bolster and stood at the top of the staircase. She did not open her eyes and just said, "Zhang Ye, can you keep it down? You woke me up."

Zhang Ye quickly assured her, "You can go back to sleep, I won't disturb you again."

Chenchen rubbed her eyes and asked, "What were you doing?"

"Oh, I was just trying to split a pair of scissors with my hands." Zhang Ye replied.

Chenchen made an annoyed expression with her mouth, "No wonder you were so loud. Did you think you were my aunt? Zhang Ye, you really are childish."

Zhang Ye felt his pride hurt, so he stared at her and immediately said, "Who said it was your Uncle Zhang that shouted?! It was the pair of scissors that shouted from the pain it received from my attack!"

Chenchen pouted and complained childishly, "You don't act like an adult at all." With that, she went back to her room.

Zhang Ye felt a little ashamed, so he called out to her upstairs, "Remember to cover yourself well with the blanket. Don't catch a cold. I will be sleeping downstairs. If you need to use the toilet in the middle of the night, just call for me."

An impatient child's voice shouted back, "Got it."

Zhang Ye felt helpless. That child was very smart and was good in every way except not knowing how to leave some face for an adult. He turned around and sat down again. Yes, it's time to try his hand at the lottery!

Skills Category!

Today, that was all that he wanted!

Zhang Ye clicked on the lottery draw and spent 100,000 reputation points!

The lottery draw began. The needle on the lottery panel started spinning on the turntable. 1 round, 2 rounds, 3 rounds. Then, it started to slow down.

Zhang Ye kept a close watch on the turntable as the needle began to come to a stop. He hesitated for a moment, but did not move as he observed the momentum of the spin. The needle was likely to stop at the Stats Category, which Zhang Ye was not aiming for today. He did not bet any additional stakes since he did not want it anyway.

When the needle stop, although it moved further ahead than he had expected it to, it still stopped in the Stats Category. A small golden treasure chest popped out!

He opened it.

[Fruit of Strength] x 1: Permanently increases the strength of the player.

Increasing strength?

It wasn't too bad.

Zhang Ye took out a dark, shiny weird looking fruit from the treasure chest and took a look at it. Then, he opened his mouth and took a bite before feeling his body turn numb as if a jolt of electricity ran through his body. It was just for a second and it was all over. He touched his arm and thought it felt rather good. The feeling wasn't too bad, but it was still only one fruit of strength after all, so there shouldn't be too great of a change for sure.

He continued the lottery draw.

He staked another bet. The needle spun round and round. When it was about to stop, Zhang Ye observed and analyzed it carefully. He estimated that the needle would stop between the Skills Category and Consumption Category areas, but as the needle's movement was a little different each time, he could not accurately predict where it would stop. If he waited any longer, it might be too late to buy Additional Stakes before the needle stopped dead. For safety reasons, Zhang Ye decided not to put additional stakes again, he would wait for the next round.

The needle stopped.

It was the Consumption Category.

He opened up the Treasure Chest (Small) to take a look at it.

[Pause Game] x 1: Time will temporarily stop. Lasts for 1 minute.

Zhang Ye was stunned. He had played games before, so he knew that besides online games, most single player games had the ability to pause the game. He did not expect such an item to exist here as well. Pause the game? Time could be stopped? What a powerful item! This was a good item, if only he had known! But nothing was ever perfect. If he had staked an additional 10 or 100 bets? What if it was like the last time he drew those empty chests? Then he would have been blindsided again! It was important to be content!

There weren't many Reputation points left, slightly less than 30 million. He had around 29 million left now.

Zhang Ye draw once again. He rubbed his hands together and clicked on the lottery draw, "Give me something from the Skills Category! Something from the Skills Category!" He had already set his mind on obtaining two new skills today. No matter what they were, even if those skills did not seem useful to him, he would be OK with it!

Come on out!

Pi! Ka! Chu!

You didn't need to say it, but shouting that really made it work!

Pika.....and the Skills Category would appear. After the needle spun more than a dozen times, it slowly crept towards the Skills Category and was coming to a stop! Zhang Ye quickly bought Additional Stakes. He was intending to only buy 100 Additional Stakes, but seeing that he still had enough, he added it upto a total of 149!

It stopped!

This time, everything was good. It was all in the Skills Category!

A sound was made to signal that this round of lottery draw was over. At that moment, Zhang Ye's inventory was suddenly filled with 150 small golden treasure chests. They were all stacked together in a very dense manner.

Zhang Ye did not open the treasure chests. He left it in there knowing that the skill in it had already been decided, so it didn't matter if he opened it now or later. He would continue with his lottery draw for now!

Go!

I choose you!

Lunar! Crown!

It was indeed useful! As Zhang Ye shouted these words in his head, the needle once again slowed down and crept towards the Skills Category. Although it felt a little risky and seemed like it was heading towards the Consumption Category, he felt that there was a 90% chance it would stop before that. With that analyzed, he bought the Additional Stakes!

He bought a total of 140 Additional Stakes!

That would mean that in the last two rounds of the lottery draw alone, Zhang Ye had spent all of his remaining 29 million reputation points! With that last additional stake placed, he had consumed all of his reputation points!

The needle continued to move forward!

Stop! Stop! Don't go any further!

Just when the needle seemed like it was going to pass into the consumption category section, it came to a shaky stop. This nearly scared the shit out of Zhang Ye, nearly!

Ding!

Another 141 treasure chest had been deposited into his inventory!

Zhang Ye was feeling very excited as he looked forward to what he would be receiving. He retrieved numerous Treasure Chests (Small) from his inventory one by one and placed them all on the floor of the landlady's living room. There were so many that there was no place left to put them, so he put some

onto the sofa and table as well. The treasure chest was very light, even when placed in his hands, they seemed like they were floating and there wasn't any real physical feel to it. It was basically just a virtual item, so there wasn't any worry that its weight would crush the tables or chairs.

Let's open everything!

Let's take a look at what's inside!

Zhang Ye was looking forward to what was inside the chests as he took out 1 of the 150 treasure chests from the second lottery draw and flipped it opened. A bright light emitted!

[Higher Mathematics Skill Experience Book] 150: Takes effect after reading. Increases player's mathematics skill experience, stackable usage.

Higher mathematics?

There was such a skill?

Zhang Ye blinked a few times and nodded slightly. He had taken higher mathematics in university before, so even though he was not as well versed in it as science and engineering students, he was no stranger to it. Some people might think that something like higher mathematics would be useless to anyone who did not use it in their jobs and would be regarded as a resume filler, but Zhang Ye knew that higher mathematics wasn't as simple as people thought. Higher mathematics wasn't just some resume filler, but was deeply ingrained in everyday life. For example, if you went shopping for groceries and paid \$100 for \$18.50 worth of items. Then you received \$81.50 back in change, but did not know if that was the correct amount or if the person was cheating you. Then you could take a piece of paper to list the numbers of higher mathematical theorems to explain and analyze the details. You could use stuff like derivatives, integration, and integration of rational trigonometric functions, so you would forever not worry that the grocer would give you the wrong amount of change. With this explanation, everyone should clearly understand right? Yes, so higher mathematics could really be amazing, it's really.....

Man, alright....

This crappy thing was useless indeed!

However, forget it. Who knew when it might be put to good use. He could forget it for the time being. This thing was at least some form of capital. Zhang Ye comforted himself amidst his tears and began learning it!

1 book!

100 books!

150 books!

After consuming all the skill experience books, Zhang Ye looked towards the other 141 treasure chests. He clenched his teeth in anticipation and took a deep breath before opening them!

[Acting Skills Experience Book] 141: Takes effect after reading. Increases player's acting skill experience.

This time, a smile appeared on Zhang Ye's face. Acting? This skill was a good one. Although he majored in broadcast hosting himself, he had also dabbled a little in the performance arts. The lessons had touched a little on the profession of acting, but hadn't been systematically taught since that was not their focus. If you let Zhang Ye do a short performance by himself, he would have no problem, but if you wanted him to act on stage for a show, that would definitely be way more difficult for him. It wasn't that he couldn't act, but he would, at most, be able to do so as a small supporting role. He would definitely not be able to take up a liberated main role in a show. Before this, he was still wondering what he'd do if he were offered an acting job. He thought he'd have to start learning from scratch by himself! It would have been too late and he wouldn't have the time. But now, it was solved!

Yes, of course it wasn't necessary to have acting chops to act in a show. Like for Zhang Ye, he could branch out to being an idol actor, based on his....yes, based on his suave looks and tall stature, this would have been a possible route, but people always wanted something to chase after, don't they? What kind of an actor lives off their looks! Zhang Ye held disdain for such people!

Haha, he had finally gained a great and useful skill!

141 skill experience books were 'eaten' all at once by Zhang Ye!

After everything was done, his reputation points had been reduced to zero. He closed the game ring's interface and closed his eyes to appreciate all the knowledge that he had just absorbed. He felt very accomplished from today's lottery draw and it had given him a lot of confidence too. At least from today on, he had another path that he could take in the entertainment business. He was no longer constrained to just hosting, writing novels, composing poems and songs, writing calligraphy, planning for advertisements, etc, etc, etc. The acting skill had just opened up the path of acting for him while the higher mathematics had created a path of..... uh, an unknown path. Hmm, it wasn't bad at all!

Then, Zhang Ye started to calm himself down to think of his next move. After having taken such a long break for the new year, there wasn't much talk about him anymore. He had just risen into the Celebrity C-list rankings, so he had to think about how not to drop back down again.

Write a novel?

Or go back to Shanghai to create another show?

Should he do something else instead? Music? Acting? Composing a few more poems?

Other stars would struggle to find their next move. Some would not be able to find a job while others were afraid they would not do a good job or could not live up to expectations, but on the contrary, Zhang Ye had too much that he could do. He even felt that he had the confidence to do well in all of them. Thus, this left him undecided on what he should do next!

Thinking and thinking.

From evening until midnight, he still had not come to a decision.

Chapter 459: The most stringent ban in history!

The next day.

It was probably some time in the morning.

Zhang Ye, who was sleeping in the guest room on the lower floor, was awoken by someone. He could hear little Chenchen's low voice saying, "Zhang Ye, I'm hungry. Buy some breakfast for me."

Zhang Ye turned around, "Don't disturb me, let me sleep in a while longer."

Chenchen pushed him, "Zhang Ye, Zhang Ye. Wake up."

Zhang Ye had slept for the entire afternoon yesterday, so he had not felt tired for the entire night until he had finally fallen asleep at 3AM. Right now, the sun had not even risen in the sky, so how could he possibly wake up now? He pulled the quilt over his head and said, "Let Uncle sleep for another hour. Don't you know how to cook? Or why don't you go downstairs to buy some breakfast instead?"

Chenchen's face sank, "I don't have money."

Zhang Ye smacked his mouth before sticking his head out and handing her his wallet, "Take it. Oh, remember to buy a share for Uncle too. I want a bowl of stir-fried liver and half a tray of buns."

As the new year passed, the food stalls started operating once again.

Chenchen said angrily, "I will tell my Aunt about this when she gets back."

Zhang Ye made a sound and just continued to sleep.

The door opened and slammed shut as Chenchen stomped away angrily.

With all that disturbance by the little kid, Zhang Ye was unable to get back to sleep. He tossed and turned a few times before finally helplessly getting up.

After about 20 minutes, the house door opened. Zhang Ye was just starting to feel hungry now, so he got out of bed in his sleep wear and a pair of slippers, "You're back? Did you buy stir-fried liver?"

No one answered.

A few seconds later, someone walked in!

Zhang Ye saw the person and said, "Aiyo, you're back?"

Rao Aimin had arrived home and Little Chenchen could be seen in the living room pouting. She was just putting the breakfast she had just bought onto the table. She probably bumped into Rao Aimin downstairs after buying breakfast and came up with her together.

Rao Aimin looked extremely unfriendly. Without a word, she grabbed Zhang Ye by the shoulder, "You rascal! I told you to take care of Chenchen! To watch her in case she gets into trouble! But you sure are great! You even got Chenchen to cook and buy you breakfast? Then who amongst the two of you is taking care of whom?"

Zhang Ye bared his teeth and said, "Aiyowei! Pain, pain, pain!"

Rao Aimin said, "You've even become the master of the house, haven't you?!"

"That's not true." Zhang Ye denied, "I was just training Chenchen to be independent. Don't be so harsh on me, Landlady Auntie. I have a weak body and you might break me if you touch me like that. I might

even faint with you grabbing my shoulder like that. If that happens, you'd have to call the ambulance to send me to the hospital."

Rao Aimin gave him a ticking off before she appeased her anger.

Outside.

The three of them sat together and ate their breakfast.

Chenchen spoke in an adult-like manner while drinking her soy milk, "Big Aunt, if you are not at home next time, don't get Zhang Ye to look after me. I can handle it myself. If he comes, I would end up having to take care of him as well."

Even though Zhang Ye had thick skin, he still turned red from embarrassment. Seeing that little Chenchen really bought the stir-fried liver and buns for him, he took one and gave it to her, "Don't be angry. Come, have a bun."

Chenchen said, "Not eating."

Zhang Ye said nicely, "Then why don't you give me a fried dough stick?"

Chenchen didn't even look at him and said, "No, that's mine."

Zhang Ye said, "Look at you, look at you. So petty. You have to learn to be more magnanimous." Then he winked at her, "Why don't we follow the usual agreement, huh?"

Chenchen did not look at him directly but glanced sideways, "Really?"

Zhang Ye nodded, "Of course I mean it."

Chenchen said, "Then it's a deal." She split a fried dough stick and gave one to Zhang Ye.

Zhang Ye smiled as he took it from her and then gave two of his buns to Chenchen, "Have more meat so that you can grow taller." The two of them had somehow come to a mutual agreement and turned amiable once more.

Rao Aimin who was observing them from the side asked, "What usual agreement?"

Zhang Ye quickly denied, "It's nothing. Oh, where did you end up going last night?"

Rao Aimin had also bought breakfast and was eating her tofu pudding as she said, "Registered permanent residence status for Chenchen under another one of my addresses."

"Didn't you get that done already?"

"This place is a dual use property and couldn't be used for permanent residence."

"Oh, it's like that."

"Eat your food. You seem to be over concerning yourself with this."

"What the, I was just asking casually."

After the conversation ended, Zhang Ye realized another one of his buns had gone missing. He looked at Chenchen and saw her holding another one after finishing the two that he had given to her. As she was about to put it into her mouth, Zhang Ye leaned over and tried to snatch it back, "Hey, you've already had two! Why did you take another one from me!"

Chenchen dodged and quickly took a bite.

Zhang Ye said, "Greedy cat!"

After Chenchen finished eating that, her eyes fell onto Zhang Ye's bowl again, "Give me another one."

Zhang Ye vigilantly guarded, "Don't even think about it!"

Chenchen said, "Zhang Ye, give me another."

Zhang Ye laughed, "The buns are really delicious, right? I'm not giving you anymore."

Chenchen tried to snatch it from him, but Zhang Ye blocked her. The two of them started messing around again.

When Rao Aimin saw that, she used the back of her chopsticks and hit them both on their heads, "Sit still! You two are always messing around whenever it's time to eat. 'Do not speak at the feeding or sleeping time', have you never heard of this phrase?"

Only then did the two of them stop.

After eating, Rao Aimin went over to the sofa and sat down. She instructed Chenchen to finish her homework and then signaled for Zhang Ye to come over.

"What's the matter?" Zhang Ye walked over.

Rao Aimin asked, "Have you recovered from your sickness?"

Zhang Ye wondered why she had become concerned about him, so he said, "I've recovered and my scabs are gone too. Thank you so much for taking care of me, landlady auntie."

Rao Aimin nodded, "It's good that you know. Well, my house hasn't been cleaned for a quite a few days now and the dirty laundry is piling up too. Go and clear that for me."

Zhang Ye objected, "Come on, not this!"

Rao Aimin glanced at him, "I already said it the last time. Do you think I would take care of you for free? Quickly go and wash the dishes, clean the windows, and wash the clothes. I already had a very busy day yesterday and didn't managed to get any sleep. I better see something done when I wake up in the afternoon. If you do well, I might let you stay for lunch."

Zhang Ye picked on her words, "Tell me what we will be having first? I won't do it if it's going to be a vegetarian lunch. If you prepare Red Braised Pork and Beef Stew, I will definitely get the chores done for you."

Rao Aimin stared at him, "You're discussing conditions with me? Quickly get the chores done now. All you know is how to talk nonsense. If you don't do it properly, there won't even be a vegetarian dish for

you!" After that, she went upstairs to take a nap. She was wearing a rather thin pair of pants today and it couldn't be seen if she had any long johns under it, but the pants were wrapped tightly around her thighs and with every step she took up the stairs and coupled with her swaying hips, it made her look even sexier.

Zhang Ye was dazzled by this image. Then he looked around the house and had no choice but to begin his duties. Actually, the landlady auntie had exaggerated the amount of chores. There wasn't that much to do as the windows were already very clean to begin with. The dirty laundry pile was also extremely tiny and just putting them in the washing machine would leave nothing much for Zhang Ye to do. After he did all that, he came out to watch TV.

At around 10 o'clock.

Rao Aimin woke up and walked down to the kitchen. She started preparing to marinate the meat for dinner.

When Zhang Ye saw the ingredients, he knew that he was in for Red Braised Pork and Pork Rib Soup tonight. He reflexively salivated at the thought of this. Old Rao really had a heart as soft as tofu. Even if she had said that she didn't care for this or that, she was still preparing the dishes that Zhang Ye liked the most!

How virtuous!

Other than being sharp-tongued, she had no other faults!

Zhang Ye walked into the kitchen wanting to take a little advantage, but after two screams of agony, he was chased out of the kitchen by Rao Aimin. Hai, other than being sharp-tongued, she was quite violent too. Zhang Ye had nothing else to do, so he went to the study room to secretly help the little girl with her homework.

.....

Afternoon.

After having his fill at Rao Aimin's house, he went back to his own apartment. He leaned against his chair and gave a hearty burp. He had definitely eaten too much.

Oh, didn't they say that the SARFT would be releasing its new policies today? He was wondering what they would be about, so he went online to check it out. When he signed in to Weibo, Zhang Ye suddenly felt that there was a strange atmosphere online today. He could not pinpoint what was weird, but he just had that feeling. Zhang Ye's heart was beating heavily as he randomly scrolled through some posts. He briefly saw some words about 'ban' and 'SARFT'. That was when he knew something big had happened!

Sure enough, Zhang Ye found the press release that the SARFT had issued a few minutes earlier. Someone had posted it on their Weibo and highlighted some words in red. Each of those highlighted words sent shockwaves through to his heart!

The full text of the press release:

SARFT, Document No. 43.

"Notice concerning Strengthening Management of the Production and Dissemination of Radio, Film and Television Programs, Television Dramas, and Online Audiovisual Products".

For a while, a few screenwriters, directors, actors, and other radio, film, and television employees have been investigated and prosecuted by public security bodies because they used drugs, solicited prostitutes, or engaged in other unlawful acts. Their acts violated laws and regulations, corrupting the social good, and especially as public personalities of society, they harmed the image of the sector, creating a very harmful influence on society, and damaged the healthy growth of a large number of minors. Radio, film, and television works are important carriers for the dissemination of advanced Socialist culture and carrying forward the Socialist core value system. The Administration has always advocated that radio, film, and television employees must abide by discipline and observe the law, consciously practice Socialist morality, resist vulgar, base and philistine tendencies; it has always advocated that the radio, film, and television literature and art workers must pursue excellence in virtue and artistry, and disseminate positive energy to society through excellent products and a fine image. In order to further clean up the airwaves, television screens, silver screens and the online environment, and create a good employment atmosphere, the following requirements are hereby reiterated:

One. All radio and television broadcasting bodies, regardless of their level, must persist in the correct orientation. They may not engage those who used drugs, solicited prostitutes, or engaged in other such unlawful and criminal acts to participate in the production and dissemination of television programs; they may not produce or broadcast radio or television programs that play up the unlawful and criminal acts of entertainers, celebrities and stars; they must temporarily cease broadcasting films, television dramas, all kinds of radio and television programs where those who used drugs, solicited prostitutes, or engaged in other such unlawful and criminal acts participated in the creation, as well as broadcast advertisements in which they appear.

Two...

Three...

Four.....

Five.....

A total of 5 guidelines were issued!

Then on the next page, the people involved and banned are as follows:

Chen Hong.

Sun Ganyi.

Li Qiang.

Zhao Wei

Etc, etc, etc.

Finally, the final two names that appeared left Zhang Ye bewildered.

Zhang Ye.

Yao Jiancai.

There were a total of 29 people on the name list!

-- We hereby notify of the above mentioned!

Published by The Office of the State Administration of Radio, Film and Television!

Chapter 460: Going to be dropped!

F**k!

Why is my name on it?

Do they mean to ban me just like that?

Zhang Ye was dumbfounded. He stared at the most stringent ban list in history and couldn't believe it. He refreshed it in hopes that the SARFT had published it erroneously, but it reloaded with the exact same content. It remained unchanged and still had Zhang Ye's name on it. When the ban list was released, all the major media and news outlets began coverage on it. There was without a doubt that this was the real thing. It could also be seen that everyone had been stunned by SARFT decree #43!

"That's too harsh!"

"This....is this true?"

"Damn, they're really cracking down?"

"Do they really need to do a sweeping ban like this?"

"Looks like any public figures should not hold any hopes of escaping if they were to be commit any offenses anymore!"

"Chen Hongrong 'Re-entered the business' after drug offenses. Now, he's back to square one again, but I don't like him anyway, so it's okay even if he's banned."

"The SARFT is really being hard hearted this time."

"It's really quite cruel. There was no preempt or warning at all either. It just came pouring out in one swipe. The entertainment industry is in for a long ride this time!"

"Li Qiang just finished filming a movie, right? From this decree, unless all of his scenes are cut out of the movie, it won't be able get a screening? Damn, the distributor and movie director must be crying their hearts out right now. Li Qiang was the main supporting actor and appears throughout the film, how can they cut his scenes out like that? Everyone else has been dragged into this because of him now. I was actually looking forward to this movie, but it seems like it's going to suffer a big loss this time!"

"It's unbelievable, they really are intending to ban them?"

"That's such a zero-tolerance policy!"

"This would cause those artistes, who have ever done misdeeds to disappear from the screen forever?"

Regardless of them being from the media, entertainment industry, or a commoner, after seeing decree #43, their first reactions were that of disbelief. In the decades of development in the entertainment industry, never once had there been such a strict decree. It had come too soon and too sudden, making everyone unable to react. Even though there had been rumors that the SARFT was coming up with new policies, no one could have expected it to be this and for it to be implemented so swiftly!

Everyone was not ready for this!

Maybe you can say that Zhang Ye was the only one who was a little prepared, as this decree #43 was very similar to Zhang Ye's previous world's SARFT decree #100. Even if some of the details differed a bit, the meaning behind it was still the same. Zhang Ye had gone through the shakeup of the media industry at that time, with Old Huang, Xiao Ke, Xiao Fang, and Old Yin all making it onto the list! It's not that Zhang Ye was unprepared since he believed that these celebrities, who had had their misdeeds before, should be banned. As a public figure, you'd have to be a role model to all. Otherwise, with their influences and stature in the public eye, if they committed offenses such as drug abuse or prostitution, they would be sending the wrong message to the young. As such, this decree #43 was something that he could understand and accept!

But what he did not understand was, why did this decree have his name on it? When did I offend you guys!

Drug abuse?

I'll abuse your sister!

Soliciting prostitutes?

I'll solicit your sister!

What do these have to do with me!?

Zhang Ye also knew that he could only have appeared on the ban list for one reason. In the latter part of the sentence -- used drugs, solicited prostitutes, or engaged in other unlawful acts, he was included under 'other unlawful acts'. Zhang Ye had kicked Lee Anson and beaten up his bodyguards, as well as a security guard from Central TV. Because of that, he had been detained at the police station for a while. This was probably the only reason why he was included in the ban list, but it might also have been his scolding of the Koreans in his talk show or the fact that he had used many of his poems or literary works to scold people!

Scolding others?

Beating someone up?

Because of such trivial matters?

Why didn't you all think about why I scolded them!?

Why didn't you talk about why I beat someone up!?

Just the incident after the Spring Festival Gala, if the Central TV personnel had controlled the situation, if Lee Anson had just helped the fan up and apologized, would I need to stand up to resolve the situation?

Oh, just because I stood up for the commoner, helped maintain the dignity of our country's entertainment industry and even had to sneakily take the risk of hacking into Korea's internet resulting in becoming a wanted man? Even if I had done all of that willingly, but the matters have already passed. Is there a need for you to stab me in the back like this?

It was unacceptable!

Zhang Ye was so angry that he kept on swearing!

It was not that he had no experience with being banned before. Back in Shanghai, his program had once been suspended by the Shanghai SARFT, but this decree #43 was totally different thing compared to that. This wasn't simply just stopping one or two of his programs. This was a total ban that was meant to fully 'kill' him off!

But even if Zhang Ye could not accept it, he could not help but admit that his kick on Lee Anson was a little extreme. It was too much and he had broken the law. It was exactly because of that that led to his inclusion on the ban list. Right now, even if he were not satisfied with it, he could not say a word!

It was maddening!

Were they meaning to force this bro into a corner?!

.....

Online.

A lot of people had seen this also realized this.

"Ah!"

"Zhang Ye?"

"Why is Zhang Ye's name amongst the 29?"

"Did they get it wrong? Is there anyone else named Zhang Ye?"

"That can't be. Although Teacher Zhang's name is quite common, amongst those who are famous enough, he's the only one!"

"Zhang Ye is also included in the list? That's impossible!"

"F**k! Seriously? Ah! It's really true! Zhang Ye's name is on it! And his close friend, Yao Jiancai! Why is this duo both on the list?"

"Damn! What the hell is this!"

"They're banning Teacher Zhang again?"

"What has any of this have to do with Zhang Ye?"

"I know! It must be because Zhang Ye beat up Lee Anson that led to his name being on the list!"

"What the heck is this! Isn't this making something out of nothing? I was still thinking that the decree had been passed correctly since it was time the entertainment business was cleaned up and

restructured, but you can't clean out Zhang Ye too! Zhang Ye is the only person in the entertainment business that dares to speak the truth and walk the talk!"

"It might be because of the previous time during the Shanghai SARFT's press conference when Zhang Ye recited 'The Answer', saying 'Debasement is the password of the base. Nobility the epitaph of the noble!'....That was scolding at its best!"

"You're saying that they're settling old scores?"

"I'm just saying, so just take it with a pinch of salt. Eh, I don't dare to say too much now. Even Teacher Zhang Ye, who has done so much for his fans, has been completely suppressed and left without a way out. I'm beginning to feel that all troubles begins with one's mouth... eh, I'll keep quiet."

"F**k! That's too much!"

"Endure it, Teacher Zhang! We will be behind you all the way!"

"Right! Teacher Zhang, hold on! There's definitely still a way out!"

"What's there to hope for? Zhang Ye deserves what he got. He's a thorn in the entertainment business and has had a bad reputation for quite some time now. Who doesn't know that? Even he can't raise any objection about the ban this time. Some of his actions are really a bad influence to others. Since the entertainment business is in such a state, then why shouldn't he be banned in the cleansing and restructuring?"

"I've been unhappy about Zhang Ye for some time too. Shoot the bird which takes the lead, he asked for it."

"The previous two posters are retarded cunts! Tell me which of Teacher Zhang Ye's actions badly influenced others? Seeing a commoner of our own country being pushed down and the guilty person did not even apologize? Based on your thinking, everyone should have just ignored it and not do anything? Is that it? Teacher Zhang Ye stood up for us commoners and that's labeled as a bad influence? What kind of logic is that! Yes, Teacher Zhang might have hit others and broken the law, but he was already detained by the police. To seek justice for a commoner, he was willing to pay such a price! What else do you want? Do they need to be so merciless? If that is how they want it, who will dare stand up when faced with injustice again?!"

"Yea, I agree with banning those others who were involved in drug abuse or soliciting prostitutes, those are in line with the guidelines, but don't ban Zhang Ye! I've previously attended a live recording of Zhang Ye's Talk Show. Teacher Zhang is a very affable person!"

"Damn! I'm angry! I was one of the passengers in the hijacked aircraft that flew from Beijing to Shanghai! Teacher Zhang risked his life to subdue the criminals. He even rushed into the cockpit to take control of the aircraft and landed it safely, saving all those lives on board! It's fine even if you all don't praise a hero like him, but why do you need to 'kill' him off? It's even a complete suppression! This makes me have little hope for life!"

The discussions became heated again!

Some were arguing for Zhang Ye's innocence, while others were trampling down on him after he had fallen!

But regardless of which side they were on, everyone at this moment had similar thoughts — that it was over for these 29 people on the ban list!

Zhang Ye was finished!

There was no second chance for him!

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At home.

Zhang Ye himself was feeling the same.

Ring, ring, ring. His mother's call came. When he answered, she immediately questioned, "Son! What is going on! Was what my colleagues said true? They are going to ban you?"

Zhang Ye laughed bitterly, "It's true."

His mother anxiously said with anger, "Based on what! They're trying to bully you! Then what will you do now? Do you have any ideas?"

"No." Zhang Ye said, "I don't know what to do either, but don't worry about me, I will handle it. Tell Dad and the rest of the family not to worry. I won't be coming home for the next few days."

His mother comforted him, "Think of a way. If there's really no other way, you can come home. You've already done a lot in the past year. You can always start a small business too! Any job can earn you a living! We don't need to depend on them!"

Zhang Ye forcefully smiled, "I understand, Mum."

Ideas?

What ideas could I have!

Other people might not be familiar with this decree, but Zhang Ye was more than clear about it. He knew that there was no way to come back from this. He couldn't do any more programs — Even if he could, they couldn't broadcast it. He couldn't make any movies — Even if he could, they would not be able to screen it. He couldn't write novels — Even if he did, they would not be published or sold! Due to the ban and the fallout from it, it might even affect his teaching of classes at Peking University. Everything that he could do would be suppressed from today onwards. You could say that his time in the entertainment business was effectively over!

Last night, he had still been wondering what he could do next. He was considering things from writing novels to hosting programs and even making music. He was still thinking of choosing between those activities, but now, he need not even think anymore! Even if he did, he wouldn't be able to do any of them!

Zhang Ye felt that if life were a novel and he were the male lead, then this novel would definitely be incomplete or have a terrible ending!

