

“Inside the minds of Online Marketing Millionaires ..”

Inside the minds of **Online Marketing Millionaires**

How they built their 7 figure businesses Online

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Mike Lantz Matt Bacak
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Dr. Ben Adkins
Omar Martin
Colin Theriot
Ron Douglas

RICH WILENS

“Inside the minds of Online Marketing Millionaires.” (TM)

This book is dedicated to all to aspire to take your game to the next level. The information provided by the co-authors in this book will inform and motivate you for a lifetime.

Sammy, Shana, Nathan, Eric, Jake

Special thanks to
Eric Rosenberg

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Caveat Emptor

The materials in this book were excerpts from thirteen Online marketers who are making a difference in people lives. Life changing for those who can learn from the best of the best.

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Joel Comm



Rich: Hey Joel. People call you Dr. Ad Sense

Joel: Well most people don't call me that anymore, do you know why?

Rich: I do not.

Joel: Because the guy who branded me that quit using it. Do you know who that guy was?

Rich: Was that you?

Joel: That was me. I didn't like it. It was like when I went to events people would be "Hey Dr. Ad Sense", I realized that I didn't sound nearly as cool as I thought as I would be. It sounds stupid, so I

stopped signing my emails Dr. Ad Sense.

Rich: So you are a New York Times best seller. Was that with the ad sense book?

Joel: Yes, “The Ad Sense Code” was the name of the book.

Rich: What is Ad sense?

Joel: What is Ad sense?

Rich: Well you tell us, because I’m new to this.

Joel: Ad sense is the way that anybody with a website can monetize their content with ads by Google. So Google takes in Billions of dollars, that’s billions with a B and what they do is they need a place to be able to put all the ads that people want to put via ad words and so they say if you have a website, if you have content, if you take a piece of code, paste it on your website we will deliver ads to your site and the ads that you get are going to be content relevant.

So whatever your page is about, maybe you’ve written an article about fly fishing well guess what? You’re going to get ads related to fly fishing, maybe you’ve got an article about the latest 5mm camera, well you’re going to get ads on that page related to camera and the cool part is whenever somebody reads your content and they decide to click an ad, Google shares a piece of the revenue from that click with you, about 69% 70% is actually the number, so if that advertiser is paying a dollar perhaps for that click and Google keeps 30 cents they give you 70 and it’s a great way to generate passive income while you sleep.

I mean in my peak I was making well over \$1000 a day with ad sense from my websites.

Rich: How did you discover that? I mean you don't become a New York Times best seller just from twitching your nose. Obviously you did some research and why you, why not somebody who worked for Google, worked for the ad sense department, why didn't somebody like them come out wherever they are?

Joel: Google doesn't write books. They'll put their site up and they'll give how to tutorials as they discover it but they didn't even know how to do ads right from the beginning. It was 2003-2004 when I began researching, back when they released the program.

Nobody knew what worked and what didn't and in 2004 I had done a lot of testing because I was looking for ways to monetize my content and so I tested the different block sizes they gave us, the different block colors, where were to put them on the pages to generate the highest click through and when I figured out how to do that I shared those tips with my friends and they were like this is great because all of a sudden they are making all these money and I don't remember who it was but somebody said you should write an eBook about this, so I started with an eBook 'why Google never told you about making money with ad sense' it was a \$77 eBook, 66 pages like the first of its kind and I thought if this thing sells \$10000 worth in a year I'm going to be thrilled because it's air, its ones and zeros, the eBook is air, it's valuable information but it's air.

Well it sold \$10000 in the first week, took off and all of a sudden even though I have been doing business online since 1995 in other areas and had successes, this was my first information product success.

The second edition came out and before you know I'm asked to go speak at events like Arman More's seminar and I met my publisher

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David Hancock at one of Armand’s events and he said we should turn this into a new book, a physical book.

Rich: What year?

Joel: That’s 2006.

Rich: How is it doing today?

Joel: Well it still sells today. The 6th edition of the eBook is getting ready to come out. There has been two editions of the ad sense code and we strategically launched the first edition the same weekend that the Da Vinci code opened in the theatres, the movie with Tom Hanks and of course if you’ve seen the cover of the ad sense code it looks just like the Da Vinci code.

Rich: Ad sense is still active today?

Joel: Oh yeah. Google took in \$50 billion in ad web in the last year. They are still paying out publishers a piece of that. So it’s all about content and traffic.

Rich: So you had a website that had content. Was it a full service website, was it just a blog? So what kind of websites did you do?

Joel: Any kind of content but at that time my site that was most successful was my shopping site. I had one of the earliest bargain hunting coupon site, dealofday.com and we had forums where people could discuss the latest skills and that was really ad sense heavy and made a lot of money, but with affiliate marketing and with advertising on that site.

Rich: So did you have more than one website? You hear people come up with products they do niche advertising like you get a website on juice or something that people are actually googling for.

Let me see if I get this straight, let's say I have that website on jock itch and somebody is looking for a cure to do jock itch and they Google me, they read my blog or whatever it is, my content and then they see a little ad on the side that says cure jock itch 49.95, click here and I make a percentage of that, is that what it's all about?

Joel: Pretty much and I've got to say that this is the only interview that I've been in where the phrase of jock itch has been used four times.

Rich: Thank you very much.

You mentioned ad sense again, what kind of money can I make today, not 4 years ago. Can I make money with ad sense today?

Joel: Yes it's all content and traffic. You have to have original content on your website and there needs to be traffic. If you don't have readers, there's nobody there to click the ads.

Rich: So when you say traffic, do we have to do our own SEO, do we pay for our own SEO?

Joel: SEO is overrated. I have never paid for SEO. I think that all the tricks people come up with are lunacy. Just create content, write headlines that are the type of things that people would search for, write content that's valuable. In the search engines, if you are writing content on a regular basis then Google and Bing and yahoo are going to know this is regularly updated content and they are going to index it and as long as you keep doing that you're going to show up in the search engines.

Rich: Ok, you keep mentioning this term content, I'm not the brightest light bulb in the world but I think I know where to get it.

Where do you get your content and how often do you change your content and do you utilize your content on more than one of your website?

Joel: Well I’ve sold some of my content to heavy sites the past few years, so my blog is where I create my content and that comes from here and I blog as often as I want to. Ad sense isn’t meaningful to me again because I sold my content sites but that doesn’t mean that people aren’t making money with it.

Rich: But on your blog site do you have ad sense?

Joel: No, I don’t, I choose not to.

Rich: And because of a moralistic reason or because of a monetary reason or? I mean you were the king of ad sense.

Joel: It was a personal brand and so that site was not developed to sell ad space, it’s more about myself as an author, speaker, entrepreneur, consultant and so ad sense is an afterthought, it’s a way to monetize that initially but it’s not reason the site exists.

Rich: Ok. So it sounds like you have gone to the second part of what you’ve done. You’ve created your product, you became the best in it and now you’re taking it on a tour, delivering the message to people you can still make money on ad sense and there’s other things to Joel Comm than just ad sense, is that correct?

Joel: Oh there has been more to me than that my whole career which is almost 2 decades. Ad sense was just one blip on the radar.

Rich: Before we go on to another one of your blip, what is the secret that you can offer or a suggestion that you can offer to the people who are reading this or watching this or listening to this and how they can make money with ad sense today and is there a site where

they can go to or resource and are you still available or do people have to buy your book to get all the information we need to become ad sense kings?

Joel: The strategies in the ad sense code are still legit, it's been a few years since the last print edition was created but if they go to adsense-secrets.com you'll find the most recent eBook and I'm not sure when the people of the internet will see this but as of this moment the 5th edition is online and I've got the 6th edition ready as soon as we go to the product launch hopefully here in March-April 2014 that will launch.

Rich: And that site is up now. Your own site is called ad-secrets.com. You know anything with secret folks, you've got to check it out at least one time. It is and if you can learn one thing from the site the credibility is to our guest today Joel Comm, a New York Times best seller without buying his way into being a best seller. These are books and information that people actually took I believe, tell me if my information is incorrect.

Joel: No, I didn't buy my way into the New York Times best seller, it's legit.

Rich: They actually took the books, they read it, they utilized the information that was in these books and they started making money which the only way you can get into the New York Times best seller is if you sell more books, selling more books means you're being more successful. So I'm suggesting to you and I have no monetary investment in this at all, go read the books.

Rich: The other part of Joel Comm was that he said he's into a new

part of his life but he really doesn't know what he is doing.

Rich: Are you still accepting Facebook friends or are you at the 5000 mark?

Joel: Oh no, I actually had 5000 friends year ago in 2009. Because I couldn't accept anymore friends and I realized a lot of people that I was friends with, I didn't really know them. I unfriended everybody, I wrote about it, it caused a big stir because people were insulted and then I refriended the people I knew. So I have about 1100 facebook friends and then if you send me a friend request and I don't know you I won't accept the request but they can follow my feed. People who write me and introduce themselves and say “Hey Joel” and it's just because I want my feed I want my feed to be usable. I want to use it the way I want to use it but I have a fan page which has got like 26000-27000 followers.

Rich: Ok, you've given us everything that we need to know about ad sense and in we know that we can get your book, how are you making money now, are you in non-profit organizations? Let's talk about you, I know that you're not in a non-profit organization, there is something that you do, I know you go out and do public speaking, you've written a book. There is a concept of that book that I would like to discuss for a second. Why don't you tell my folks this project you just finished with the NAMS people in Atlanta.

Joel: Well actually we're embarking on the project now; I finished it with another group of people last year. So I was on the semi sabbatical for a few years, sold off some of my old properties, took some time away to figure some things out and work on myself. Physically lost a few pounds. So I was coming off from my sabbatical period, I was getting asked to speak at places and I didn't have any new product to offer and so like any good entrepreneur I

looked at the value that I could bring to others, I knew that I knew a lot about books and publishing, having had 5 books and New York Times bestselling and tons of translations and I knew I was passionate about helping people follow their passion and how can I combine the two and so like a good entrepreneur I came up with a product idea that could leverage my experience and bring value to others and I looked at the book for the sole model and of course these are books that are written by dozens of other authors under the sea but it gives people a chance to share their inspirational story. I thought what if I could take the inspirational angle and combine it with the entrepreneurial a bit and I came the book title. So the first edition of the book had 46 co-authors with me and these are people from all different blocks of life and they share their stories and their stories are inspirational, they help explain why they do what they do today, how they bring value to the world around them, then there is teaching and training that goes on with each one so with each chapter you get to meet somebody new, you find out who they are, what they are all about and why they do what they do and then something about what they do. So we are doing a 2nd edition right now with date to produce NAMS community and it's going to be so what do you do volume 2, the NAMS edition.

Rich: So everybody who participated in putting together these 47 different chapters, how did you monetize on that?

Joel: Well they have to be part of the publishing fee to be in the book. So we take your applications and there are some people I would turn away if I felt like their story wasn't powerful enough or they didn't fit with the certain moral bent of what I was looking for in these types of books and so there are costs to publishing a book, there is cost to having an editor and an assistant and getting graphics

done and so everybody shares in that cost and for me there's not huge profit in it but it is a profitable venture.

Rich: Now a lot of people are publishing and creates space which is really no big deal because you can't really get your books published in book a million or Barnes and noble and ox books. So basically you took an application fee, put it together in a book, so is this an idea somebody else could do out here, I think that's what I want other than using Joel Comm's name, can Rich Wilens do that, put together chapters, charge people or take applications for a production cost, make a little bit of money and then publish it?

Joel: Yes, in fact having gone through it I have the model for how it works so if somebody would be interested in my time to coach them through that process, I'm available.

Rich: Why don't you put that together in a product and give it to us or sell it to us? While you like to do that, can I interview you on how you did that, put it together in a product and sell it for \$7?

Joel: it is something that I have thought about doing and I think its worth a lot more than \$7, its \$8 probably.

Rich: it's not worth it to me; I need 7 bucks, that way my list buys it

Rich: If you are going to send our readers away with one piece of advice, words of wisdom, something other than you fill in the blanks, what would you tell them to help motivate them or help give them any kind of inspiration to monetize whatever they are doing, coming from a New York Times best seller? Give them a piece of something they normally wouldn't get.

Joel: Get motivated, get off your butt or he's coming to your house. A piece of advice or wisdom is go do stuff. I think where people fail

again and again is they have these ideas or they have these notions of what they want they want to do but they don't get started, they get bogged down with the details, they think that they have to get all the right ideas, all the right people, all the right places, whatever, the timing has to be right and life doesn't wait, it's like when is the right time to have a kid? There's never a great time to have a kid, you have kids and boom! There you go and this is the same, you don't have to have it all figured out, just do something, just move forward, take steps towards something that interests you. I can look at all the various success I've had over the past 20 years and just about every one of them almost seemed like an accident, almost seems like I'm just walking through the park and I've got my pail and bucket and there is a sandbox and I decide to go play in it and see what I can build and amazing stuff happens when you just put yourself out there and take risks and don't be afraid to fail at it. So grab your pail and bucket, find a sandbox and start playing.

Dr. Ben Adkins



Rich: You're a doctor; somebody confessed that you were a chiropractor and do you still do that, where does being a chiropractor and an internet marketer begin?

Ben: The first two years that I was actually doing the internet thing trying to find my way about how to do all of that I was chiropractor doing the whole thing full time, I would literally get up, go to the office, be there about 7-8 O'clock in the morning, work until about 6, I got with my family for 3 hours and then from about 9-3 in the morning I would work on the internet stuff and eventually that started o get old, we were so successful with the internet thing too and the chiropractic office was successful so I had to pick one and I've been doing internet marketing full time I guess just about a year now, it's not been that long that I've not had two jobs, I was really

balancing both for quite some time.

Rich: So how did you figure out that you wanted to be an internet marketer and what was your first product that convinced you that I think I’ going to move towards internet marketing rather than the career I just took out students loans for a million dollars and eventually have to pay them?

Ben: So it’s funny, everything that I had done internet marketing for the first couple of years was all stuff that we were doing to grow the practice and I had so many people locally that were asking for help because they saw how we were growing really fast, just a chiropractic office that I started writing things down for them and it was just the most backwards way of getting into internet marketing, I was just writing things down for my friends and then I started catching wind of hey there are some place to go sell these things online and this is how this kind of works and I was like why would a guy... I’m putting these things together, let’s put them out there and then I remember I was actually at a chiropractic conference when I put out a product called the eBook facebook magician and when that one came out I was like you know what? I think there is a little more to this people just bought it up like crazy but I was like I think there is a little more to this than maybe what I thought and it was funny how it all came about, that one sold like crazy a couple of weeks later, I came to my first internet marketing event in Las Vegas which I just happened to be sitting in right now in Las Vegas at another event but that was it, it was just kind of a string of things, just one after the other God was kind of telling me hey you might want to pay a little more attention to this gig than what you have been.

Rich: So what is the evil facebook magician or FB magician or whatever it is and what good did it do you and your chiropractic

practice or if nothing at all what good did it do in your internet career?

Ben: Well it was all about little tricks I had gotten really in-depth like how to we do our practice on facebook and there was all these little subtle things that not too many people were talking about, it was completely white hat stuff but it was kind of out of the box ways that we were using facebook and I just kind of wrote them down and we were using them in the practice, we were doing some interesting things with facebook at the time and I wrote those down and I just put them u for sale and when people bought them there were people who were completely outside of what we were doing with them but I started getting these feedbacks of hey I run a dog fan site, it's for this particular breed of dog, I'm a dentist and I do this, people from all over the planet started telling me I'm using this exact same things that you were using in your practice and I'm using them in these different areas and that blew me away, that was the thing, I was like ok, so these things actually fit, we can fit them just to about anything out there to grow, so that was the big thing for me is all of a sudden seeing that what worked for us was a very good template for several other people in whatever market they were in and I think that's what I learned with that particular product. There was how to take facebook and bin bits every which way but then to take those same little bins and give them to other people and they could use them the same way in their markets.

Rich: Now you are a chiropractor, I don't really see the résumé internet marketer for many years prior to that, so it's exactly what you did on the job, working to promote your chiropractic office is what you've done basically, put it together and like the remote, was

there any software involved in your product, was there any kind of hook to justify a value, what did you charge for that by the way?

Ben: It was very cheap, it must have been \$9-\$20, I can't even remember the price but \$9-\$20, there was no software involved, it was just techniques, little methods that we were using and at the time I didn't have anybody that could build software for us, I had a lot of good ideas for software based on what we were doing but I didn't have the people to build them at the time so we were just teaching people the hard ways to do things, that's just what was so crazy to me was we were actually- this is the hard way to do it, go and do it, people loved it, they were getting good results from it but yeah 9-20 bucks is was around the price point that time. I think it was a 20 page PDF

Rich: So you have a 20 page PDF and how many of those did you sell, thousands?

Ben: It was 2500 to 3000 of that one

Rich: Being relatively new in the internet marketing business and whichever platform did you use, did you use warrior plus or did you use JVZoo?

Ben: At the time there was no JVZoo, it was all warrior plus, so I used warrior plus to sell that thing and it did very good for us.

Rich: Where did you find the affiliates being new, I mean who are you going to call?

Ben: At that point we've been doing it for about 6 months to a year so I just knew people, I had a couple of relationships out there of people that I kind of heard of and I knew Mike Lance warrior plus because he had kind of looked at some of our other things in the

past, I knew Dennis Becker another great internet marketer a day and I knew a couple of other guys just because I had bought their products and I had a really in-depth view of who these people were because not only had I bought their products I had actually gone through their products and really got an inside view of what they were doing in their businesses and I just reached out, I just said hey you know, I got this thing for facebook and not many people will talk about facebook right now and they weren't at that time, I said check this out, see what you think and I started passing around copies of it and it was so short the actual guide that people actually had the attention span even affiliates because affiliates marketers typically have the shorter attention spans out there, it was so short that they were able to get through really quickly and they were getting results very quickly out of the things that were in it, so that's how they got behind it, I would approach them and I would say hey I went through this product of yours I thought it was great and I have this thing that we're doing with facebook and I'll love for you to check it out especially this particular tip on this page and I appreciate the product that you wrote, it's great, I've been using it so I've been getting some results and check this out just let me know what you think, by the way it's for sale on this date. That's what we did, we just ground level going after people one by one and telling them specifically what we wanted them to read and why we were contacting them in the first place, call me crazy but that kind of stuff still works.

Rich: So where did you contact him? Did you contact him like you and I communicate on facebook, some people prefer to contact by email, some people use Skype. What did you use to build your affiliates for your first product?

Ben: From the very get go I was building an affiliate list, so the only way you could promote our stuff and get paid was by signing up to an affiliate list. Now at first that annoyed a lot of people but our whole thing was listen, if you promote something and there is a problem we want to have a list to be able to tell you about the problem or if something goes good or if something changes we want to keep you in the loop and that's always the thing that we had. So I had a small affiliate list at the time but the other thing was I would just go find groups, groups of people, on Skype at the time they had some affiliate groups that was starting to pop up, so I would find those and be a part of everything I could, I would actually try to add some value to the conversation so I wasn't just promoting all the time, so Skype groups were big at the time so I really got into Skype. Facebook groups hadn't really gotten up the ground yet but at that time Skype groups are bigger and I was an active video person, I think that was a big thing for me, I was always putting out videos and i was on camera, so it was funny when I would contact people they knew my face even if with just a passing glance, they knew my face just because we would damn videos everywhere. Even when we contacted people I think we had the advantage to maybe other people contacting because we were just so in love with video marketing at that point that we were always pushing out videos, so we had some familiarity out there that maybe some other people didn't have because our content was very video based.

Rich: Did you pay for any ads, buy any ads?

Ben: Not at the time, I was paying for ads for my chiropractic business like on facebook but at the time I was not paying for any ads to promote our products or anything, we were just straight grass root type of stuff of reaching out to folks.

Rich: So do you think promoting and selling your products to the

affiliates is the key to selling these 2500 or so pieces?

Ben: Yeah I think it was a level of saturation, I think we were everywhere and it wasn't like we were everywhere because we were using really great technology like we do today, we've got some really good technology and software that we built to do some cool things today in the same vain but back then it was really learning how to get our hands dirty and reach out to as many people as possible, I remember days were I would literally take the whole day and I would pick out 50 affiliates that I thought hey this person has really cool stuff going on, they have a good bunch of people that really trust them and they're doing good work and we would literally cut 50 videos, personal videos for each person and for some people that sounds crazy, there is no way I would now but at the time I had a little more time than I do today and nobody knew who I was, so I would cut them a video and say hey what's up Bob, it's great to meet you, I loved meeting you in the affiliate room the other night, I got to talk to you for a couple of minutes and I want to say I really like this product that you did, we got this thing coming out, I thought you'd be into it even if you don't promote it, check out page 4 where I talk about this because it goes really well with you're talking about in your course and that's what we did, like simple short videos and if you think about it now you'll be like good lord, that will take forever but that's why we got a lot of people onboard for a lot of stuff as we did the things other people wouldn't do.

Rich: Well the key to that is you were building a relationship too, remember? You're going face to face, you might not be able to see them back but they see you, they see your eyes, they see your background, they see that you're coming across as genuine and you're reaching out to them to solicit their business, come on,

everybody who knows when you hit n somebody on facebook and the message is basically hey I got this product coming by the way, you went outside the box and it seemed to work for you. The 50 a day, you knock out one per minute or maybe 10 an hour, that's 5 hours, yeah you're right that is a lot, can we do it today... how old are you Ben?

Ben: I am 31, the hair I think it's around 45 that's why it's gone.

Rich: They have hair club for men and I'm considering... I don't know if I can go through gluing a hair piece on my head for the rest of my life. So that was the first major product, everybody found out who Dr. Ben was, you were out there, it basically took you about a year you were saying till you built this up, till you made your launch. The secret was the way you were selling yourself to affiliates; did you get any negative feedback from the way you were out hustling?

Ben: Yeah, a lot of people don't get it, a lot of people were very much that's not how you do things but I didn't take it in a poor way, I took it like I'm putting myself out there because I feel like as a human being this is the way I want to be treated, I want to know that you took some interest in my life before you asked me to promote and you know something about me and the people that I've served. So I took it as a compliment when other people did that to me, so when I did that kind of thing to other people and I really reached out in a way that was very 'hey I know who you are and I like what you're doing and we're doing this and we'd love for you to be a part of it.' When I did that and people didn't react well I just took it as a sign that you know what? This person is not really supposed to be in my life and I just kept doing the things I knew worked for me and what I wanted and that was the key. Pretty quickly we cultivated a culture of people that really just believed in what we did and liked what we were doing and wanted to get behind us because they

thought we were similar to them, so I didn't really lose much sleep over the folks that didn't get into what we were doing, I just didn't reach out to them anymore out of respect, so I just kept moving forward.

Rich: So you went ahead and you use video in other to get your affiliates, I'm assuming you use videos on your products as well?

Ben: Yeah absolutely. I remember there was a point where I sat down and said if we do nothing else for the next 12 months we have to focus on video and I used a lot of my initial profits from things that we were doing, I went back and reinvested in some pretty high quality video equipment, I went out and looked, I said ok, who's someone that respect that is at the top of their game because of their video and I actually settled on *** and I was like this guys are doing it and doing it well and he's big on video, really big on video, what does he use? So I went and found his set up and I went out and poured a ton of money into buying his exact set up and for the next year we really focused on video and it's funny but that's the reason that things got a little bit easier for us because we were just identifiable and people felt like hey even if something goes wrong I know where to find Ben and I know what guy looks like, so there was some interesting bonding things that happened because of the video both inside the product, on the sales pages and with our affiliates, people just felt like if anything goes down and I need something I know this guy I know where to find him and this guy is not going away, nobody who puts themselves out there that much can be someone that's going to crawl back into the shadows. So that was it, video became the strategy and its part of the strategy till this day is to be on video very hardcore.

Rich: I actually agree with you more and more, you see people like Todd Gross making a small fortune just from video alone and how amazing is that just for a guy to walk into an industry after he left one industry as a professional. Now he has a little bit more of an edge considering he was a weather man for 30 years but he's coming and he's bringing his personality where he's making more money than he ever would have done and made as a weather man. So success wasn't overnight, it took a year to... how many products since your first product and how many were a success; where they all successes, where they hit and miss, give me an idea of one that didn't go so well?

Ben: I would say of our products 70% are what I would consider a smashing success, the other 30% we sold copies, they helped people but they didn't just have the right timing, they didn't have the right angle, it's hard to remember the one that didn't go so well but it's really easy to remember the ones that did. So one of the products that we put out was something that had to do with surveys, how to do surveys, had a piece of software that do surveys and it really taught people how to use surveys to build a list and to build a business and what I thought was just a wonderful product, we put it together, everything was great and it just didn't sell well and you know you can get down about it or you can just say ok what's going in the market that this isn't there and that's what we did. The cool thing about your product if you do it the right way and you really try to think more of a long game, your products are always assets, so a product that kind of tanks initially can be something that just flies to the highest heights a year down the road, you've just got to understand that you've created an asset and sometimes the world isn't ready for that asset to be thrust upon them. One of my favorite examples is we built a software a little while back that when the first weekends we put it out in front of people nobody got it, nobody

understood it and then a couple of months later we kind of gave it a little bit of a different angle and the world was ready for it and it just took and it's one of our most successful products till date and that's the thing, you're going to hit, you can be the smartest guy in the world and you're going to understand what to put in front of people all the time, I think the key is when you promote things and when you create things you create things that are working for you and that you really believe in and I feel like if you do that you're going to be right the majority of the time but even so, even if you aren't right and it doesn't sell really well you've still created something great that can help a lot of people as long as you're consistently putting things out there whether they sell or they don't, people are going to come back to you for more.

Rich: So that's one of the secret too, the secret of success is who would you rather buy from; somebody you've already purchased from or somebody who is a brand new customer? Repeat business is amazing, is it not?

Ben: Absolutely. I told you I was in a conference, I'm in a conference right now and I'm meeting some of these people for the first time, they've been customers of ours since we started, I walked in yesterday, I was at the airport in Memphis two days ago, I was at the airport and I was flying out here and someone came up to me in the airport and said you're Dr. Ben right? And I'm like yeah and it was someone who had bought the eBook facebook magician, the very first one and he got to tell me kind of the impact that it had and that's the thing, you put those things out there, you do good things for people, they're not going to buy everything that you put out but they trust you and you've got to work hard to maintain that trust but if you do that you're going to have a business that's going to be

around forever and that's why you'll see some people that have businesses that continue to grow and last and for some people it kind of goes away because they don't continually deliver a high quality.

Rich: Hit and miss, one hit wonders.

Ben: Yeah exactly.

Rich: I love you more today than yesterday, where did you go? You know you mentioned earlier warrior plus and we have JVZoo now, we have a lot of platforms that we can go ahead and launch these products. When you launch your program it's awesome that you can launch on a platform but another great way of selling a product is through webinars and I know you do or you've had some experience in a couple of webinars, have you not?

Ben: Yeah. we've done me and you actually, me and you with a couple other guys have done more webinars than most people on the planet had been to webinars and that's the thing, in my time doing webinars that's the favorite medium and it's my favorite medium because... I know you're this way too, our style of webinar is not a style of webinar where we just get on and talk straight for an extended period of time, there's a lot of interaction. I think the key is if you do webinars correctly not only do you sell a lot because it is very personal and you can interact with the audience and get certain things out there but you learn a lot about yourself, you learn a lot about your product and what you can do to make your products better when you're on a webinar because as smart as I think I am sometimes and I don't think I'm that smart but as smart as I think I am over the year I've learned that there is no way I can possibly predict all the cool things I can put into my product or software, I have learned more from my customers and clients over the years because they took something that we were doing and added an extra

step onto it and I think that's the beauty of the webinar, if you do it right is you'll really get that *** feedback from folks and I tell you that there is nothing more powerful.

Rich: What about doing it wrong, what do see people doing wrong on webinars?

Ben: I think they sound bored, that's the thing, if you're not excited getting on a call with someone and being able to convey a message and that doesn't just fire you up I almost think you need to not be on the webinar, I think when I get the webinar and the person that's there is not fired up about being there it's the same thing when you meet someone in public, if they seem like they're not into being somewhere why then show up in the first place and I think that's one of the key things that really drives me nuts when I get on the webinar sometimes with some folks and it's just coming dead and you can tell they don't really want to be here, they just want to sell something and I think that's the case.

Rich: Do you prefer a hosted webinar or one where you drone or not necessarily drone on but entertain the folks for however long that you have the webinar for?

Ben: I love a good webinar when you're working with someone who can play the game, if it's just us we're just having a good time for an hour, we're pretty much locked into a certain time that we have with people, we know that but when I'm with someone that's doing like a hosted webinar and it's someone who has a good time and they have a good connection with the people that listen to them there's nothing more fun than that, it's fun human interaction and I think the worst thing is getting on a hosted webinar with someone once again who doesn't want to be there, they're just in it for the money and smell

those people out immediately, just a god example, I was on a webinar with a guy who probably at the time was one of the biggest internet marketers on the planet and it's the pre-call, you could just tell, before we got online you could tell he didn't want to be there, it was probably the only webinar that I almost walked off of before we got the call started because you could tell there was just a general disdain for people, he didn't like people and it didn't make any sense to me but what's funny is we got through with the call, we made some sales, it was a high ticket product and I just told him I'm going to give this people their money back because I don't think you're in this. *** but I think a great webinar has a great host, has a great someone who is presenting the content and boy when you can stack those things up just right it's a beautiful experience for everyone involved.

Rich: How long do you think a webinar should be?

Ben: Depends on the time of the year.

Rich: And the product too I imagine.

Ben: Yeah, I think the thing is this, it depends on the industry, it depends on the time of the year, it depends on a lot of factors. Personally me being a marketer if I'm really interested in the topic you're going to get me for an hour, you've got me for an hour, you've got my attention for an hour, I may be doing something else in the background and that's ok, that never bothers me but you've got me for about an hour and that is how it works with us. Doing the summer you probably got my attention for 30-45 minutes and I think that's across the board for marketers and people,, summer is a lot tougher to keep people on a call because it is beautiful outside and that's the key, I have a lot of people that continually, I hear it every year, I know you do, the webinar is dying because their last few

webinars weren't attended well, they've not taken into account the season, they don't take into account what they're pitching on that webinar, the topic of the webinar has nothing to do with the eight things they were talking about before and that's the thing, if you're speaking in continuous cycle people stick with you, if you have webinars in an intelligent way as far as timing people stick with you, what's funny is that during the summer, people may notice because we do webinars every week but people may notice we started switching over to sales videos and the reason we do that is because I know people don't have time, so I know I've got about 10-20 minutes on a video I can give them and it really gets them exactly what they need, so yeah.

Rich: Now do you do these videos during your webinar or do you have a special tie or a special mail for these people that attend your videos?

Ben: A lot of the videos we do like during the summer like right now we're kind of in a video cycle and I'm giving a lot away here but what we'll do is I'll sit down and I'll make a list of the points I need to cover for someone to understand, the same thing with webinar, you know you've got your list of things you have to do so that you can convey your point, I have the same thing for videos, so I'll sit down and I just literally cut the video and instead of sending people to a webinar we send people to a video, we say, **, I'm really respectful of your time and during the summer it's all hard for us to sit down in a webinar but I do have this thing to teach you and if you use this I think it's going to be great, if you use this piece of software it's going to be great. So I cut you a video that's going to be lot shorter than webinar, if you have questions please feel free to write in but here you go. So that's how we do, we send people straight to

videos sometimes but we’re just very forward as to why we’re sending them.

Rich: I agree with you and I don’t know why a lot of people such as people who create products at the warrior forum and JVZoo do not take the time to do a 10 15 minute video because after all that’s your perfect product presentation and that gives people the opportunity to look at your product, figure out the information isn’t going to solve a problem and if it is have the opportunity to purchase now, something that you’ve actually seen, that you can physically see and touch and you know that it will work, I agree with that, Ben do you do that with everyone of your product?

Ben: We try. My big thing is I’ve gotten pretty good knowing the buttons that you’ve got to push to get me to buy something and the question that I ask especially with a piece of software, so what I try to do with any presentation whether be it webinar or video, that’s what we try to do, we try to go in and answer the questions, we have in our heads if we were going to buy that, the things is you really don’t know all, you’ve really got to pay attention to your support desk or your email when people are asking you questions back and what’s funny is we’ll start a sell off a lot of times with one video and based on other questions we’ll put little videos below the main video to answer those questions or to show off a feature that someone asked about and that’s the thing, you have to be really adaptive with things because if you’re not watching your numbers it will kind of slip away from you but if you really watch your numbers, you watch what people are asking you, you can get people what they want really quickly and like you said video is the best way to do it because it is such a personal thing and people really feel like you’re talking to them and you are in a lot of sense is if you are actually listening to the questions that are coming in.

Rich: Ben, if you were to give us one great tool or tip on how to make our webinars better and if you were just like looking at us and say Rich I think your webinar could be better if you did this, what would it be?

Ben: The key with webinar is everybody has their things but like mine, one of my big things and this is across the board with everybody that I've ever worked with I try to think what were the things that really made me happy to work with this person, why was this webinar that we did with this person so great and I try to inspire to this what we do, but this is what it is, the people that I really enjoy working with and I'll do webinars any time they ask as long as he products relate to what we're doing are the folks that give us just an immense amount of information before the webinar starts, they set our links up first, they give us a lot *** what past people have done on the webinar, they give us some good walkthrough what the numbers are in the sales, they give us a good walkthrough and say usually with this particular type of product day 1 would make a lot of sales, day 2 it will kind of dies, they'll really walk you through it and then they'll say by the way the people that have bought into this these are the successes that they've had so far like check this video out and that's the thing, the people that I really like working with it is an overload, almost a pre-information and set up and their attention to detail that some of the people that we love to work with really aspire to, that's what gets me excited with working with anybody and you know what sometime those webinars don't go great but when someone is really super prepared you never really blame them, you just say what actually happened but that's my big thing and the people that we really love to work with are the people that really just stack us with a lot of information about their audience and that's the thing, that's the thing that I really like, like I

said I’m not pointing at anybody but there’s 3 or 4 guys out there that I will the second that they pick their phone up and say we’ve got this, we think it will fit your crew, as long as their products are great fit I never question them because they give us all that data.

Rich: How do you find all these affiliates that will mail for you or these joint ventures, where do you and find them?

Ben: These days it’s a much different tactic than what we used to do, today I’m very focused around like facebook ads and re-targeting and our big thing is saturation, if we have something that we’re promoting, how can we put it in front of you all day everyday and if you tell us that you’re interested we’ll put it in front of you again in a way that’s even more targeted than it was before, so we do a lot of ads on facebook because most of our people are there, I told you we started building an affiliate list really quickly and anybody that’s just starting out build your affiliate list, get your affiliates to sign up, how we did it, we’ll come out *** with really small prices, the only way you can claim the price, you can promote and make money but you can only claim the price if you sign up to the email list and you know that might have only been 100-300 dollars when we first started but it was something extra and so that’s the thing, we have our affiliate list, we do a lot of facebook ads, we do a lot of re-targeting, the big thing with our products is we want to get those logos out in front of you, we want to get you to ask questions.

Rich: So how do you get these affiliates, do you advertise for them, is this word of mouth?

Ben: One of the big things is even if you have affiliates that love you and love your products and love to promote your products they have to know about them with enough time to plan. We very strategically started using facebook few weeks before we launch something or get

into something we will put facebook ads out there and several launches that we've helped on that's been something that we've done is even if it's strictly months before the products go live we want to send people to a page, a JV page with all our information or a preview of the product way early, so we'll actually get on facebook and we'll target people that are in our niche and what's funny is you don't have to be too creative with how you aim at these people on facebook, you can pretty much hit a very general internet *** and even if you've got people that aren't going to promote it it's still very good pre-promotion to someone who can potentially buy your product on the road, so that's what we do, we put on ads on facebook that are just hey we've got this product, it's going to be great, this is what it's teaching, click and learn more and then we're going tell people to click and then we've got a ton of affiliates that we've never had before sign up or at least take a look at the product, we basically use facebook to saturate our little world, whatever industry you're in it's always your little world. With our little world we saturate it with hey this is coming up, don't forget and I think that's the number one thing with affiliates is really helping them not forget.

Rich: How many days prior to launch do you start doing this?

Ben: It depends, if we've got something that we need a lot of support on we'll start 2 months in advance, if it's a lower ticket product and we're just trying to get a few people to maybe have an open week we'll maybe start a week ahead, so it really just depends on the strategy but to me to be honest if you want to have a huge success take a lesson from folks that are doing huge launches, start several months in advance and just start saturating people's worlds with your message, whatever means you have put it in front of them, let

them know and get their calendar out to save the date.

Rich: Do you send them to a JV page or do you send them to a sales page or do you send them to a facebook page?

Ben: We'll initially send everybody when we run ads like that we'll send them to a JV page even if they go to that JV page they're still going to be curious about that product that's potentially coming out. We always try to send people to a JV page because basically a good JV serves not only to get JVs ** but it serves a great pre-launch tips, so you can do some sticky thing there.

Rich: Awesome. So let's talk about today, you've got a new product coming out, tell us a little about it, it's called I am what?

Ben: This particular set up that we've got is a software that we're looking to run and this particular software that we are looking to run is a product called lead lock.

Rich: Dr. Ben tell us about lead lock, I hear lead lock is going to be a fantastic product and I know that we're going to hear about it at least to our webinar and JVZoo and webinar swaps what can we look forward to this product, I'm really excited about it?

Ben: What we basically have here man is we had people who had tried re-targeting and they had the same problem as us. When we started doing re-targeting and basically what re-targeting is re-targeting is being able to only advertise to people that have already expressed their interest in what you're doing, so they've already clicked to a page, they've already visited a page and you say well they didn't buy the first time so we're only going to advertise to these people to only get them to try to buy. So over the last year we've developed quite a few really cool re-targeting techniques, something that we call the diamond method and what the diamond

method basically means is all the different ways that you can build a retargeting ad and re-targeting ad needs to be different from the original ad and it needs to have some triggers and some things that you have to the ad to really take the re-targeting up the notch and really get that other click and the purchase finally because you've got to think, when re-targeting you're advertising to people that have already expressed an interest so it's the easiest targeting in the world, now the problem is even with all the cool stuff that we're doing with the diamond method and how to do re-targeting the right way you still have a very big negative if you've got to go through a company that does re-targeting, there are several out there that do it, you have to go through an approval process, there's things they won't let you do and it's a pain in the butt. So we started seeing a couple of things that facebook was doing and then we said wouldn't it be cool if we could do re-targeting and put up re-targeting ads on facebook without having to go through these particular [inaudible], we said great, wouldn't it be cool if we can also do re-targeting with websites that normally wouldn't allow you to put a re-targeting pixel which is the thing that triggers a re-targeting ad, wouldn't it be cool if we can also be able to do re-targeting for those? So what we did is we built a software called lead lock and what lead lock does is lead lock bypasses all the other stuff, it works directly with facebook, connects into it and you can set up some really cool retargeting campaigns that can make you a ton of money and I'll why in a minute but lead lock basically allows you to do some things with websites that you normally couldn't do re-targeting on, it allows you to work directly with facebook so you don't have to go through an approval process and it really takes out the hassle, it used to take [inaudible]... basically the cool thing about lead lock is that it solves a lot of problems, the main problem that it solves is it allows you to

re-target on sites like Amazon, you could never do re-targeting for your own Amazon products because of the way lead lock works you can. The big thing for me though is with lead lock we used to have to wait anywhere from 24-48 hours just to see if our re-targeting campaign was approved and with lead lock we can get this thing set up and running in 5 minutes, so we can run re-targeting campaigns on facebook and really be doing well within 5 minutes instead of having to wait for 48 hours, that's pretty powerful. Now I think the cool thing about re-targeting in general is I've never seen anybody running a retargeting campaign and not make money on it, the thing about re-targeting and especially re-targeting with lead lock is you can get these things set up quickly, these little *** campaigns and because you're only targeting people that have already expressed an interest in whatever you're selling it's much easier to sell them as they've already raised their hand and said I'm into it, so I think the big stick with lead lock is this, lead lock puts you in a position to be able to do re-targeting even if you're brand new, even if you don't know a lot about facebook ads, it allows you to put up a re-targeting campaign and make money and like I said what's great is even this week and I've had so many people come up to me here at this event and say Ben we're using lead lock, I'm using it for my solar panel business, I'm using it to sell digital products online and what's great is what we used to lose in sales because someone would click to the page and they would be gone we're now getting a shot at making that sale by putting a facebook ad in front of them and using the lead lock re-targeting, so that's the thing, it gives you a whole new set of chances to make a sale and because of that people are making great return on the campaigns they're putting up,

Rich: Now you mentioned a software and then a little bit earlier you mentioned that you had a team, do you have a team of software experts that work for you or do you outsource these?

Ben: We do now, we have a whole team. Actually my business partner we stole her from Disney and she'd actually done software for the wedding channel, the Knox and for Disney actually and underneath her we have a whole group of people that we have hired out, back when I started like I said I didn't have anything, at this point we have a whole team of people, it's actually a team of people that work together to help not only build these things but to support these things long term and that's the big thing as if we just build something once it won't be enough, it's building it the way we want it and then taking feedbacks from customers the way they want it and adding those things and that's how I think we have some of the best software out there lead lock included, within the first couple of days we had people inside of lead lock, we had some great suggestions, we made those changes and the second time that we showed anybody lead lock and we haven't shown that many people the software by the way but the second time we showed anybody lead lock it was 100 times better just because of what our customers had said and the changes that we were able to make quickly because of our team.

Rich: Do you think it's important to have a team? There's guys out there that are doing it on their own that's why they get afraid they're by themselves, they really don't have the access like you had, how important is it to have a team and how should we get one, give us a suggestion?

Ben: Sure when you first start you test people for small projects, you don't ever hire someone to build a big project starting out on the game, you have the build little products for you, little pieces of software that maybe help you do little thing in your business and if you find someone that is consistently, if you go to Odesk, if you go

to any of those places where you find people or hire people to do this kind of stuff, if you find someone that's consistently on time, they do what they say they're going to do and you have a good interaction with them that's when you get to the point where you're like ok we're going to build this and how long would it take, you get them to tell you all those things but usually for us if we're having someone to work with new, we having a ramping up here to 2 3 months where we just give them small projects and see how they do, that's pretty cheat for anybody, anybody out there that wants to get started with building software, find someone to do some small software projects for you, small little things that you want built just to see if your interaction is good with them, if you get someone that's really hitting out of the park for you then have them do bigger projects and say hey we want to do this, what will it cost us and they'll tell you and then just say hey for you to maintain this thing for the next 12 months what will that cost us and you see that up and you build it and then if you start noticing that this person is just doing a great job and they've made me a lot of money that's when you say ok, I am thinking about pulling this person on full time, what do I need to possibly offer them to come on full time if they want to do it and then this is the other side of it, you have to put together some projects so that they can pay for themselves down the road once you do hire them, that's how we always start, we always start with really small projects and then we start off with the bigger projects but more on a contract basis and they're kind of a contract to support it and then if this person is just continuing to do a good job we stick with them and we say alright, that's awesome, let's go to more of a fulltime and that's how our whole team has pretty much come together is people that have gone through that process.

Rich: Do you have an everyday staff and office?

Ben: We have a really interesting set up, our team is actually all over

the world, we have few people outside of the US but mostly are US based, we have a couple of people in Canada and then we have people pretty much spreading across all time zones of the US, I have an office that I go to with my assistant where I live but pretty much we all dial in and we have boring meetings and all that fun stuff but yeah we have pretty consistent team, I think right now we have about 10 people that are working with us every day of the week.

Rich: Thank you Ben, let's wrap it up with the question everybody asks, you made over 7 figures yet in your IM business?

Ben: Yes

Rich: Can you teach people to do it?

Ben: Yeah, absolutely, it's not something that I think you need to aspire to do overnight, I think it's dangerous to make that kind of money overnight and I think the people that I've that have really had tough times where the ones that came out of the gate and made a lot of money fast, they just had a really tough time because it's kind of like karate, if you don't learn the discipline to go with it it can end up getting you hurt and with the making 7 figures I remember when I first said in my head we were going to make 7 figures that year it wasn't something we were on pace to do yet but I said we were going to do it and we ended up doing a lot more than 7 figures and this year we're looking to actually double the number from last year although it was over that amount which was amazing. The key though is you have to have a great foundation, you can't just fall into it, you have to have a great foundation and something, with me it's business, you have to have some decent business practices, you have to have a budget, I don't, that's all boring stuff that internet marketers don't like to talk about but you have to have a budget and

you have to know the amount of money you can spend every month because the perfect example is our most successful software to date is a piece of software that we invested 30 40 thousand dollars in and without doing budgeting, without knowing how we were going to sell it down the road there was no way we could have made that investment, that software has gone on to make us close to \$500,000 within the first few months that it was out. So it's all about having a good foundation, I think the thing we really teach people and we strive to teach people even though we're teaching people about facebook ads is to build a good foundation for your business because it's not the most exciting topic but it's exciting when you look up one day and you realize hey I'm in the 7 figure club and my life is not so hard anymore, at least it's not hard because I'm not worried about money.

Rich: You set your goals to double what you've done in the past years, where are you finding these audience, what are you sticking to, are you finding \$10 million a year out of the warrior forum?

Ben: No. we find pockets of traffic and pockets of people that are interested in certain things, the warrior forum is a great place to work, facebook is a great place for it and our goal is to pull them out of those places because- I don't mean to say anything negative about any of these places but if someone is struggling and they're looking all over facebook for information on how to change their life to build a business, if they stay on facebook they're in trouble because they're going 9 million directions all the time. If people are on the warrior forum typically they're going 9 million directions all the time, so our goal is to pull them off of those places by lead generation tactics and then to give them the best information on the planet and what's interesting is when we bring those people in, we bring those people in to our stuff and they see what we're doing it's really easy to get them to stick and to not go back to those different

places to be looking for other things because of the quality of what we're doing and the customer support, that's probably our biggest thing. So that's the key, you go into these places where people are actually looking and they're just starving for great information, you give them great information and you tell them you know what? you need to focus on this, you need to stick with this and you'll get great success, so we use all these traffic places to get it and then our goal is to get them so they don't go back.

Rich: What is it that you stick with, what's your mission statement, what is it that you're sticking with?

Ben: my big thing is I believe the number one path to success for any business is to build intelligent sales funnels, I'm not really a Facebook guy, I really came up being known from Facebook but the thing about what has really made me successful, had made the people that we work with successful is intelligent sales funnels and if you can build a funnel that you spend a little money to put people in front of the funnel, they automatically go through the funnel and make you more money you've got an insanely great process there and it's just ok, let's add some more money to the front and it continually brings you more money, it's the whole concept of putting \$20 in and pulling out 100 when you can build those funnels for yourself and for people that's it. in everything we do, everything we've done since we started has been focused on building people some sort of funnel so that they could have that in their life.

Rich: Everybody talks about the money is in the list, do you have a list?

Ben: Yes, several lists.

Rich: can you give us an idea between zero and half a million or more?

Ben: Nowhere near that, nowhere near half a million. I run a probably a list of 25,000

Rich: Do you mail every day?

Ben: Yeah I do. I’m one of those guys that believe fully that if we’re friends you need to hear from me quite a bit.

Rich: Ok, and what about the Facebook ads that you run? I imagine that you run them to generate and your list, do they work for you?

Ben: We have funnels out there, it’s like I said it’s the same concept, you put \$28 in day and pull out 100 a day or at least pays for itself, if you can put out something that pays for itself everyday you get lead it’s pretty good. Our facebook ads are designed to eventually break even and grab us a lead and typically with all the funnels on Facebook once we’re actually getting paid to get leads.

Rich: So basically they find you on Facebook, they go through your funnel and they purchase? What percentage do you think, would you say 70% good, 30% not so good, do you get 70% return?

Ben: For people that buy from us once it’s amazing, we have a huge return rates of folks that buy from us once because of the way that we put things together, our attention to customer support, I can’t say that enough, so I’m like if I can get you to buy from me once that’s the trick and I think for the businesses on the planet that is the trick, if I can just get you to buy from me you’re going to buy from me again, I would say we probably have an 80%-90% return rates if not even a little higher than that.

Rich: It’s pretty good; you sound like a car leader. You buy from me

once I guarantee you'll buy that car from me again.

Ben: I think the key is no matter what you do things will be always going to go wrong or things are always not going to go as planned, if you invest well and you have good customer support people that's what really gets someone to stick with you long term, when someone hits our help desk, good experience you're never not going to buy from us, it's just because the cycle is complete, so that's a big investment for everybody out there, always have a good support team or if you're doing your own support make sure you have a way to really be onto of that.

Rich: You know as I just made fun a little while ago about the car business they recognized that back in 1976 with their CSI customer survey satisfaction index, I think JD Powers came out with that, they used to give awards, if you were considered a quality dealer in getting good customer satisfaction you'll get rewarded with more vehicles to sell, so very important that you take care of your customers, they don't care how much you know until they know how much you care and if you care about them you take of them they'll buy from you over and over again and that's basically where recurring income comes in, if you don't have it through a membership site you should have it through your customers, I concur Dr. Ben. Let's go ahead and wrap this up, if you were going to give, let's role play a little bit, I'm your child going off to college and you know I'm going to graduate this year and you know you're going come to commencement next week but you want to give me that little bit of advice as I get ready to go out in life what would that be?

Ben: I would say that I say to myself and to my staff every week, did

you go all in? In anything you do, any project you do, any customer interaction that you have, any webinar that you put together, any email that you send out, if you go to an event and you shake somebody's hand did you go all in and did you give everything you had for the people that stay with you and power your business and if you ever get done with something and it didn't go as well as thought it would, *** it's just because something didn't connect but more often than not the people that I see that aren't doing well is because they didn't go all in, they didn't give everything that they had and it's exhausting to go all in all the time but when you get to a point where you are going all in and you do it every day then people just get behind you and they continue to get behind you and it think that's the thing, always in your head with everything that you do in your business especially with this internet marketing thing did you go all in and if your answer is yes then you're always going to be successful.

Rich: A good piece of advice, if we have to get a hold of you Dr. Ben Adkins at? What would be a good email address for you?

Ben: The best place to get a hold of me is you can hit me up on Facebook, that's wonderful because I'm always there but my help desk, people laugh when I give out my help desk as kind of my contact info but it's the best most organized way we have to get back to people and that's drbenhelp.com, I don't care if you're a customer or not, that is the best place to really get your question answered because it is such an organized place, we have such a great staff that manages that, so ddrbenhelp.com, go in, put in a question, like I said I don't care if you're already a customer or not and we'll get back to you and like I said every day I get messages from my team saying this person wants to know this and we get them answered every day, we get them answered quickly.

Rich: Dr. Ben thank you very much, again beyond expectations, an enjoyable one hour worth of information, we appreciate it, thank you so much for stopping by.

Ben: I enjoyed it, thank you.

Mike Lantz



Mike: Hey Rich, thank s for having me.

Rich: It's a pleasure Mike. A lot of people want to know how you got started in internet marketing or where you just born into it.

Mike: Obviously there is a long and short version. I started out as a programmer, so that was my trade, in computer science in college, all of that good stuff. I always knew though from a young age that I wanted to do my own thing. I wanted to be an entrepreneur.

Obviously as a youth I didn't know what that meant, but when I got into college, I figured it out after graduating and being a developer and a programmer. I did all the web stuff even back in those days, I decided I want to do my own thing; I wanted to launch something big that people could use.

Rich: What programs did you make as programs or as products or what did you actually do as an internet marketer with your product?

Mike: By the time I actually got out there, really one of the first products that I had was a site and I'll tell you the name. It was called "*The Inside Redbox*" and it still exists today. It's a site about redbox, the DVD rental service. We created a service where people can come and share the free rental codes that they were given out a times and so people will come there and share the ones that they found and everybody would just share with each other and they could all get free rentals. That was actually my first real big success in internet marketing. I had actually developed a site and went on Christmas vacation, I posted a couple of links and I heard people were talking about it. Posted a couple of links on a couple of blogs, this was back in I think 2005-2006. And after I built the site, came back and we had tens of thousands of visitors, people coming and sharing codes, and back then it was all about ad sense, so we just had ad sense ads running on the site and we did very well then.

Rich: I have to tell you, I've used the redbox code, I like getting my free redbox but I never take it back on time, so they get me anyway, bastards! But that was your site and how did you monetize that other than your ad sense?

Mike: Mostly ad sense, that was my number strategy for sure. Back then ad sense was kind of new still and it did very well. I also did some cost-per-action at a time, so we could do like a lot of coupon offers. Again, offers related to what people coming to the site are looking for which is free kind of thing, so people could get like free samples, things like that, enter zip code, enter your email and they would pay us CPA \$1 to \$2 for every person that signs up.

Rich: How did you know to capture the email list and then monetize a profit from it?

Mike: That's a great question. I actually don't know how I knew. It

was learning and studying it myself, marketing and all those things, so I learned just from what people were doing there. As a developer I like to add as many features as I could, so I learned that I could have an opt in form that allowed people to sign up. We had people signing up for accounts on the site but at the same time they will sign up for the email list and I will mail them weekly with updates and things like that. That site wasn't only about the code, we also had a blog, so every day we will post different information about redbox, I had full fund April fool's day, stories we would do every year and people loved. Redbox loved them so much that sometimes they caused customer service issues.

Rich: Did you have permission to do this from Redbox?

Mike: I did it myself. A couple of times Redbox actually contacted us about it and wanted to kind of get into some kind of agreement with us but I pretty much resisted that and be able to stay out of it.

Rich: So that was one product. You mentioned you were on the warrior forum; did you do any other products on the warrior forum?

Mike: Not at all. So on the warrior forum my product was warrior plus.

Rich: You came up with warrior plus after you came up with this product?

Mike: It was about the same time honestly. I was on the warrior forum during that time, I was seeing what people wanted to do, the challenges they were having technically, especially selling their products .So I thought, “What can I do to help? How can I automate things to help them? So that's what I did..

Rich: So you were basically the first or only one to go ahead and show people ‘here is how to sell’ and ‘here is your buy button’ and ‘here is how you should do this’ and ‘if you want to be an affiliate this is what I’m creating’.

Mike: Right, and the affiliate sub actually came quite a bit later. The first thing was what we called *WSO Pro* which was the product that people could use the buy button and to deliver, basically the whole process. So we did that, and we also indexed all the WSOs. The affiliate sub actually didn’t start for about 3 years after the initial launch of the system.

Rich: Now nobody knows who this guy is, I hear a name called Allen. Are you Allen?

Mike: You know what? I don’t know Allen but I’ve communicated with him just on a few occasions via private message on the forum and maybe once or twice via email, never heard the voice. I cannot confirm or deny its existence.

Rich: Are you partners with him?

Mike: No, not at all.

Rich: So you are a completely separate entity. Did you need permission to do this or did you just do this on your own and said “Allen, this is what I have?”

Mike: Yeah, I did set it on my own; I was just looking to help. So it made my goal, and even at the bottom of the site today, it still says that Warrior Plus is a site that was designed to have tools that will help people on the warrior forum. To help the warrior forum in every way possible. So the goal was always that, so I don’t think there was any kind of conflict. There was never a discussion about if

it was okay or not. Based on our discussions, Allen liked what I was doing, he even used my systems to sell affiliate products. When we started to get to that point, he was using it himself.

Rich: Would those early sites be considered archaic now as compared to what it is now? What are some of the differences between then and now?

Mike: It was so little at first, I just started building things right away. I'd build it and people would talk about it, then I would change it and people would like it. So it started off very humble way, we just built the stuff that people wanted. Again, in the beginning, it wasn't even about selling, it was more about building tools that people could use. There have been things on the site that have come and gone in the years, but obviously now the internet itself has gotten more sophisticated. As technology has improved, we've improved the product, and added more features. We are always working on it, and continue to improve.

Rich: How long have you been doing warrior plus?

Mike: Warrior Plus launched in 2006.

Rich: So after 8 years, are you tired of warrior plus and are u ready to move on?

Mike: I won't say tired of it, I'm a platform guy. I love building platforms and I love optimizing platforms. I've more recently become very interested in the whole funnel process. Lately I've been helping a lot of people create their funnels, but again, that's related to what we do on Warrior Plus. I wouldn't say I'm tired of it and ready to move on. I'm definitely continuing to plow through,

continuing to do more and more. We’re always working on more powerful things, and we have lots more coming up.

Rich: I never see you do a product, but I do see you sending out a weekly recap which has five products or something like that. It’s almost like a product itself. I’m curious, when you send out that mail with the five products of the day from Warrior Plus, what are the percentages of people clicking on one of them, two of them or all of them? Or do you have a button that says get all of the above, what would be that percentage?

Mike: We haven’t done that, but I’ve definitely thought about the way of getting people to be able to purchase all of them if they wanted to do some kind of package deal. We are still considering it. As far as numbers clicking on it I honestly don’t know, I haven’t looked at them individually because mostly the recap is just for people who maybe missing stuff during the week. We do track individually, we do track everything but at the same time I couldn’t give you a number but there are definitely people that click on more than one in the weekly recap for sure.

Rich: Did you built this by yourself or did you have help?

Mike: I originally created it all by myself, so between 2008 and probably 2011 it was all me, I developed it, I didn’t have any other outside programmers or something like that. Obviously we had tons of people using the system so I consider those people friends and colleagues in a lot of ways. They are the ones that helped grow it because they are the ones with the products and services, but no, I built it, I created it as a developer all by myself up till about 2011 and since then obviously as we grew I hired people to help with a lot of things like support and technical issues, servers and then also programmers.

Rich: Did you have money before Warrior Plus?

Mike: No, not really, I was just a normal guy doing my normal stuff. I think at my job I worked at the University, I was paid like \$45,000 a year.

Rich: So you worked at the University?

Mike: Yes, as a programmer. That's why when I went to the university and I just worked there while I went to school as well for a year after I graduated.

Rich: Eventually you evolved into doing other things. You had a product called Skysponder. I'm not really sure if it's still around but it was such a great concept. Can you tell us a little bit about skysponder?

Mike: Skysponder is still around, people are still using it. I've just been focused on other things lately. What happened is we lost our main developer, which is the problem that everybody has. Maybe we could have completed it, but he didn't even give us a chance, he ended up moving to Silicon Valley and took a job there, so we kind of lost him. At that time we didn't finish all the final stuff we wanted to do. It's still working, people are still using it but there's definitely more I want to do with that, it's definitely a great concept and great stuff will be happening when I add some new pictures soon. As soon as we can get some of my current developers off what they are doing right now we're going to put them on that to finalize things there.

Rich: That sounds like you have a staff. Are you outsourcing or do you have a staff that works for you?

Mike: I don't have any employees as far as W2 kind of goes;

everybody is considered a contractor but mostly all in the US.

Rich: Why did you stick with only Warrior Plus? Can you take your platform and can you expand it into something similar like clickbank or an Amazon?

Mike: Of course and absolutely, and that's always been the plan. In fact originally when I created it, other than creating tools, Clickbank was actually our big target because they weren't really giving serious thought to the market that we were trying to help. So our goal was to help those people and kind of take those people away from having to even bother with Clickbank and I think we've succeeded in that.

Rich: How many people do you feel you still have do business with Warrior Plus every day? Do you still have the same base and as many as you have previous.

Mike: Our numbers continue to grow every day, we continue to add more and more users, more and more sign ups and you know, in the industry that we are in, people come and go. As far as the overall numbers, it kind of slowed down as far as the growth went but at the same time new people are always coming in and some people are always exiting.

Rich: When you have asks a question and it's just specifically to the warrior forum, how do you cater for those customers? Are they just a number to you? Do you build rapport? Do you find that affiliates are the way to grow?

Mike: I love all of my customers, I try to help them anytime they reach out to me, I try to respond personally and help them, like I said I really like the idea of helping people with their sales process, so

that's kind of one of my favorite things to do right now.

Rich: Do you do this as a consultant and charge or do you do this as part of the service on warrior plus?

Mike: I don't charge, I just do it to help people out. I just love to see people have a successful funnel and successful product launch, so I just do it to help.

Rich: So if I have a successful product and I came to you and I said Mike I put this together but I'm really not sure how to do this, even though you know me, would you help somebody you didn't know who approached you in the right way?

Mike: Absolutely, I do it all the time. I like helping people I don't know, sometimes even more than people I do. Not that I don't like helping I know but I like helping new people who have something great to share but they haven't really had any leg up yet. That's what warrior plus is all about, right? We took people, a lot of people now that everybody knows, they started there and they were able to become successful and I was able to become successful at the same time. We all can work together and all become successful together, so I love finding new people who are just trying to do cool stuff and I just do what I can to help.

Rich: What's the biggest launch you ever had or the biggest money maker per warrior forum, not necessarily for you monetarily because I know you're like the sub contractor so to speak, but what would be the biggest amount of money that went through your warrior plus in relationship to a warrior forum WSO?

Mike: it's hard to say, lately I've been kind of busy, I haven't really

tracked those things, I the one product that I did that we did around half a million dollars in a couple of weeks or a week or so.

Rich: Have you considered putting out any more products and using your own platform to promote it?

Mike: I've thought about it but again I'm not a product creator, I'm a platform creator, I love creating platforms and things that people use, I'm not really into creating products and doing launches and who knows, I can't say I'm never going to do that, I'm just saying that's really not my thing, I love platforms and I love working on things like that.

Rich: Now there is a lot of people out there who says they have staff. To give an example, Joe has told me that he's got a staff that comes to his office every day. Maybe some of those do research on products that come out on the Warrior Forum, some do product development. Have you ever thought of taking it to that next level and having 3 or 4 people work for you in an office and building and growing outside the warrior forum?

Mike: I thought about it and we've done it. We've had a Tele people in the office at one time but since it's so easy in the world of the internet to work with people anywhere. Staff wise we have about 6 or 7 people that work for us and they are just where they are, we don't need them to be in an office. Could there be an opportunity where I could put together a couple of developers in an office and would that be better? It could be. No question. I would if it became necessary and it was the right thing to do.

Rich: What about work ethic, are you a worker or are you lazy?

Mike: I've been both over the years for sure.

Rich: What is it today?

Mike: Today I’ve been hard work; I’ve been working on a lot of new pictures and a lot of new things, including a brand new platform coming soon. So there is a lot of great stuff going on.

Rich: And is it a platform that’s unique or is it going to be something that competes with other platforms? Are you permitted to say something?

Mike: Not right at this time, I can’t really tell you about it but I can tell you that it is unique, I like unique, I’m not much of a guy that likes to copy other things and do things other people are already doing, I like to find things that nobody is doing and see what we can do to make that useful.

Rich: If you’re going to suggest to somebody who is new in the internet marketing business and they’ve gone through everything Warrior Plus has to offer. They are obviously going to use warrior plus, and you’ve shown them how to walk the Warrior Forum. What kind of suggestions would you have? What kind of product would you suggest? What is the one piece of information that would make them heads up more than a guy who didn’t ask these questions?

Mike: Well first off, as you mentioned, you asked of the other platform which I can’t tell you about right this moment but I will tell them they should use this new platform because it’s going to give them a new opportunity that they don’t currently have.

Rich: Now is this a platform for newbies?

Mike: It’s a platform for everybody but as far as advice goes, it all comes down to once you really get the opportunity to take what

you're doing from a hobby to a business. I would think that when most people start it's a hobby. No matter what you think, no matter what you're doing, most people are trying to make money for themselves, that's what they are trying to do, that's why they are trying to get out of the rat race as we call it or whatever. They are trying to get out of something and to get into something else. Once you get there, I think you have to really start to get to the point where you are a value creator. You have to focus on creating value for people, you can't focus on yourself. So once you start focusing on yourself, you start focusing on value for other people everything changes for your business. That's what happened to me and that's what happens to most people. So the advice I always give to people is that it's not about us, it's about what we can do for others. And if we can figure that out earlier then we're going to be successful faster and we're going to be much happier with our lives and we're going to be able to do so much for other people and they are going to be happy with their lives and it just keeps growing .

Rich: It seems that the people I'm interviewing have the same concept, people don't care how much you know until they know how much you care. Helping people solve their problems is going to help you and I've heard cliché, cliché, cliché. So with it being a trend in internet marketing it's telling me that everybody is starting to get on the same page. Other than the next platform, what's next for your clients?

Mike: Nothing. I'm trying really hard to stay focused on one thing at a time, it's a little bit hard as an internet marketer, as anybody in today's age, we kind of have our little own digital ADD, so just trying to focus. But my main focus though, honestly, in life is my family. So I try to do a lot with them. Lately I've been really busy, so I haven't had the time to spend with them like I like to but I spend

time with the family and have fun.

Rich: You came up with Warrior Plus, you came up with the other products. You’ve got a new platform coming up. Another unique part about you is that you have to plug your car for it to go. Tell me about your toy.

Mike: I bought an early Tesla Model X when it came out. It wasn’t the first one with the two doors, it’s the four doors. I’ve had it for like a year and half now. Love the thing. I would be considered a Tesla fan boy, I just love watching the news and I think Tesla is doing great. They are a great company and very smart. I think its great company to watch, actually, as someone in the business trying to understand the importance of innovation and disruption.

Rich: Are you going to trade your car in on another Tesla?

Mike: Oh no, I’m buying another Tesla when it comes out but I’m probably going to keep the one that I currently have. My wife really wants one, so I think she’s going to get it.

Rich: Mike Lantz, thank you very much. It was a privilege and a pleasure as it always is.

Armand Moran



Rich: We are very lucky to have here Armand Moran, thank you very much for coming by.

Armand: Well thank you for having me

Rich: it's absolutely a privilege. I was watching you talk and we were talking 1997, have you really been in this, this long?

Armand: Ever since 1996 actually. In 1996 I put up my first website and from that website- hardly enough I was one of those people that actually did something that's odd, I actually succeeded right off the bat. So we did about \$8000 our first week and what we did was we

actually sold advertising on another website, we actually built a website, charged people \$25 in order to put their link to their website on that website and that’s how we did it, we didn’t accept credit cards, we actually had people giving us their routing number and their checking number over the internet on an unsecure website, the worst scenario you can possibly imagine and it worked for them.

Rich: Were you the only ones doing this, did you set the model. The bench mark or did you copy somebody else?

Armand: I saw another company doing it and so I figured out it seemed easy to do and so I figured I could probably create that in the afternoon and what did is I took a- AOL at the time had this little tiny program called AOL Press and they promised me that if I went ahead and followed their instruction I would have a website in 3 hours. Sure enough, I had a website in 3 hours

Rich: Do you remember what that website was?

Armand: Well I can tell you what the URL was, it was something like members.aol.com/somename/somename/somename. It wasn’t even a real website.

Speaker 1: Now you were sending this to another website, was it your own website, was it ad sense?

Armand: No it wasn’t ad sense. Google didn’t exist, nothing existed back then, and I was sending the traffic just to that website, all the links were on the same page. So this was the whole thing right there on AOL.

Rich: Where these links masked?

Armand: There was no such thing as masked. None of the terminology that we use today even existed back then, Google

wasn't even a glimmer in anyone's eye at that point, I think those guys were still in kindergarten at that point.

Rich: Ok, you started with first a website that was the first step. What was the second step?

Armand: After a period of time what happened is that model, there was technology that took over that made things easier to do and I just didn't feel good about the model, so I started collecting things, bookmarks specifically, so I started looking around for different ways to bookmark things that were free, things that I liked, things that I thought were cool. So that ** collection at that time was only about maybe 600 bookmarks. I said you know what, if I think these things are cool I bet that a lot of other people would think these are cool too, so I sold my bookmarks to other people in a membership format, this is probably one of the first memberships ever and I charge them \$110 to access it and the first couple of days had a couple of people buy it, so it was pretty neat and the first week I had about a thousand people buy it, at the end of 12 weeks I had 37000 people actually pay \$110 each, so all in all we had \$4.2 million that 12 weeks.

Rich: Did say 37000 people?

Armand: Yeah, 37000 people.

Speaker 1: Can that be duplicated today?

Armand: Yes but in a different way though.

Speaker 1: You say in a different way, pass along an idea.

Armand: :et's say you have a set of bookmarks, people ask, people

are always asking me a question, 'why would someone pay for something if they are just bookmarks and they are free information?' Well the question is why do people pay for encyclopedias, it's convenient, people want convenience and when we are talking about access to something, if they can make their job or life easier by doing something, then yeah. So if you have a collection of things that are on a specific topic there's no reason why can't actually just sell people access to that information making it easier for them, does it make sense?

Rich: It does make sense. So you went to step 2, you didn't like what was coming, so what was next?

Armand: Well that happened, and I'll tell you the part that happened. That was actually the best thing and the worst thing that ever happened to me. The worst thing is because I got a call and the phone call was something like this "Mr. Moran we are your merchant account company and you've processed \$4.2 million in the last 12 week" and I was like yes I did, "well you can't do that. We have now gone into your back account and we have taken half of the money that you have" and so they actually shut me down in my merchant account and they held the money on reserve.

Rich: And did you ever get it back?

Armand: The money in reserve we got back eventually all paid out. So think about this, I just sold a boat load of product, I just what probably no one at the time, no one on the internet really ever done and now I suddenly have no way to process credit cards because once you get you merchant account taken from you, you now are on a black list.

Speaker: I've heard of that, if PayPal shuts you down you are out of business as well, so between a merchant account and a PayPal

account you're pretty much done.

Armand: See even at that time PayPal wasn't even around yet. So what happened was I knew how the internet worked, I just need to figure how I can do something, so I did a lot of research and I found third party processors. Nowadays, the ones that people know like PayPal, clickbank, gvzoo, kind of gvzoo in a way really but these other merchant accounts. So we found different ones, we found that there were 80 of them at the time, so I said maybe is should sell this information. So I decided to put it into an eBook. The problem was that there wasn't eBook software that was any good. I bough eBook software 1, eBook software 2, eBook software 3, some of them had good things, some of them didn't, and so I said why can't I just make my own? The only problem was, like probably like many people watching this is that I didn't know how to program, so what I did is I found some guy in *** and I said this is what I want, this is how I want to do it and he built me an eBook software, the product was called eBook generator, that one product generated millions of dollars for me over the years and it was at one time number 1 eBook software of the market, and so that launched my first information product and just happened to be my first software product at the same time.

Rich: So is that what you're mostly known for is information or software?

Armand: At one time I was always software because we had products like eBook generator, cover generator which made eCover graphic, we actually claimed the term eCovers. We had a pop up generator, we had a pop over generator, we had sales letter generator, we had all this generator line of software. So at one time

all I sold was just software.

Rich: Where did you find the customers?

Armand: It was just building on, advertising building on from previous customers. When you're building a product what most people don't do and here is the problem they have, they always think they have to get new customers in order to sell, that's the worst thing you can possibly do. You want to build or create products that your existing customers already want as well too, you want the new customers but you want to make sure that all your old customers would want to buy that product as well, and so that was very easy and then have an affiliate program where people can promote it.

Rich: So how did you get these new customers, did you get them by... well back in the day wasn't it harder to make an email list?

Armand: No, it was always easy. In reality people have always thought that it was hard but it wasn't. It was the same thing as opt in pages. A lot of times people think today about opt in pages, they think it's bad, they think Google hate opt in pages which they don't, that's just a myth that floats around. In reality what happens is you build an opt in page and if you have a decent scenario 3% of the people will buy and that's just if you're fairly decent, 97% won't. The problem is that if you're selling directly to an actual sales letter, well what about the other 97%, that's where all the money is. So if you have an opt in page that's where we are building our list and the more opt in pages you have the more opt in pages you ***

Rich: And they say that once a customer buys from you, you've got a customer for life, let's just grow them over. As EBR would say 'you skin a sheep once but you can milk it any time'. Selling your own products or affiliates, which would you prefer? Let me set this up that in affiliate product you are still a 5050 partner just for that

particular venture.

Armand: For me and again I know this is different for everybody, for me it's always going to be my own product and I do very little affiliate marketing.

Rich: And since 1995 you've had your own product year after year, month after month. How many products per year or per month, give me an average?

Armand: It's not so much about new products, it's not about making new products, it's creating product line. That is the difference. You have a product line, the product line exists, it's like apple has a product line, where a lot of people try to go diversify themselves into many different areas. So we always look at product lines and that always made sense, so as far as number of products here, I might create 2 or 3 products a year maybe depending what's appropriate-

Rich: under an umbrella?

Armand: Under an umbrella. So for example we have my generator software company and we have Armand Moran network which is primarily more training.

Rich: I know you've had a lot of events, people have gone to these events, they talk about you and the events, you're known for the events?

Armand: it's harder than what people think it is because they see the end results of what's happening. When I started doing seminars I did some of the biggest internet marketing seminars there ever have been and the reality is that we want to do something different with our seminars. I see how people were doing them at the time, so in the

early 2000s we started a seminar called “the big seminar” and I think every major marketer at one time or another had actually spoken at that event.

Rich: When you have a marketer speak from the stage, you know, there are two kinds of marketers, did you ever have to pay for a speaker or did they sell from the stage?

Armand: Always sell from the stage, never pay for a speaker, ever. In fact a good friend of mine, Jay at one time wanted me to pay him to speak and I told him I don’t pay speakers, I said the reason why is I don’t pay my other speakers and I can’t pay you, it’s not fair to the other speakers, and also the speaker if they are good make more money. If I go to an event and I speak at a seminar I make \$100,000 I know for a fact, that’s basically what’s going to happen every single time.

Rich: And let’s say you’re going to go to a seminar in October, you’re going to make \$100,000, what are you going to sell?

Armand: I’ll have a course typically, it’s going to be a \$2000 course or higher and then 50 people in that range.

Rich: Out of those goals you shoot for example, let’s say you have the course, you’ve got the price point 1995 or whatever it is, 50 people, is that the goal per event?

Armand: It depends on how many people are in the room. For example I spoke in London a couple of years ago actually, there was 4000 people in the room, so I sold \$995,000 worth of product in 90 minutes.

Rich: Now this product an already pre-packaged product or are you involved in this?

Armand: It's pre-packaged product because we've already recorded the product, we made the product, we designed it or we bundle it. Everything that you have- I call it double dipping, if I have this product I create it over here, if I have this product ii create it over here. This product I created over here I bundle it too make a higher end product. I think the one thing that people don't like is when you buy a product from someone then you start ** and diming them for the other things that they need. I'd rather give you one price, one product, you don't need to come back to me, you've got everything that you need. I'm not going to say you need to do this and do this and do this and it's kind of contradictory to what people are doing. A lot of people will say buy this product, now you need to buy this one, now you need to buy this one, I think honestly it just pisses people off.

Rich: Bundling justifies the value but if they have 200o they have five, they have ten, there's always a way to get out of it, have you thought of selling and doing a five and ten thousand, do you do that? And if you do, do that where does that selling process begin?

Armand: Well what happens is I'll have seminars at my house. I'm fortunate to have a house I can do a seminar in; we can do around 50 people in the house easily and do a seminar there. So it may be a high level training, it might be maybe on branding, maybe it's on business development, it will be \$5000 or sometimes depending on what the topic is it could be \$10,000 a weekend, so they would spend the \$10,000 with me, at those 3 days with me and then we'll fix our old business and remake the whole thing.

Rich: Alright, let me do some math, $50 \times \$10000$, done. So what's next for Armand Moran?

Armand: It's always changing, it's always evolving, I think what you have to do is you have to look at where the market is. If you look at the different things that are happening at the marketplace, I believe that most things are just happening to be rehashed again and again.

Rich: Somebody used the term regurgitated.

Armand: Yeah it is. There are not a lot of new things that people are doing. I think what you can do is do it differently than it has been done before. For example I've done a lot of seminars, I've done them all over the world, I've done it in London, I've done it in Australia, I've done it in Singapore, all these different things and *** are great, I love them, I love being able to teach people what I know, what I figured out, how I market things, but how can we do this differently? And so I had an idea, last year I had an idea where I could- but what if I did *** from home, from my home to everybody else's home and what if I didn't have to talk about 20 subjects through the course in 3 days, what if I did one subject where I can go deep and explain everything? Because the one thing I think a lot of people have always said to me and not just me but a lot of other people that you talk to is if it's so good why don't you give it to me for free and I'll pay you after? That's kind of like the scenario.

Rich: And what's the answer to that?

Armand: I said why not, let's do it.

Rich: So you give it to people for free and-?

Armand: What happens is that we stream seminar, for example the first time we did on list building and so I went everything 3 days on how to build 100,000 list and then on webinars and I did on residual

income and I did on this and that and traffic-

Rich: You know there are a bunch of courses out there on list building, right?

Armand: Oh, absolutely.

Rich: Why does yours stand out?

Armand: It works first of all.

Rich: That's really important. Is this the product that works for \$2000?

Armand: No, we're giving it away for free, you remember?

Rich: That's right, I'm streaming it.

Armand: You're streaming it for free. Let me give you an example, a lot of people of people are always talking about giving a bribe when you're on an opt in page, right? It's the worst thing you can possibly do to get the sale. To get the sale, and the reason why is because if you give something free on an opt in page and you are then going to show them a sales letter on the very next page, your conversion rate is going to drop dramatically because they've got a piece of you over here, so by removing that and using the opt in page now as a curiosity page, say on the very next page I'm going to show you all about X Y Z and why you should get your hands on it and all you have to do is give me your name and your email address. Now they are curious about what they are about to see, it changes their dynamics by this little.

Rich: So it's not a sales page, you get them into another information page.

Armand: But the next page is a sales letter. So it's the same sales letter except its one way you're giving a bribe to get them to see it, so they were interested in the bribe that's why they give you the name and email address. The other way is that they are interested in what they are about to see, so all of a sudden we get 2-3 times the conversion on the sales letter just by changing that. So it's just little things like that, so we do opt in pages a little different and the reason why we do opt in pages different is because we are one of the first people that actually do opt in pages on the internet. I mean what most people don't understand is the concept of the squeeze page and the concept of the squeeze page when you really understand the history as far as where it came from and how it was developed. For example Jonathan, it just happened that they were doing a course one day and actually just said 'well call this squeeze page', now Stephen came up with the same exact concept, the same idea and they were partners on this particular product, and Peter called it, it was some really long name but the one that stuck was squeeze page the way that Jonathan said it and now people have always called them squeeze page, I call them opt in pages because that's what it is, but there's a lot of different things by having different variations you can make a difference but anyway that's the point about being free. We give it to them for free, they can watch the streaming free all day long, three full days, from 10 O'clock in the morning to about 6 O'clock in the evening and it's all just me talking about one particular subject, the psychology behind it and the reason why I always started from the psychology is because when people are doing something, they typically do it because that's the way it's always been done, they don't know why they are actually doing it. So what I do is I explain to them this is the reason why we're doing

it this way, if they understand it they'll actually do it. Then what we'll do is at the end throughout those three days I'll make an offer to them and the offer will be something very simple, how would you like to get the recordings of not only this but all the other webcams we've done as well too for \$47 a month? Very minimal offer, I might even offer sometime throughout that weekend a year coaching program with me for 2, 3, 4 thousand dollars or something like that.

Rich: Now you just mentioned something, another thing that I am interested in is \$47 a month, membership site, is that what you do?

Armand: Yeah, we have a lot of membership sites.

Rich: When you say a lot, what is your main membership site that's the best for my list or the best for the people who are listening and watching now?

Armand: We have like different types, so if we have one membership site it's like we have 15000 members in one membership site called marketing tutorials and each month I develop two new tutorials and *** try to use or people want to know on the internet, Ok. We have another membership site called marketing interviews and in that particular case that is a \$37 a month program where I interview another marketer every single month and ** them and I just happen to know every major marketer there is.

Rich: So basically it's just two interviews a month with \$37?

Armand: One interview.

Rich: One interview and they have access to all the products

interview a month?

Armand: No, that interview is just the interview site, so we have marketing interviews, then we have marketing tutorials which is different and then my high end membership site. A lot of people when they look at the history of membership sites on the internet very few of them last a long time, so for example that marketing tutorial site, that site is now is 8 years, marketing interview is 9 years. We have the longest running membership in history, and I have a program and it's not the cheapest one either, it's probably one of the most expensive, it's \$500 a month and we've had that now for almost 11 years, and the reason why we've been able to maintain it is because we give people real information to get results and that's what people want from anything, they just want the end result, what can I get from this, how can it work for me and how can I prove my business with it and with that they actually come to my house three times a year and we go over their business and I don't tell them what they want to know, I tell them what they need to know and I don't just blow smoke at them.

Rich: Armand it was a privilege and a pleasure, we got everything we had to do before this man walked in and actually added to this show to the end and made it a lot easier, thank you very much. If anybody wants to get a hold of you, how do they visit you?

Armand: You can go to armandmoran.com or you can go to webcam.cc, that's a free training that we're talking about.

Mike Filsaime



Rich: Alright Mike, I don't want to talk about your credentials, you have the credentials. What I want to talk about is Webinar Jam. Now, I know you've been big in webinars ever since you had the Evergreen Webinar product, and a lot of people bought your products that concentrated on marketing webinars in a recorded sense. I know you've done some live webinars as well, and now you've come out with a product called Webinar Jam. Why and how has it improved since your original Evergreen Product and why should we take advantage of Webinar Jam now and why will it overcome and help us make more money?

Mike: Ok, so there are two different products completely, I think

they still serve a purpose. So Evergreen Business System was an automated webinar platform, it's still out there; it's still the best automated webinar platform out there. That's for a when you want to automate your marketing through advertising so that you don't have to be there Monday, Tuesday, Wednesday, 7 days a week, 4 5 times a day. Automated webinars are great for paid advertising, auto responder funnels and putting people through traffic that's just set it and forget it. It's probably going to be the second best way to monetize a web visitor, but nothing is going to monetize a web visitor more than a live webinar. I think you should be doing both in your business but if I have an opportunity to do a JV with you, I don't want to send it to an automated webinar, I want to send it to a live webinar. So up until webinar jam came out there were only two solutions. One was GoToWebinar, it was \$499 a month for a thousand seat, maximum capacity, that's their current price at their site or \$399 a month for 500 people and as you know today with social media, promotions and good joint ventures, if you are doing any type of event you can get 4000, 5000 people registered before things go well and a lot of the problems people had that I saw in my circle is we're going to have 2000 people live, we are going to hit the max, what do we do? So that was the problem with GoToWebinar. Then Google comes out with this really cool thing called Google hangouts and then they come out with Hangouts on Air with allowed you to broadcast to your YouTube channel and it was a great way to do some nice interactive content but you couldn't do marketing around it. Anybody that wanted to do hangout, they felt that the hangout platform was a little complicated and you had to set up your own squeeze page and once people opted in, what sent the automated emails and how do you get people unto the webinar? Where do you put all the videos and all of that? There was no front end, so WebinarJam is a created front end machine for Google hangout. Now if you didn't know Google hangout existed and you

use WebinarJam, you probably wouldn't even know that you were doing the hangout, so you don't have to log in, go to Google+ and all that stuff, it's all in one platform. The price was \$297 a year as opposed to \$499 a month and as you know, you can do unlimited webinars but we do something a little bit different with WebinarJam.

Rich: Before you explain that Mike, why do you the hangouts are better than GoToWebinar? We've been used to GoToWebinar for how many years, it seems like what we were trained on, what we cut our teeth on and it seems so easy but yet the Hangouts is still relatively new. Why is it time to switch over now?

Mike: Because now Hangouts allows you to use HD cameras and get your personality involved. How would this be if we recorded this and we pushed all the content with PowerPoint and hid our faces? So Hangouts allows you to have more interactivity. You can see experts right at their home or their studio or wherever they want and it's one more touch of transparency that people want today rather than seeing you hidden behind a PowerPoint like you would have seen with GoToWebinar.

Rich: Now I concur, I believe in personality plus face especially when it comes to closing the sale. Now do you have a structure that you recommend with the Hangouts that could be relative to having a PowerPoint? Is it the same or is it different and is there a different type of structure that you would use up to closing the sale?

Mike: I think once you get to the PowerPoint it's going to be the same but here's where WebinarJam is different than any other technology out there. You may not be aware of this; we have a feature called everlife. Alright, so if that's getting your head a little bit, here's how it works. We allow you to take your PowerPoint

presentation and record the perfect presentation at your own time, you know, I messed up that slide. Let me really emphasize better on this, let me really close on the guarantee and then you can then record it like you would on Evergreen Webinar from the start of the PowerPoint to the end of the close. You go on to WebinarJam, so you load that video up on either your Amazon account or YouTube or whatever and you go onto webinarJam and you plug that in as a presentation place holder and you just put the URL. So now, you and I want to do a webinar Thursday at 4PM, it's live, everybody registers, you and I get there live and we're like "hey everybody, Mike Filsaime here, we are going to get started in just a few minutes. Where are you from? Oh I'm from Kentucky and blab la bla, we have 300 people in here" and you're live, you're telling people to shut off the Skype, shut off the messenger, here's what we are going to learn and we say Ok, let me start the PowerPoint presentation and then I hit a button and that video plays. And if I say the video is 47 minutes and 12 seconds I get a countdown timer that says 40 minutes and 12 seconds. So we can step away, let the perfect presentation come through and as soon as that's done the webcam pops back up and we say "Ok, now we're going to do some live Q&A" and we can actually interact with the room live and do a Q&A, but we know we have a perfect presentation in the can as opposed to having to go through and fumble on our words and maybe have a sore throat or not really sell the guarantee or the close, you know some days you're just not on and you're like 'I just wasn't feeling well, I was tired' and it comes through. So if you have the perfect presentation there is no other software out there that allows you to be there live, introduce it, let the presentation go as if it's live, people will never know the difference and when that's done you pop back in and say 'so that's how you get started with our program, let's open it up for a Q&A'.

Rich: I actually figured out how to do this on Webinar Swaps. After

doing a little bit over 300 Webinars, I did a perfect recording but I had to set it up on a second account. So I had a second GoTo account and I took from my speaker into my microphone and then just ran the tape. But in your software, it is just automated?

Mike: Yeah and we're calling it Everlife. I'm not sure if it's the best thing but we want to merge people knowing that you can automate the presentation and be there in real life and you get the best of both. As we said, nothing converts a web visitor better than a live webinar.

Rich: Ok. We just talked about your product and that's fine and good but you've got a sales background, you've got a closing background, I also have a closing background and I want to chat about structure of webinars. Have you found, especially going into the future that webinar structure has changed and what do you feel about the change and what changes are you implementing perhaps with your won webinar or your students that you're training, what are you telling them on how they should proceed in relationship to structure of the webinar?

Mike: The webinar itself I don't think is changing other than the fact that you're interacting live, I think making sure that you do a live Q&A at the end and introducing at the beginning or before the webinar starts with live personality. When it comes to the webinar structure I don't think much has changed. Do you want to introduce credibility for yourself? You want to tell a little bit of your story especially if it pertains to a moment or breakthrough that inspired the transformation in the product. You want to teach, you want to have proof of concept, it has to be very big and you want to be doing that even before the webinar, the time from when they register to when they actually show up. You want to focus on that. You struggle to

get to that point, you knew you had something right but it didn't work right away until you figured it out, “this was the thing that changed everything”, here are my results, now that's one part. OK, it works for you. People are going to be a little bit cautious to hear something that just works for you. Y show here is what happened to Jim from Kentucky, tell a story. The point here is not to find average Joes, it just to find the average customers. To your customers, it would be implied that “Wow! That guy doesn't look any smarter than me; he looks like an average person!” If you get a video testimonial of that person, we always want to focus on three things. One, this was what life was like before the product or the course. Two, this was what life was like immediately after using it. Finally, three, this is what life is like today. That's the perfect formula for a testimonial. “Before I started using that software or that diet, I suffered. Anytime I lost weight I gained it back. As soon as I did this, I lost 10 pounds in 13 days. A year later I lost etc, etc”. That's the formula there. So from there you move on to saying here is what I have for you today, I just like to say that, here is what I have for you today and then you break down your product, the course, the bullet points, keep the energy level high and the hype low. You don't want to start going into this voice that starts saying ‘I'm going to show you how literally in my one bedroom apartment I had thousands upon thousands’ like Oh my God, who wants to be with that guy. So just tell them what you have, be excited about it, you should be because it's your product, tell them how to get started, what they are going to get, what it's going to cost them and what they can expect as a result, give them the guarantee, give them the bonuses and then go back, reclose, then open it up for Q&A. That's my formula.

Rich: I want to talk about the three things that you just mentioned, what works and what doesn't work and especially when it comes to

increasing conversions or what we used to say in the old days closing more sales. I want to talk about scarcity, I want to talk about bonuses; I want to talk about when to put in the buy button. Go in reverse order, the buy button, bonuses and scarcity.

Mike: I think you have to have urgency or scarcity at anytime. If I may, we have an expression that Andy and I say ‘countdown timers make people go’. We joke around like it is really in Wikipedia but it’s not, but the truth is we called the QVC effect. When you start watching something on QVC and you’re so much interested that’s why you are watching, it’s maybe a gold watch or something like that and you are starting to watch, now they are making a case, ok, this thing normally sells for 999 and it’s selling for 299. There’s only 1000 of them that’s going to be sold and now you see it’s 970, it’s early in the present, that thing start getting down to about 230 and now all of a sudden they’re like we have only 5 minutes until we’re done and that thing starts going to 66, 61, your mind starts going crazy, it’s just the human nature and suddenly you see 32, 31 and simply the fear of loss is going to drive you to pick up that phone that you may not have the opportunity to do later. So a countdown timer or an urgency scarcity we’re only going to get 10 people in the program or whatever it is should be part of any offer. The next thing is bonuses. Number 1, when you start a webinar you want offer a bonus that every single person will get on the webinar, so what you don’t want to say is at the end we’re going to give away a free iPad because that’s just going to keep a lot of people on that aren’t interested in your content and piss a lot of people off because they are going to believe that this is your system. So you want to give something that everybody is going to win. Believe it or not, the simplest little bonuses are a mind map of everything you’re teaching, a checklist of everything that needs to be done and the slide, you’re

going to be getting these slides that I just gave you, you’re going to get right in the PDF, so you can go back and take notes in case we move too fast, people love little things like that. When you give those bonus at the end, you give it at the very end of the presentation before the Q&A and you put it on the order page and you say ‘to get that bonus simply click on the add to cart button and down at the order page you’re going to see the bonus links with our terms of service and privacy policy, the one at the very end says free bonus, click that’ so what we’re doing now is we are doing something that I don’t have to give you two call to actions. Go to this page to opt in or send an email to support while I’m trying telling you to go to the order page, I simply tell you to. You are driving more people to the point, the most important part of the sale, the order page so they can transform and go to the other side.

Rich: You know we used to talk about that in the sales training meetings in the automobile business. Some people used to fill out what they call the prospect card which is a 3 by 5 card or on a log with names and address. What I came out with is the big prospect card which was the order sheet. Right on the order I just put name, address, phone number, the price of the car, everything, you want your free gift, I think at the time we were giving away 3 days 2 nights in Vegas that we selling for 10 cents but exactly what you’re saying. Put that free bonus at the bottom where people do scroll down until they get to no thanks and all of a sudden they have that option, you know what, I’m going to take advantage of it.

Mike: Yeah and in terms of having bonuses, this is a great tip here, it’s something I’ve just recently learned, I might have gotten lucky a few times in my product. Every single one of your products creates an objection for the consumer. Now if that sounds crazy I’m going to show you what that basically means. If you have a product that’s I’m going to create a product creation class, how to create your own

information product, what's the objection now, well now that I have your product how do I get traffic to it? So no matter what type of product that you create you're usually going to have something like here is an email auto responder, I'm going to give it to you for free. Well what's the objection now? Well I don't have a website to capture leads, so you always have to look and say what objections does your product create? If you have a product, even if you handling the objections in the original offer, you're going to get this module, separate the ones where the objections are created and now say here is the bonus. Since you're not going to have a website to capture the leads I'm going to include the same website that we use and so whatever the objections are, use them as 1, 2 and 3 bonuses so you handle the objections that are created by the products.

Rich: That's very interesting because people always have a problem. They come to your webinar, they are interested in your product and them saying to you 'alright Mike, I believe in your product, I'm here so far and I believe that I have this problem and you could possibly solve it'. You're saying to me that we already know what those objections are, so if I get this right you're saying instead of interacting with somebody who maybe is on the webinar live, you already have those questions and objections that you already know so you can plan your webinar to overcome the objections to get-

Mike: in your FAQ I believe it's good to see the questions. So while you're putting your questions in, let me give you some of the frequently asked questions. Many people feel that if you're going to do local marketing you have to go knock on the doors of your local ***, with our system you never have to leave your house. You want to start answering some of those common objections upfront, but when you create a bonus in your course, I'll give you an example,

like for local marketing, if my course tells you how to... our software is going to find the leads, it's going to mail out to somebody automatically to have them call you, now that sounds pretty cool, now the objection then becomes what do I say when they get on the phone. So instead of putting that in the product, make a bonus section that says, so bonus 1, we're going to give you a script on the 5 questions you want to ask somebody when they call you like number 1, how much are you spending on yellow pages? Oh I don't know and making people feel... in that particular course, whatever the case is, your bonus should handle objections of the product created.

Rich: Now your course scripts these out and you basically have swipes for the phone?

Mike: Yes we would.

Rich: Ok, so the webinar is the way to go, you've marketed products before, do you believe that webinars are here to stay and *** for the future, is it just going to be something that we're doing now for the next year or so and then down the road it will be something else?

Mike: I think you know the answer to that.

Rich: I do but do you know the answer to that or do the people that are listening?

Mike: Webinars are here to stay because here is where they are. They allow you to create content that can be consumed at the time that it's there and with the replay content on demand. If you look at the way TV is going, Netflix, Hulu, Amazon prime, when I talk to people and I say do you watch game of thrones or house of cards or homeland or all this different shows, everyone of these people watches what we call serial watching. They watch it on demand not

when it's prime time because people are moving away from that. So we left the books in the 1800s to go to radio in the 1900, they left radio to go to television and television has moved to on demand. In internet marketing, it started out with text pages, the text pages then went to video sales letters and video sales letters now go into webinars and on demand replays its content. Once you have that content that you do from a webinar, you can repurpose that content into an audio podcast, a video podcast, you can have it transcribed into an eBook, turned articles, that's the starting point of content and then it can be broken down into what we call multi casting. You can put it out in many different forms.

Rich: Exactly right and that's basically all editing and you can take actually the conversation that we're having now, I can actually break it into 2 or 3 different sections and all of a sudden I've got either an auto responder of the Mike Filsaime interview on how to maximize and specialize in webinars or would you like to know what happened to Frank under episode 15? Basically what I'm saying is I'm not going to do the spoiler alert folks but house of cars is great but I'm telling you you're exactly right about content. I know Brad ** likes to do a drip feed, he has his own sites where you'll drip feed the content but sometimes people want to go from course 1 to course 15 and of course that's what we're offering now. When you're doing webinars people are always talking about conversions or PPC. Every webinar is different, every content is different, even every list is different. What do you consider a good conversion rate, what should we expect and perhaps maybe as a new person who has got a new product who is trying out these webinars, what should we expect in relationship to percentages?

Mike: When you have a webinar you want to be... if you're

qualifying well on your registration page, you want to be able to get a minimum of 40% of the people to register, 35% to 40%, if you're going good 50% and if you're off the hook you're going to be about 65%. I've rarely seen people convert 70% or higher once they get out their list to joint ventures and traffic.

Rich: You said the key thing and that is qualifying your people who are showing up to the webinars. A lot of people I know which including sometimes I've done is throw spaghetti against the wall; mail my whole list just to drive a 120 people to the webinar. When you say qualify, can you be more clear on that?

Mike: Here is the thing. The more I qualify the lower registration I'm going to get which is Ok because I'm weeding out people that don't want to be on there. The less I qualify, we call that a blind offer the more people are going to register the less excited they are to show up and the less they are going to remember. So here's a blind offer, it's going to be very high. "Hi, this is Mike Filsaime, I'm doing a webinar on Friday and I'm going to show you an interesting tip that I've learned that increase profit in my business. I'm only going to share this on my webinar". Curiosity is going to creep in and you're probably going to get up to 65% or 70%. Now if I do something else that's more qualified and I say 'hi, this is Mike Filsaime. If you have a product that you're already selling online and you've already made a sale for that product, I'm going to show you how you can get processes to think like a franchise would do. Do you know that 80% of businesses today will fail in the first 5 years? That's 4 out of 5 but 95% of the top 10 franchises succeed, so there is something that a subway is doing that a deli is not doing even though the deli has a better product. So what is it the franchises are doing that we're not doing in our business? I'm going to be revealing this on this webinar and I'm going to be sharing with you on Thursday and Friday', now that is highly qualified. Guess what I'm

not going to get? I’m not going to get a guy that doesn’t have a product, that doesn’t have a business because it’s not necessarily going to apply. He might come and learn but he knows he will not be able to use it but the people that come on when that text reminder comes in and says Mike Filsaime is going over what the franchise-wow, I’ve got to run, I’ve got to get on that webinar because you want to get on it. If the thing comes in Mike Filsaime is going to go over the number one tip that increases profits last week, it’s easier to say no to that. So higher response rate, lower show rate, more qualified, be prepared for a lower registration...

Rich: And including that show with a higher closing rate too because?

Mike: I think you’ll have the ultimate qualified customer. Now you can expect between 30% to 45% of the people to show for the webinar. I wish I could tell you it would be more but it’s going to be about 30% to 45%, I really can’t tell you the metrics because the close rate is going to depend on the product price point. I saw somebody do a \$37 price point. It closed well but I thought it was crazy because they are going to buy for 37, they would have bought for 07 or 297.

Rich: What is with the 7, is 7 is a physiological number that people want to buy?

Mike: People have actually tested it and it actually does better than 99 and 49 etc, so stick with it, it’s been proven to work. So for me you have to keep the prices in terms of what the audience is going to expect based on other products in the marketplace. If you’re in a real estate business and everybody is selling products for 297 then yours should be 197 to 397 not more unless you have something

extraordinary with software and you'll know based on the metrics of your first webinar. If it crushes it then you know you did something good. We did a webinar recently at 997 for a product on creating good offers, it tanked and it even had software. We went back and we did it at 297 and we sold 35% of the people that were on there. So you have to test these different things and find out which one of these gives you what is known as the highest visitor value. So for every person we had registered for the webinar how much money did we make at the time of the webinar or like what I like to say, the whole campaign because the next thing that you want to do is you want to do a follow up replay for everybody that didn't get on the webinar. I'm not going to get too deep into it but there is a follow up strategy that happens if people didn't show up for the webinar, if they showed up and left early, if they offered but did buy you can offer payment plans and of course you want to do a follow up on co-presentation live as well.

Rich: You mentioned keyword right there.

Mike: Its the order page. When they click on that button have a light box come up with an opt in and the light box goes away they're still on the order page, they can still see the feature yes, Mike I'm interested in learning=

Rich: And also to market to people who had already purchased. Now you've gone to this webinar, I've got this product, I've got this perfect webinar that I recorded using WebinarJam, I've read everything that Andy Jenkins and Mike Filsaime have to offer, I feel like I've structured it properly, I'm going over to the point where it's driving everybody nuts because I'm a perfectionist. Now I've got this great product I don't know how to market it, how would I JV with somebody like an affiliate, a super affiliate and a Mike

Filsaime?

Mike: Well the first thing you've got to do is you've got to get proven metrics, you've got to do the traffic yourself either through facebook or with your own internal *** list and you've got to get the metrics otherwise you're talking intangibles. Intangibles are, the price point is 497, it pays 50%, we have an up sell and a backend that pays 50% and if they don't buy the up sell there's a down sell where we pay 70-what does all that mean? It doesn't mean anything.

Rich: Especially if you don't sell anything.

Mike: Right, exactly, it's all depending on the conversion. So what people want to know is earnings for click. The last guy registered 300 people, he made 30,000, oh, ok, great. I had another guy register 250 people, he made 18,000, you give the name of the different people, he had a good list **** and if you can't, sometimes it has to just be you, I like to under promise and over deliver. So that was my internal list, the like me and that's why we did 15,000 dollars with yours. So you don't want to say they are going to get 15 and they get 14 because now you have over promised and under delivered. The next thing is you have to be, in my opinion you have to go out there and serve the community first otherwise you just me me, mine mine and you're *** talking about yourself. You've got to go out there, meet people, find out who they are, get to know them, buy them lunch, buy them a meal, buy them cocktail and then when you get to know them say 'oh, I'd love to talk about what I have going on but is there anything I can do for you. I don't have a big list but I have a list of 4000 people, I'd love to send them to your products' you've got to offer your services first and I know people don't want to hear that but that's the way the world works and if you're not willing to

get out there first for all the people then really all you're doing is stapling an announcement up at the supermarket community board and you're just stapling it over the guy before you and somebody else is going to staple it over you and the only people reading the ads are the people that are going to post their own ads, so you can't have that mentality thinking that you're the only guy with the WordPress plug in because you've been working I this really cool thing. Look, the world has been working well without you and without me and it would have if we were never born, so we have to be very humble and know that we don't have the next greatest thing, no matter how much we want to think we do, we're just another guy with another cool product, there is a lot of us out there. Marketers top information ***, they don't want to mail their list to make money; they are being chased all the time. The last thing they want is a business card saying 'hey, my name is Tom, I've got a new WordPress plug in, if you promote it I guarantee you'd make a lot of money with it'

Rich: How many times have you heard that?

Mike: I think Brandon wants somebody coming up saying if you mail this you're going to make a ton of money.

Rich: I do want Brandon to take a look at my products and how you do that is by getting your name out there.

Mike: You've got to get to know, and sometimes it's not always going to be Brandon it's going to be- you come in looking for one person you're going to find 5 other people that will get behind and instead of one promotion they'll do 6 promotions, put it in their email auto responders, put it in their members area. I'm here at this a warrior event because I take relationships very seriously. I'm out here meeting every single person, the question I have is how can I help you? And the same applies for me; I know I've got to offer my

services before I can ask them to do anything.

Rich: Now there is a lot of JV that you can get out there, there is warrior plus, there is JV Zoo, there is ***, it all has everything to do with getting their affiliates to mail for you. How do you solicit those affiliates on those platforms?

Mike: Look I'm not here to sugarcoat anything. When I do a launch and it fails it's not because of my product, it's not because of my offer, it's because I did a poor job working the affiliates the expression that I say is I'm going to go put on my little red dress and I'm going to go dial for dollars and I get out there and I work hard and you'd be surprised but I'm going to say it right here, I curse names, I can't believe that guy told me no while I came in 3rd place for him, bla bla bla, I get the rage just like everybody else but you move on, it's a numbers game and if anybody thinks it comes easy for anybody, I can guarantee you it doesn't, like I said that's why I'm out here at these events and I'm going to be straight up with people, if you think it's easy, that it comes to anybody, it doesn't, it doesn't come to anybody just because of who they are. Just hard work, if you love what you do you'll never *** in your life, to me this is fun work but you've got to get out there and hustle, you've got to build relationships with people, you've got to have a JV blog that communicates the synopsis which your product is. Don't sell you JV partners on what your product is for 30 minutes. Point them to the video sales letter, believe it or not, they don't care, they've met you, they've seen your last *** products are good, you have a good reputation or you seem like a nice person, you have three good products in the past, you don't necessarily have to spend 40 minutes telling every feature that the product does. Just tell them we've created a frontend marketing machine for Google hangouts, if you

want to know more information about that click the *** to see the video sales letter. These are the dates, these are the EPCs that you can expect, these are the prices, opt in below to stay on the notification list and you do facebook ads to talk to your JV people in the industry and you go to the JV forums and the facebook groups and you market your webpage for your JVs and you do it 2 months out, you make an event out of the pre launch to your affiliates, it's marketing to the affiliates, it has to be done, these things don't come easy but you do them one person at a time and the more and more people you get on your first launch is a success, the next one would be bigger and so on and so forth.

Rich: I totally agree with that, In the old days we used to say don't work the sales manager, go ahead and work the customer but in this particular case you're working affiliates to get them to mail for you, let's say 10 people mail for you on that one affiliate and you have 100 affiliates, that's a thousand people, you do that once a week, it's 52,000 people a year, we can all work the numbers. There is a big trend Mike that I see that people who are having their products are including not only just swipes because in the old day they say 'here is my product, look at my sales page' they never really include swipes and it even still happens sometimes today. Some of the bigger boys who are doing this launch have the swipes and banners and layouts but now a big trend is contest for the JVs. How do you feel about that?

Mike: What do you mean by contest?

Rich: First price \$5000, 2nd price \$2500, 3rd price is an ipad, 5th through 25th 20 bucks.

Mike: I was one of the pioneers, I don't want to be the guy that says this is the first guy out there to do the big contest because I was the

second guy to do the million dollar launch, so before me there was nobody giving away \$25000 worth of contest. Before that it was 2500 in total, I gave away a Rolex, I gave away a TV, this is 2006 for market, every launch I have ever done, we've given away hummers. So if you want to go to jv.webinarjam.com, if it's still up there click on prices you'll see. I said if our launch does 500,000, this is what 1st, 2nd, 3rd, 4th and 5th will do, if we do 750,000 it will go to this, if we a million, 1.2, 1.5, 2 million and over 2 million this is what they get, so it protects me in saying that I'm not going to be giving away \$50,000 if we don't perform. If we have 500,000 we're going to give away 10,000 to number 1. So the other thing we do is we say in other to qualify for the 1st, 2nd or 3rd price you must mail 5 times, in other to qualify for prices 4 through 10 you must mail at least 3 times etc because I don't want somebody to come and mailing once because they have a big list and then I'm going to send you \$50,000 because you knocked out the guy that really tried and mailed 9 times and people will say well I deserve the price just as much as anybody else, my attitude is no, that's what the commission is for, that's why I'm giving you 50% because you mailed, you got customers, you're getting half of what I get. If you want me to write you a check of 50,000, that's called support, you're going to have to get behind the launch, I want you to do a video, I want you to do bonuses, I want you to mail and video 1, video 2, video 3, I want you to mail twice when the card is closing, all that type of stuff, so that's called support and that guy is going to drive so many sales, I'm going to be happy to write him a check of 50,000 or more and again those are big numbers because we know our metrics based on past launches but I do believe that you've got to put carrots in front of people, when I say 50,000, it's a car or 50,000. I also believe people don't care about money, they care about prices.

Rich: They care about the trophy.

Mike: That’s the thing. If you’re going to go from 400 to 500 I’m going to ask you to mail again, you’re not going to be interested, you’re like I’ve made 6 sales, the money comes from the commissions. If I tell you you’re going from an Amazon kindle to an ipad mini and then if you get two more sales your ipad mini becomes a macbook pro and if you know just the other guy off, the macbook pro becomes a 60 inch flat screen TV. What we’re really talking about there is a 400 price to a 600, to a 900 to a 1500. That doesn’t motivate an affiliate that’s making several sales but being able to tell your wife we’re getting a 60 inch flat screen TV and from Amazon and we don’t have to pay for it, that motivates affiliates.

Rich: Yeah, Mike says his wife get all kinds of TVs and ipads and his kids just from the prices from being affiliates. So let’s just go ahead-

Mike: Ok, let’s do one more question, I believe good content-

Rich: I was just going to go ahead and wrap it up; I do have one more question Mike. So we take webinarjam, we take the product you created with Andy Jenkins. Andy Jenkins is also somebody who has been around for a long time. You partnered with him, you put on webinarjam, the way of the future is going to be through Google hangouts.

Mike: Hector and I did deal guardian, we did system where I partnered with Andy. Andy came into the technology company as well. So we are partners, all three of us.

Rich: So taking advantage of your knowledge, so basically we’re just not buying a product, we are buying Mike Filsaime’s philosophy and the things you would do to be successful or is that not your

philosophy anymore?

Mike: You know what, when you buy my products, yeah 100%, I mean everybody in business system was created out of taking an already existing automated webinar player that basically did basic stuff. What I did is I wanted to add the ninja techniques that I needed to custom program on the backend of that software and then talking with Hector I said this is what I did to make it work for what a ninja marketer would want and we released that as evergreen business system. webinarJam is the same thing. People love Google hangout but they can't market with it, GoTo webinar was good but its old technology. It kicked ass and we've made money with it and it is a lot of money even if your grandfather- if you don't use it for three months you just paid for something you didn't use for three months, if you are locked into that grandfather rate you'll never want to give it up because you're afraid you're going to have to go to their new rate and you can only get a thousand people on. So they are still good technology, we think we have an affordable solution for the masses-

Rich: Templates for everything, correct? What you see is what you get, is it that easy?

Mike: it is not a GoTo webinar; they don't have these lead pages style, landing pages that convert to 65% like we do. We are working with lead pages to do integrational work with the guys with megaphone, we are just getting started, and we are going to be around for a while. So the features that I want and that you want, I talked to people- a lady just said to me this morning “can you take out the thing that shows how many people are in a room?” and I said don't you want people seeing you have 300-400 people in a room?

She said yes but what if I only have 30, I still want to be like ‘oh my goodness, look how many people are’ I said great point, I’ve got to listen to our users, we are going to put a feature in that allows you shut off the room count.

Matt Bacak



Rich: How many millionaires do you think you made in the course of your internet marketing career?

Matt: That's a great question, I've never been asked that, I've never thought about it, I don't know, quite a few.

Rich: 10?

Matt: Probably more

Rich: 20?

Matt: Probably more

Rich: Did you make a millionaire before you became a millionaire?

Matt: Yes absolutely.

Rich: So you're a rainmaker, you talk about making rain or at least you talked about that in one of your workshops. People come to your workshops to become millionaires, is that not correct?

Matt: They could, they come to get marketed products or services, stuff like that.

Rich: So we go back to the beginning of that basics internet career, tell me about how you started and what you started marketing on the internet?

Matt: I got started in 1999, I got started in dorm room actually playing around with stuff and I was running this little ads on pages on places and making money off clicks back then and later on I ended up building a list, I desired to become a millionaire so actually what I did is I created a list called millionaire minutes, it's where I would interview millionaires and ask them questions and what they did shared minutes that I had with them and built a list from that and leverage that list and then what happened was people started coming to me to figure out how I was doing it and what I was doing. So that was how I actually got into teaching internet marketing because what I was doing from there, I was putting on seminars, promoting people organization, promoting a lot of that world over there because I was meeting people, because I was interviewing because that's where I started.

Rich: So list building and email marketing is basically your forte, correct?

Matt: Yes, it's the number one most profitable thing that I do and I've always taught.

Rich: And before the internet what made you decide all of a sudden email marketing was the way to go? Well because there was no

email marketing before the internet, what did you do prior to that and how did you discover email marketing was going to be on that basics future?

Matt: Well actually I was promoting events, I was actually going around, a lot of things, I guess the biggest turning point was I was promoting events, I did it to make friends, it was really why I actually got into it, I wanted to make friends with people that are millionaires and so that's why I created millionaires minutes and so I decided one way to get close to *** is doing events and promote the event and get them to come and speak at my event, I figured that would get me closer to them, so what I did was I would leverage other people that had lists, I didn't have my list at the time, leverage other people that had list, put these people in the seminars, we'll pull 52 100 people in the room in less than 3 days having other people promote and then one day I thought I had everything lined up, secured the hotel room and nobody could promote for me and I realized at that moment that I needed to actually start focusing on the list building because I realized that I didn't have control, that was probably 2001 when all that occurred.

Rich: Now you started an email marketing and promoting these events, I've heard you say before that you spent 4 years just mailing for other people?

Matt: Yeah, I pretty much have

Rich: And so you started list building at a very early age of the internet or internet marketing, why did it take you 4 years knowing that you could make money with products especially with other

people's products to come up with your own?

Matt: Well actually it was two years but those two years actually which realizes at the beginning of a few stages, actually 1999, 2000 and 2001 I didn't know what I was doing, I was focusing on products no on people, I realized that one moment, in the moment of time when I had a- actually I was selling cassette tapes, VHS tapes and I had a whole closet full and when I realized hey, what's better, to have a whole closet full of stuff or have a lot of people that want to buy something and so that's kind of another thing too, about the same time when everything starts to happen when you start building list and I was a promoter, I was promoting other people's stuff and then I kind of just turned it. What made me change it is just the matter of people literally, an event that I was planning for somebody else, people walked up to me, people started coming to the events wearing marketing t-shirts and I was like why are you guys here? They were like oh, I kind of figuring out your method and your system, I was like what are you trying to figure out, like how are you doing this and I went in front of the room and I said how many people here are trying to learn what I'm doing and how I do this and everybody was like yeah, me. So I pulled them over, I said give me your card, give me your information, I'll contact you and I rented a room and sold out the event, first thing I taught them was list building, ***

Rich: What made you decide to have a product after these two years?

Matt: Because I saw how much money people were making having their own instead of making 50% I could make 100%.

Rich: But you're still having affiliates mail for you, so aren't you still making 50%?

Matt: Yeah I am but after I've been there then I've got those customers that I could promote to so I can actually make a 100% next time I mail to them.

Rich: So in other words and perhaps this a little not secret or trick but just the way your business is, you took 50% of your affiliates when you sold your products, they became on your personal list and then you sold your personal products to them for 100%?

Matt: Exactly

Rich: What was your first product?

Matt: My first product actually was my book.

Rich: What was the name of the book?

Matt: The ultimate generation plan. It was a book I taught how to generate leads.

Rich: Is it still available?

Matt: It is but its way out of date.

Rich: I've also heard a story that when your book originally came out with your experience on email marketing how many copies did you expect to sell and how many copies did you actually sell on your first book launch?

Matt: I didn't expect sell, I didn't know how I expect to sell, I just expected to hit the front of the *** what I was going for, how many books it took I didn't even care about but I think we sold about 15000 books the first week, so we sold a bunch because most

authors only sell a 100 in their lifetime.

Rich: Now was that self published?

Matt: It was a hybrid book so it wasn't self published, kind of a publisher and self published kind of thing.

Rich: And did he have the distribution, promoted your book to the outside world or was it just you promoting your book?

Matt: At that moment, today they do but at that moment I knew I needed to do a lot of self promotion, they did get me into Ingram or whatever and people could pick up the books and I did do some book signings and stuff like that, trying to get inside some of the stores but the fact is just, I knew I had to do it, mostly 99% of authors do it themselves.

Rich: Now back in; was it 2002 or 2004 that you did your book?

Matt: I think it was 2004

Rich: They didn't have a create space and they didn't really have a way to determine to be a best seller other than New York best seller, how did Amazon play in you to be a best seller and what other best seller status did you have with this book?

Matt: Well basically they have a ranking system that shows you at the top whenever you go on there *** so it's the best sellers that are selling online, so we actually sold it from an online perspective for those books, what was the other question?

Rich: I guess the other question would be was Amazon huge back in the day?

Matt: Back then it was really big, barns and noble wasn't as big at the moment but Amazon was big.

Rich: What was your OTO one time author or up sell that went along with your book?

Matt: I don't think there was one; I don't believe there actually was one.

Rich: When you decided that this was a way to go and products were a way to go, what was your next product other than a book?

Matt: I think it was just some coaching program or events where I was teaching people what I was doing

Rich: Now when you teach people how to launch a product or how to promote a product what's the first thing that you tell them and give me a little overview of a successful product launch?

Matt: So real quick, I think the number one most important thing is creating the name of the product, I think it's the number one most important thing, if the name of the product sucks then I think the whole thing is going to suck, but that's one big thing, whatever you're doing the key to especially online product launch is and information market I think is basically to get a lot of affiliates on board you've going to need to have relationships, ***, having either relationships or having good earnings per click or EPC or whatever, conversions and if you don't have those three elements you're going to be pretty much screwed, so you've got to get them and if you don't put them in there you're done.

Rich: So affiliates are a way to go. How do you find affiliates if you

don't have any relationships yet or where do you find affiliates that will mail for you, for somebody who's a cherry on the business?

Matt: Well one of the biggest things is if you've got the numbers then you're going to brag about the numbers and that's why I said if you don't have a relationship you've got the numbers, so if you have the numbers then you can brag about the numbers and take a screenshot, show people the numbers and say it's doing really good. A lot of people running crowds are in circles and if you get somebody inside that circle to promote and they get good numbers too they're going to tell everybody around that they're in it, it's like a virus.

Rich: So if you don't have affiliates how if you promote your product?

Matt: Well you're going to have to get some traffic to it but you're going to have to buy the traffic or if you've got your own list but if not you're going to have to find a way to get traffic to the page, you could buy solos, there's different things you could do.

Rich: So do you suggest that prior to getting affiliates for marketing your products that you buy solo ads or test market it on facebook and other social media?

Matt: Somehow you've got to get... I don't know if- depending on what it really is for, I would say a lot of times I just don't go off the... if I've got a lot of affiliates on board already then yes I have to test it prior and if I don't have a lot of affiliates on board then I can kind of just get away with not worrying about testing it because I'm going to do it myself, kind of get people recruit it for you.

Rich: Well let's talk about a product. Some people consider a 20

page PDF a product, what's your opinion on that?

Matt: It doesn't matter as long as the content... I mean it could be one page for all I care, it's about the information and the value of the stuff that's going to be on that thing, that's looking at a feature, and we've got to look at the benefit of what's going to be on there.

Rich: So internet marketing basically is information-?

Matt: No, internet marketing is a lot bigger than that, internet marketing is technique strategies and things like that; facebook is not information, everything else like it out there.

Rich: Ok so we have a product and there's a term that's called a funnel, what is a funnel and in that funnel how do you make money on it?

Matt: Well basically the one thing after somebody buys your product, the funnel is, the way most people look at it especially a product funnel, someone buys your initial product, after they buy your initial product then you have other up sells, one time offerings that you're offering people that buy. So it's basically other things that people could buy either related, make common sense, the make sense for people that just bought this one thing to buy more so that you can 1, raise your EPCs, 2; make more money off it and especially if you're selling a low ticket product, if you're selling a low ticket product you can get those up and the one way that increase your EPCs is by increasing the number of one time offers or things you have inside the funnel.

Rich: What's an EPC?

Matt: Earnings per Click. It's basically the earnings somebody

makes per click and it's typically based off on the average of 100. So for every 100 people that click on the link or click on the link and go to the page make great a number, I mean the amount of value you get, so if you have a 100 clicks and it's a \$100- if somebody made \$100 that was their take, so if they sold \$200 gross and they made \$100 that would be \$1 EPC, so a 100 clicks and \$100 EPC, so a \$125 would be \$1.25 EPC

Rich: What would be a good EPC to look at if you're going to be an affiliate for this person.

Matt: Right now I'm pretty sure a lot of people are looking at a dollar or higher, I mean you want to go for something that's a dollar or higher. Pretty much a dollar or higher is what you want to aim for.

Rich: What kind of- and I know a lot of people you can't really expect or predict but when you do a launch your goals are different in relationship to looking for a success rather than money or vice versa. Which is it, which motivates you the most?

Matt: It depends, each launch is different. Sometimes I want to go out and buy brand new plane for example, one time I did a launch and I did a mini launch, internal launch because my wife wanted a new car and instead of looking backwards I'd rather make money forward, so I went out and did a launch so I could buy my wife a new car or sometimes it's about customer acquisitions, I'm not looking at that, sometimes it's hey look, it's egos in the way and it's an ego thing, I just about hey I just want to make this one mark and the money is not even a thought but in reality I know for a fact that all my product are good quality, I know it's going to be a quality product if you're buying so that's why I'm not talking about the quality of things and I know it's truly going to help people's lives and everything else like that or I would have not created it.

Rich: So do you really believe that internet marketers or people who are marketing are really in it to help other people's live rather than help themselves?

Matt: Depending on who you're talking to

Rich: I guess what I was trying to say is are you in it for the money or are you in it to change people's lives?

Matt: It depends on which side of the game I'm playing.

Rich: Ok, you've been a millionaire, you've been broke, you're a millionaire again, what was your largest gross in one of your products and what was the product or one of your products that actually you made the most money off and not necessarily gross?

Matt: I'll say over millions because I've never *** numbers and on the launch and it was massive when *** on clickbank

Rich: How long did that take you to come up with that product and how long does a launch last?

Matt: I don't know how long I came up with the product but I know creating the product took us some days, 6 hours 8 hours sitting over to Skype talk to a partner and doing stuff, it was crazy, just nonstop going to create the content too and then the launch, it depends, I mean that launch it was a three week long launch and we did it for almost a month, we were talking about making lots of money every day for over a month. They pulled it off the market, that's the only reason it stopped selling.

Rich: Where your affiliates mailing every day, where you mailing every day, well obviously you can only mail so much, what about

your affiliates, different affiliates?

Matt: I was mailing every single day. One thing I found is you’ve got to lead by example, in fact when I stop and start mailing something else my affiliates stop and start mailing something else too, so if I want my affiliates to continue to mail I’m still going to continue to mail even though I might beat people up on it but as long as I’m excluding the people that actually bought the thing I’ll keep on doing it.

Rich: One of your products that I purchased was subject lines and opening subject lines, I think the one I got was 101 subject lines. How important are subject lines and what would be a good percentage or let’s say an average percentage of opens as compared to something extraordinary?

Matt: The answer to that question, I mean every list reacts differently so I run multiple different lists in three different markets and so the answer to- the subject line is actually 1001 but of that, I don’t look at the percentages as much as I actually care about my click through, I care about getting clicks, my click through rate and actually I don’t even manage my click through rate number, I can manage how many clicks I’m getting, I mean I want to get 1000 2000 10000, whatever clicks I’m clicks I’m getting, I’m looking at that number, I’m not looking at any other number because if we’re looking at thing I said earlier which is earnings per click there’s nothing about earnings per open, it’s earnings per click, so I don’t look at that number. So the importance of it is not very high when it comes to looking at how much money you’re making unless you’re sending out an email that you’re sending out for information and all the information is inside that email, yeah that’s important. If you’re putting your information on a blog, getting people to open up your email, click on link, go to the blog post, if you don’t get people to click on it they’re never

going to read the information. So the clicks to me are the number of most important things to me not the opens.

Rich: What do you think of people who claim that they have the secret to subject lines that can open and again I know the difference now between open and the click, 97%, 90%, 2%, seems unreasonable to me, what's your thought?

Matt: All statistics can be manipulated, I can get a 100% open rate, I can just take everybody off the list except for my mom and myself, so when it all come down to it a lot of people out there, it's funny because they may say oh I'm getting a really high opening, you're mailing you're buyers or you're mailing a small sub group of your buyers that you *** up, I mean what is it, I guarantee you that if people are dealing with a magnitude, a large group they're not going to get those numbers.

Rich: So we're talked about subject lines and we've talked about your products, how do you and why do you keep such detailed statistics?

Matt: Why do I do that? Because I want to make numbers that you focus on and always increase. So we're always looking at numbers and it's something I manage, if you're not paying attention to it you're not going to be able to increase it.

Rich: Do you think by keeping these statistics has made you more successful than not keeping these statistics?

Matt: Yeah it depends on the game I'm playing but yeah I've always looked at the numbers in my business because if you have no numbers then you have no business at all and the numbers don't lie,

they tell stories, so if you see lowering things it's like hey why was there lowering in clicks, get response wasn't working or awebber wasn't working today or whatever it was, so it's a way to be able to figure out thins that are occurring in the business, the up and down or something or something is not right or something you need to increase or focus on, if you get a big spike and subscribers or whatever or a big spike in click, could be the big spike in subscribers if you want to go back and figure out where those subscribers come from, what created that moment when you got all that extra stuff coming in.

Rich: \$20000 a day for coaching? What kind of people and what kind of products that have \$20000 come to see Matt Bacak for his coaching?

Matt: A lot of the guys on top of their game. I don't know if you've heard of in real estate, he set me up with a 20 grand check, 50% is playing out, pick me up, flew me down to his office, Greg Wells, he came over, her dropped 20 grand, came over to my house, we worked in the basement because the one thing is I can see things that they font see, I have the experience. The interesting thing is the type of quality people that I do work with are the \$20000 level. People at the lower ticket they want more, like they want everything and the higher ticket people they're looking at like I've got this problem and want it to get fixed and you're the guy that knows what the answer is. There was one client I was working with, he was working with walked in and when they came into my house, I work with people down at the theater in my house and I sat there, I was like well there's your problem right there and I increased them by extra \$200,000 a month and I still get these energy drinks every single month because of what I did for them but the fact of the matter is a lot of people are at a point where they're making really good money, the people at \$20000 level are typically somebody that's making a

million or more and they want to take it to 3 million because I've taken people from 100,000 to million dollars, I've taken people from 100,000 to 3 million dollars, taken one guy that was doing 3 million dollars a year to 1 million dollars a day, one of my students. When they talk to their friends and they find out like hey this is what I did, he saw things that I didn't even see and then you guys all saw because I have 15 years of doing it, I was running multimillion dollar companies, now I have a smaller company, we're actually more profitable than we were before but the fact is I had companies all over the place in multiple different niches and everything else, it's just a matter of having the business insight to show them here's exactly where you're missing out.

Rich: So basically what you're consulting them is on a business but intertwining it with your experience with internet marketing or is it something different?

Matt: Why I think it's also business too is most of the people aren't paying attention to numbers, they're can't see the hole and the lacking of things. I'm always looking for money leaks, I see the money leaks, I see the traffic leaks, I see this and this in here and the one thing that I've really been good at is a lot of times I'm like hey what's your business, what's your business module and then I'll break it down into a formula and say here's your thing, so right now using this formula right here you're making \$1.2 million, giving an example, so you're doing \$1.2 million, here's the formula you're using which they didn't even realize, like I could put their whole business in a formula. I'd say here's the formula that you're using in order to make that money, so what did you want to get to? Oh you want to get to \$3 million, all we've got to do is multiply this by three or increase this, this and this, so let's focus on this part of your

formula to jack up things from there and I show them how to get to the number they want.

Rich: Business is business, it doesn't matter what product it is that they're presenting, is that correct?

Matt: Yeah, I typically do work with people in information business just to be clear, so my guys are information business, running information businesses.

Brad Gosse



Brad: Hi Rich, thanks for having me.

Rich: You’ve been in internet marketing for a long time; I want to talk just about internet marketing today. Are you a millionaire?

Brad: I don’t really disclose my finances

Rich: If I wanted to be a millionaire will I listen to Brad Gosse?

Brad: Probably.

Rich: And has Brad Gosse made any millionaires?

Brad: Yes, definitely.

Rich: How would you go about if I was to ask you to teach me how to be a millionaire, what would you do as the first part of making me a millionaire?

Brad: I think the hardest thing I find people have to get through is the concept of investing and investing early. One of the things that really helped me to become more successful was to do something I like to call unliquifying my money. So when money comes in especially when it is a windfall of money a lot of people have the tendency to spend it, you heard the term money burning a hole in your pocket and I also have that tendency and so what I have learned to do is train myself to spend that money on investments rather than stuff ***, whatever it might be and the key for me was to do that even when times were tough to still take a percentage of my money and invest it and it puts your brain in a bit of a different mode, in a hunger mode even when times are really good. If I take a whole bunch of money from my bank account and spend it on stocks or gold or some other type of investment that isn't cash, it takes that cash out of my balance and I see a lower balance and I get into a hunger mode. So for me that will be the top piece of advice.

Rich: So you make money and then you invest money, did you make your non disclosed amount as an internet marketer?

Brad: Yes

Rich: And what did you do as an internet marketer to score your first big payday?

Brad: I sold porn on the internet.

Rich: And by selling porn on the internet were you a performer, promoter or an owner of a porn website?

Brad: I was just an owner of a porn website, specifically mom and pop type of business running tons of different websites and driving a lot of traffic and just making a whole lot of money.

Rich: And how did you market these sites?

Brad: Through the years through a different variety of sources. Main sources of traffic for me were search engine optimization and peer to peer network, so I used to run a company called P2P ads, we were the largest peer to peer networks spammer on the internet, if you tried to download an adult movie on livewire or quasar or to one of these other networks, we contributed to those networks with millions of files that had a movie in it but also popped two websites and at our peak I think we were doing over a million pop ads everyday

Rich: So basically in your ads they were links to your websites?

Brad: Yeah, we could drive the pops to any page that we want it to, so we promoted dating offers, we drove them to our own websites, we sold the traffic, it was very lucrative.

Rich: I know porn was big in the day, I'm sure it's big now but you're moving on from that, you're considered one of the top internet marketers, can you tell me what have you done when it comes to creating product, promoting product or joint ventures that has helped you in your internet marketing career?

Brad: The biggest thing that works for me is building assets, so one of my main business is a stock graphic website called vectortoons and we have a team of people that create cartoon graphics that people can buy and use in their ads or their sales pages or whatever it might be and that's probably been one of the hardest things I've

done in terms of getting return in my investment, it's still something that I'm sinking a lot of money into but the scale ability and the potential of a business that is asset driven is massive.

Rich: Did you create these cartoon characters or did you purchase them or sub them out or have them created for you?

Brad: I have a full time cartoonist that works for me and I started out by hiring a cartoonist to draw some cartoons for my book and she was so good and relatively low priced in terms of the *** I was getting and she was happy with the money I was paying her, so I just kept her and I started using her work in my sales copy and all my stuff and I developed a couple of apps with her content and really kind of leveraged the work that she did and got to the point where I had this huge library of vector cartoons, images of anything from people to baby bottles to... you name it and so I thought this is good opportunity to take this library and put it up and sell it and so I've been doing that ever since.

Rich: You own these cartoons because this individual works for you, are you selling these as a package or offering them as a licensing to other promoters or products that want to use your cartoon, how are you monetizing these vector toons?

Brad: So in a number of ways I've packaged them up into bundles that I charge \$5 for and then we sell the individual graphics for \$1 each, so we get a lot of long tail search engine traffic because we have thousands and thousands of these cartoons and they all have different names and different keywords, so someone will go to Google and search for vector baby bottles as a good example and we'll come up close to the top in Google and Google image search and then they'll pull through our site and they'll see that single graphic that they need for their project or their scrap booking or

whatever it is they are doing is \$1 and so they'll buy it and so we get a lot of micro transactions, \$1 sales and yeah I do a bit of licensing as well, I'll show you, I don't have it with me but I just did a licensing deal for an iphone cover where we basically take a whole bunch of emoticons that we have and we made into this really cool background, so there's a couple of companies now but they were licensing that to put it on laptop skins and phone skins and I'll just get paid a royalty every time one sells

Rich: What is an emoticon?

Brad: An emoticon is a smiley face, if you have an iphone or any kind of phone you'll have some emoticon, some people call it chat stickers like facebook calls them chat stickers but they are basically just little graphics that can be sent through text message or used in an app or just used in a web page or in some kind of graphic design

Rich: How did you come up with this idea?

Brad: For the emoticons or vector toons?

Rich: For both .

Brad: for vector toons I was sitting on this catalogue and realized I could monetize it better and it was something that I always wanted was to have this massive image bank that I could go to and get vector graphics because for people who don't know vector graphics are infinitely scalable and a little bit better than stock photos and if you bought a stock photo 10 years ago chances are it won't be high enough resolution to use today but if you bought a vector graphic 10 years ago it's just as good today because it scales.

Rich: This isn't your first rodeo so to speak in internet marketing,

you’ve been known to do all sorts of promoting, I was familiar with somebody who you had partnered up with and in joint venture did you once you left the porn industry start doing joint ventures?

Brad: No I started doing a few of my own products and I kind of fell into joint ventures. My first joint venture actually was with the owner of the warrior forum, so I did a warrior special offer, you’re probably familiar with that and it did so well, this was several years ago, I think it would have been in 2008. The product was selling so well that the owner of the warrior forum contacted me and said I want to mail my entire database of users and promote this special offer and split the money with you and I had made a lot of money on the product already and then when that happened I made... I can’t remember the factor but a multiple more than I have made originally and then I realized there were people out there with much bigger list than mine and so I started moving more and more into joint ventures.

Rich: And how did you start finding these people to joint venture with?

Brad: What I learned in the adult business was to go to conferences. People who work online are very untrusting and apprehensive with new people but if you go to an event where there is a 100 or 200 or 2000 people and you start to meet these people face to face and party with them and have fun with them and you know, my biggest piece of conference advice was always don’t go and talk business, it’s the worst thing you can do at a conference is walk around with your business cards and hand them to people and pitch them on what you do, you won’t be remembered and if you are remembered you will be remembered for that guy that pitched me. You go to conferences to network and make friends, so I go and I party and I have fun and I make it all about hanging out with cool people that I like, that I would have to my house for dinner and when I get home I have those

people on Skype, on facebook and all those other places and when I contact them I'm that friendly guy that hung out with them, I'm not the guy that pitched them on his product.

Rich: So when you are looking for people who have big list what's the normal percentage, I understand it can vary anywhere from 25%-50%, sometimes I've seen a joint venture of a mailing up to a 100% with an upsell you would split for 50%. What would be the normal if you were to do a joint venture with me, how would we go about coming to a percentage and what kind of mailing list, what kind of list would be a good mailing list to justify a 50% commission?

Brad: I think the percentage for me as someone who would promote, for me it should be 50% unless it's like a really expensive product with a lot of intellectual property or there is whatever license fees that have to be paid or something that is physical or someone is doing coaching, I have taken 25% in those cases but for the most part for me it's 50% or more but I won't turn down an opportunity to promote something that I think my customers would be interested in if it's a question of 50, 60, 75 or 100, I don't really care but obviously the more the better but I'm also apprehensive of a 100% commission deals especially with a new joint venture partners because I worry that if I'm taking all the money are they going to support the customer?

Rich: And that's important, customer support and customer service

Brad: Yeah, absolutely. The majority of people on my mailing list are people who have given me their money at some point, they've trusted me to purchase something from me and I don't want to violate that trust by sending them to someone who is unscrupulous

Rich: You mentioned the warrior forum at the beginning and you talked about a joint venture with the owner of the warrior forum, for many years the warrior forum had an affiliate program and now there is a company called jvzoo that has an affiliate program. When you produced your product and you made this deal with the warrior forum owner, did other people mail for you or did they become affiliates because the owner of warrior forum mailed for you?

Brad: No but this was before the warrior forum or the warrior plus platform back then which was what I was using, it was being beta tested with Allen. There was no affiliate platform then, so nobody *** me on my warrior forum special offer and get a commission.

Rich: So now there is an affiliate platform called jvzoo, they have I believe 130000 or maybe even more at this time, all of them have access to a product that is promoted by Brad Gosse, I'm sure you get with JVs, how do you choose JVs and how do you maybe vetting them to find out if they would be a good ailing fit like for example their list fit your product?

Brad: On the foot side when I'm choosing- I use affiliates rather than JVs because to me I think the term JV is when we put a product together... so when people are applying to become an affiliate for me, the sad truth is there is some racism involved affiliate vetting, sadly there are certain countries where we don't trust a lot of affiliates from in certain countries. So for me I look at their history, how many sales they've already made in the past, do I know their name, have I met them before, what country are they coming from, obviously an affiliate from Nigeria I'm going to vet a little bit harder than an affiliate from united states, what can I find out about that person, what products have they created but for the most part it really comes down to how many sales have they successfully made in the past. Sadly when you are starting out it's very hard to get

passed the barrier of zero sales but for someone who has a good reputation to take you on as an affiliate they want to see that you have 500 sales because they want to know you have a history of not screwing people over, they want to know you have a body of work that has not had massive refund to charge backs

Rich: And that goes back to the non-trusting of the internet marketers with other internet marketers. You have somebody who asks you to promote their product and you tell them it's not a good fit for your list, what kind of reaction have you had with some people, do they get pissed, do they go ok, do you still remain friends with them, have you had any experiences in that?

Brad: Most people appreciate the honesty, I try to be honest and tell people why I can't promote their product. Many times it just has to do with the fact that I have established a certain personality with my list, I try not to promote products that promise you to get rich and a lot of people sell products that promise to help you get rich, so if I see in the headline 'make \$116,000 in 71 days' or whatever, I usually don't promote those types of products because my list buys graphics but if you come to me with a graphics product I will promote it.

Rich: I have noticed that some people will say 'look over the shoulder how I made \$17,468 in 3days only \$7', there's an old saying that if it's too good to be true it's too good to be true, so it's all in the list. I'm assuming you're going to say it's all in the list, is it all in the list?

Brad: I don't think so. I think having a list is important and I think it can also be the best asset you can tap but as we're filming this get response has gone through a massive denial of service attack and

many people who relied on their list have not been able to rely on their list and there's been a lot of bash since that sort of ended, the bounce rates have increased and I personally think, probably not a popular opinion but I personally think email is eventually go the way of the dinosaur online, we'll get to a point where people check email less and less and promotion are starting to go to special boxes where people won't even see them so much, so I see a lot of internet marketers not really cashing in on this, it's in your brand. So whether it's your personal brand or your business brand or a combination of the two, for me that has more value than an email list that may not be deliverable in the future.

Rich: Now you talk about brand and you also talked about going to different events promoting your brand, how do you promote your brand and how do people remember you, is it through your personality, is it through publications of any books, is it your business card or is it your friendliness and your follow up?

Brad: I think the answer is different for everyone, I think for me the answer is my personality, I think it's the things that I say whether on social media or through my books or whatever. What I believe people see me for my brand is I like to come off as a fun guy and as someone who isn't afraid to say something that may or may not be politically correct and I'm very out there with the crazy hair fro, I have a bit of a naughty sort of party personality I guess that would be the best way to look at it and a lot of people like that because I do what I want and a lot of people like the idea of being able to do what they want especially if you're a struggling entrepreneur you might still be stuck in the world of putting on *** everyday or whatever that might be for you, my brand is to not be that person and to be myself and most people will tell you that my brand the chronic marketer, the pot smoking marketer is me, I am that person, it's not a persona that I put on just for my business, that's who I am at home

and that's who I am when I travel.

Rich: Well they say people buy people and people buy on emotions and feelings and they'll buy from you if they like you, it doesn't matter what you sell if they like you and trust you and they like your personality. Your particular brand is a brand that people say is a little kind of different, would that being said; do you use a lot of social media to forward your brand?

Brad: Yeah, definitely, I have a big following on twitter and on facebook and I would say I probably focus more on that than I do on my email list.

Rich: You mentioned twitter, how many twitter followers?

Brad: 150,000 160,000

Rich: And how often do you tweet?

Brad: most of the time I tweet everyday but there are times where there are gaps, I don't actually follow a schedule of tweeting but I tweet everyday

Rich: And giving an example of something you would tweet about

Brad: Sometimes it's just a selfie of me, something I think is funny or some piece of advice that I felt like spitting out. Often a times on twitter I'd use it to interact with other people, so like next week I'm sponsoring designer conference in Boston, there will be 3000 graphic designers at this conference and on twitter they have this thing called hash tags, there is a hash tag for the conference, so I've been very active in that hash tag talking about my sponsorship there and to watch for my gift cards and for registration bags and all that

kind of stuff, so a lot of times it is promotional

Rich: Is tweeting effective promotion for you?

Brad: Absolutely when done right, you just can't spit out links and expect to get anything back but if you participate in the right conversations, the right hash tag you can definitely get a lot of attraction.

Rich: Facebook has a couple of billion or thereabouts of followers; do you have a facebook page? Now there are two kinds of facebook page, I know there is a personal facebook page that caps you at a friendship of 5000 and there is a fan page which there isn't a cap. Do you have either or both?

Brad: I just have a personal account with facebook mainly because I just can't be bothered to set up a fan page for myself, I just feel silly doing that but what I discovered and maybe people don't know this is on Facebook you actually can go over the 5000 friend limit, you just don't have to accept them as friends they become followers, you can have an unlimited number of followers to your personal account on Facebook, so what I do is I have a pretty strict rule of who I accept as friends, if I've met you in person I'll accept your friend request, if I haven't you really have to be like a good friend of mine said hey you really need to be friends with this person on Facebook and then there will be an introduction then I'll accept that person but for the most part I'll get a flood request and I'll just click not now and they all go into my follower account. So they can still see my updates, they can still see what I'm up to but they are not friends

Rich: So is that a tip you have over 5000 friends or you have under 5000 friends but if they ask you to be a friend and you click not now they automatically got to your followers?

Brad: Exactly

Rich: Well that’s pretty awesome tip. I heard that by being very active in social media you become a person with clout and I’ve heard there is a clout program that determines how effective you are with the amount of people that are social media people. What is clout and what is your clout score?

Brad: Clout is a website that basically scores your influence level on social media, my clout score right now I think is 79 or 80.

Rich: And is that good?

Brad: Yeah, apparently it puts me in the top 10% of social media users.

Rich: And as one of the top ten social media users you are pretty much an influencer?

Brad: Yes

Rich: So you could basically say something and top 10% people will go ‘oh my God Brad Gosse said this’ it can perhaps either become a trend or it could go viral?

Brad: I don’t know if I have that much influence but you never know.

Rich: Well yeah with 79 or 80 it sounds pretty good. Earlier you mentioned a book about the chronic marketer, are you any type of best seller or did you just put together a book and here is my business card?

Brad: I am an Amazon best seller. I hit the top 40 of all products on

Amazon.com when I launch my book. I hit number 1 in all my categories, so I’m an Amazon best seller

Rich: New York Times, Wall Street Journal, Cusco

Brad: Sadly no, when you self publish you don’t get on any of those lists.

Rich: So you are a self publisher, have you ever been contacted by a publisher, let’s say Shuster or some kind of company that would like to publish your book?

Brad: I have been contacted by some book agents but for the most times the response to the actual get a copy if my book is we are not interested.

Rich: When you promote yourself do you carry copies of books around and use it as a business card or is it just a specialty item that you give away and just rely on people knowing you’re an author?

Brad: I try not to carry copies of my book around because it feels goofy walking around with a whole bunch of paperbacks but I will ship a few hundred books to a conference organizer to hand them out at their event or I’ll have them arrive at an even and be handed out by the organizer if I think that works for me but I don’t want to hand them out myself.

Rich: You talk about branding and personal branding, do you consider yourself personal branding by having this book as a good thing?

Brad: Absolutely, yeah.

Rich: So do you suggest people who are personal branding brand

themselves by writing a book?

Brad: Definitely, yes. If you have something to say and you think it's book worthy then you should definitely write a book.

Rich: In your book do you give any kind of tip, secrets, do you hold anything back or do you deliver beyond expectations? Reasons people would want to buy their book and emulate your success.

Brad: I don't know if I believe in secrets, I give away my best stuff in my book and I definitely take you through how my thought processes work and my mindset which I guess to some people might be secrets revealed but I don't know that I believe in the term secrets because I think information travels too fast for us to have those anymore.

Rich: You are involved in a program called expert fame and I'm assuming that expert fame would be sharing ideas, secrets, promoting, you becoming famous by becoming an expert in your field, is that correct?

Brad: I think the right customer for expert fame is already an expert, is already an expert at what they do, any group of people who are in their own vertical are elite, they have experience or they have unique knowledge and they just haven't leveraged it to the point where they could.

Rich: Do you think becoming famous creates or contributes to your being a successful internet marketer?

Brad: Yes. People trust someone who is recognized; they trust you if they see your name everywhere because the idea is the more famous or public your name is the harder it is for you to screw people over

because you can’t hide.

Rich: When you are out promoting in the beginning of the social media craze webinars were very popular, it seemed there were very few people doing webinars and webinar is a seminar that’s done on the internet. They were getting from what I understand a thousand people, two thousand people, whatever it is that the webinar platform you were using can hold, it’s gone down dramatically with the advent of hundreds of people doing webinars. Do you still find webinars effective and if you were going to create a new product or have a product would you use the webinar platform to increase your sales and your branding?

Brad: Definitely. I still think there are very viable source of generating new sales and revenue because my webinar formula was always simple, teach people long division and sell them a calculator. So I show them how to do something the hard way, the old way or the regular way but it’s still very effective and still something useful and then at the end I sell them the solution that makes it 100 times easier.

Rich: And that’s what sales is all about, you overcoming objection, you solve a problem and once the problem is solved there’s no other objections, there should be no reason why they shouldn’t do business with you. What’s next for Brad Gosse?

Brad: Well you mentioned expert fame, working on that quite a bit over the next few months before we launch that. I’m doing a lot with my graphics business and focusing a lot of my efforts this year on licensing those graphics, so not just selling them as stock but actually doing more deals where my artwork is being printed on t-shirts and stickers and you name it.

Rich: Now do you rely on residual income on that or is it something

that you sell or write or do you do both?

Brad: With licensing, that's residual income.

Rich: So if was to buy a t-shirt with your graphic on it, if I spent \$14 for the t-shirt you might make a couple of bucks?

Brad: Depending on the deal we made on that t-shirt, yes

Rich: What advise do you have since everything is trending toward going social media and you motioned email might eventually become a way of the past, what do you suggest when it comes to doing social media, should we all have facebook, twitter, flicker etc?

Brad: I think getting caught up in where to be side of things doesn't really make a lot of sense; you have to look at what it is that you have to do. If you sell desert recipes then you're probably better off on pintrest than you are on some of the other places. So you have to look at what it is that you're selling in your vertical and which social media outlet works best for you, so I don't know if there is a one size fits all piece of advice there, I think everyone needs to look at their own situation and also their own tolerance, some people just can't handle facebook, they can't handle twitter, they don't want to do it, so you're going to be resistant to it the whole time if you jump into something you want to do, so you have to ask yourself all those questions. Ultimately you can build a brand, apple doesn't have a facebook page or a twitter account, you can build a brand without these crazy media outlets.

Rich: There are a lot of ways to make money on the internet. You're in a specific niche that's in internet marketing, have you ever ventured off into a different niche, for example sometimes you hear

internet marketers who not only internet market but they off on specific niches like they’ll have a website for bad breath or they’ll have a website for specialty niches, embarrassing niches or something, how many websites do you have and have you ever created a lot of websites, that old Chinese saying ‘little volume on a lot of websites make big profit’

Brad: For the other niche am I outside of internet marketing is graphics, that to me is a complete different niche because it caters to graphic designers not people who are entrepreneurs online, so I am in that space quite heavily, porn was also another niche where I started out and in that business at one point we owned thousands of different websites. Right now I think the number of websites I own are pretty small, I think maybe 100.

Rich: Do you think the stigma that you in the porn business especially so early has hurt you as an internet marketer or where you are today?

Brad: Sure I think its hurt and it’s helped. I think that certain people think that it’s really cool and want to hear more about it and other people are turned off and disgusted by it, so it think the overall picture is that it’s helped and it’s given me an interesting talk point which is unique, nobody else has my talking point and it’s allowed to cross back over, I speak at entrepreneur events, internet marketing events, sometime graphic design events and I speak at adult industry events because I’ve crossed over they want to know what I know about mainstream space and mainstream people want to know what I know about adult space, so overall it’s been good for me. I know that there is a stigma, I know that certain people think it’s a bad thing and maybe think I’m an evil person or whatever but ultimately it’s what I did so I can’t hide from it, I have to just puff my chest out and say

that’s what I did

Rich: There’s a business stand on everything. You mentioned speaking, are you popular at events and do you suggest people become a speaker at events and do you get paid to speak or do you sell products at these events and you are on your own dime and if you don’t sell you make nothing?

Brad: I prefer not to sell stuff at events so I usually get paid to speak depending on the event I will go for just travel and expenses if it’s the right event and I see it as a fit for me and it’s an event that I would want to attend anyway but for the most part I get a speaking fee plus travel and expenses and I look at who the audience is and I don’t do the same talk everywhere I go so I create a talk for the audience and in many cases I’ll actually create the night before because I’ll go to the bar and I’ll meet the conference attendees and I’ll get an idea of what they are all about and what they are all talking about and if I can I’ll try and make my talk work for that, so speaking at any event makes you popular because everyone sees you as an authority so usually when you walk off stage you’ve got a whole bunch of people who want to talk to you and a lot of them are going to do the ‘hey! I want to pitch you on my product’ but it definitely does make you more popular at conferences.

Rich: I like the idea of maybe seeing you at an event, grabbing me, you can go ‘hey my new best friend hashtag Brad Gosse’ so that could make you famous as well. The internet is worldwide, people like you mentioned earlier, sometimes you don’t do business with people in Nigeria and some other countries. You’re not from United States, you’re from Canada, has that stopped you doing business throughout the world or in certain areas and or do you travel mostly

to the united states or out of the country to do these speaking events and promote your product?

Brad: I travel mostly to the United States, I perhaps have spoken in Europe, I've spoken in a number of different places, so for me it's... Canada I'm probably the least known there than I am here at the United States, so I would say at least once in every two weeks I'm at a conference in the United States.

Rich: Since you're not holding back and the people who are reading this or watching this video look up to you as somebody who has clout, who's an Amazon bestselling author, who has created a graphic niche and is making money through licensing, who has a colorful background coming from the porn industry as a promoter all the way to internet marketing and working on the internet, if you are going to give to somebody who has just read your story however has not have the experience that you have, if you were going to tell them here is the first step that you have to do and what you have to do to continue being successful what would you tell them?

Brad: Create something awesome. I think it's that simple, if you want to be successful well you have to solve problems and you have to make something that everyone wants or a whole bunch of people want or need, so that would be the advice is don't get caught up in the nuts and bolts and the what ifs and should I have a facebook page kind of questions and just create something awesome, that's all that matters. If you have an awesome product you don't need a facebook page or anything, you just need an awesome product and everyone will talk about it.

Rich: You motioned an awesome product, what if I'm not a creative talent. I've heard the term outsourcing and there are many people who do outsourcing that create products, I think if you go to the

concepts of thinking grow rich I think the number 5 is not having the knowledge but it's where to get the knowledge and the same goes for getting your product. Do you like outsourcing, do you outsource and how has outsource helped you in your business?

Brad: Sure, my whole graphic business is outsourced, I can't draw, I have cartoonists that draw for us and we take their work and package it and market it, so much of my business is outsourcing and I think that most product creation in the real world when you go outside of the internet marketing space and we talk about the real world, most product creation is outsourced, the iphone is not made by the CEO of apple, the iphone is made in China by teams of people and it was created by teams of engineers, the whole thing was outsourced to some level, there might be project management that's in sourced but the reality is that most product creation is an outsourcing activity but that doesn't mean you can't do it yourself, there are lots of people who create their own product but I think when you start talking about scaling your business, I couldn't scale my vector toons graphics business if I was at a drawing board all day drawing cartoons.

Rich: Beyond expectations, Brad Gosse, a privilege. Thank you very much.

Omar Martin



Rich: Well I have to tell you I was very impressed and I'll tell you why. You had your video program set up right in the beginning, you had many speakers which included Stephen *** and a few others, however the most important thing that I wanted to learn was how to make a video, how to make it quick, how to make it successful, the proper structure, let's start with a basic question. If we were to come to higher level strategies and we wanted to learn how to do the video to enhance our product, what would be the first step and how would we take that first step?

Omar: I think the first step is what type of video do you want to make and there are a lot of different types of videos and people get

afraid to create a video because they think that the only way to make a video is to be on camera like what we're doing or like what we did when we recorded this right here but you don't, you can also do screen captures where you create a slide show, so that's another type of video that you have there, you can also outsource the work and you write the script and somebody else does the actual video production work, so there's a couple of different types of videos; talking head video where you're actually on the screen, there's slideshow videos, there's actually the animation video so there's like a cartoon on there where somebody goes and does the illustration for you, so there's a lot of different things that you can do to create a video, so step number one is to determine ok, what kind of video do I want to make for this product, so that decision is probably going to be determined by what am I looking to do with the video, is this video a sales video, do I try to get somebody to buy something with this video or is it just a content video, so am I just teaching with this video, so two completely different things and depending on the product and the thing you want to accomplish or the call to action of the video will influence what type of video you're going to make, so that will be the first step.

Rich: let's talk about this, why do I need video and why is video marketing right for me and my product?

Omar: its right for everybody and the reason is that if you are not doing video your competitor is and he's beating you up because of it, we live in a video centered society, right? We're no longer the society that turns to the yellow pages and looks up what are we going to buy, we go online and we do a search and video unlike just reading a website, video stimulates the visual cortex as well as the auditory cortex, it just stimulates and engages the viewer more than just texts, you can also get to your point a lot quicker, you can also convey a story much better with a video, anybody that's watched a

movie trailer understands how excited you can get, they put all the best parts of the movie, they get you all excited in 30 seconds, you might show up to that movie and it sucks but you got there because there is 30 seconds of video editing made it happen, got you excited, you can't that sort of excitement and engagement from a text ad

Rich: and you know you just put that right in the context for me because all of a sudden the light bulb just went up. A trailer to a movie is what I want to accomplish if I'm going to sell my product. Now is video better for online offline or both?

Omar: first of all people ask this question a lot like well should I use video, I have an offline [inedible] social network through a TV station where on the internet you can have a global audience with video for pennies per terabyte or whatever depending on where you're hosting your video, just much more economical so now instead of spending all that money into putting your video or playing it on a network, broadcasting on a network maybe you could spend a couple of bucks on producing something, maybe hiring an illustrator or something. So if you are a business owner, you have a brick and mortar business, instead of spending a ton of money in paying for ad time on a TV network you can spend for production of the video and make the quality of the video better and put it online.

Rich: well you know, you're saying all kinds of stuff that's going way too fast for me. Do you offer a checklist to make sure that I'm doing this right if I buy your product or something that you're going to do for me should I hire you as a video consultant or a consultant?

Omar: I don't do video consultancy work; we're not a video development company. *** and I, my wife; she's the brains and the beauty what we do really is we help create software tools and

training products to help internet marketers that want to start an online business or people that have a business idea and they want to create digital products or sell digitally online, that's what we focus on doing. We learned that creating video is an important part of that so we do that in our own business but we don't focus just on doing videos. So I don't have a specific checklist that we have just for creating videos, I do have products where I teach how I do video and where I videoed myself doing video, so we use multiple cameras because that's when you really learn, at least that's how I like to learn is watching. So we've done that, we actually recorded the event that you attended last year, we recorded that and that one was- I don't know if you remember when I was on stage it was really first hand because I broke one of the lights, it fell down and you got to really see the human side of it, like this is the kind of crap that happens when you're setting up light bulbs and stuff and you can lights affordably like if you're going to be on camera you can get lights affordably on Amazon, you've got to build them and you've got to do all of that and that's when people me struggle and do it but at the end we produced a video that looked really good and the next day I showed people how I edited it using my computer software and we recorded that and that's actually available, we put together a product called the easy video solutions and on that product I have the video of me creating a video on stage.

Rich: so is there anything that's done for me, is there an easy button here or do I have to work at this?

Omar: it depends and you're going to either way Rich and that's one of the big misconceptions that people have when they're starting any kind of business on the internet and the reality is that you have to come to the realization that you will be paying to build your business, you're either going to pay with money or you're going to pay with time, ok? So if you're going to pay with money you're

going to have to have some capital to go higher someone that's an expert in doing video and has experience in it. if you want to try going the do it yourself route like the home depo route you're still going to have to invest time and you're still going to have to buy supplies, you're going to have to buy tools to do it but it all really depends on what you want to accomplish, do you want to learn a new skill so that then you can go through the growing pains and buy the tools and stuff and then do them yourself later on or do you just want to outsource it. for me that answer is pretty clear because I can always make more money but I can't make more time, so for me that decision it really comes down to I'll pay for it to get them.

Rich: there is only 87800 seconds in a day, that means you really can't cash those in, you're going oh wow

Omar: [inaudible]

Rich: oh yeah well I saw that on my news feed, he cashes an \$87,500 every day but they're really seconds, so I understand the part about time, I am 58 years old, *** all over this internet marketing, I've done a lot of things so I had some bad things happen to me, I'm a story, I don't have issues anymore but I've got skeletons. So to take advantage of what I'm learning now especially the psychology of marketing. Now you're considered an expert in video, so what is the psychology that helps your video convert at a higher rate than say somebody who might have bought your product or somebody else's product walk through and ended a home deep away step by step, what makes your videos better converting than the others?

Omar: that's a great question and I think there is no one exact answer because it comes down to testing which to be honest with you, I've done a lot of stuff and I still do stuff that doesn't convert

but I think the difference between mine and somebody else's is that I don't give up when it doesn't convert or work, I have a great idea for a video, ok, some movies are flops, they spend millions of dollars making them and then they just don't do well, right? Well the same happens with your business, you might have an awesome idea, maybe your idea is wow I'm going to dress up in a chicken suit and I'm going to run round with a sign for my product, it's going to be awesome, and you go through the trouble of buying the chicken suit, renting the camera, doing the whole thing and then the videos' just terrible, I'm not saying to go get a chicken suit, what I'm saying is that sometimes your ideas they work out really well and sometimes they don't. so when I created a video that I tested and I have my subscribers, I get some feedback from some people and then I email it to my subscribers and then I test the engagement, I use a tool called easy video suite and easy video suite actually gives me metrics, I can log into my site after my video has been viewed a certain amount of time and easy video suite says to me you have a thousand people watching, 500 people made it this far and then 200 clicked off at this part, so now I can go to that part of my video and say why the hell am I losing 500 people here and you say oh wow that's when I said that Obama is a terrible president, you shouldn't say that.

Rich: *** for your product, ok, so I have vimeo, do I have that as well?

Omar: vimeo is also a very good tool, I'm not familiar with the features of vimeo because I don't use vimeo, I know also it's a little bit costly to use vimeo and the thing with vimeo is they have-my understanding again because I'm not familiar with vimeo but my understanding is that they have strict rules about commercial videos, if you're using their service to sell product with it they have some rules with that, so I don't use that. Easy video suite is a tool, it's a

software, so I can use it on my own and I can install it on my own.

Rich: so is it a player?

Omar: yeah it's a video player

Rich: is that a Mark Thompson thing?

Omar: no it's created by Josh *** and a company Webactics and it's a very powerful tool, it's not the only one out there, as you know there's a lot of other ones out there. So like I said before the right tool for you and what you're doing in your job, ,for me I like easy video suite and like I said I just test it and sometimes things work and sometimes they don't work, here's another thing, sometimes doing the same exact thing on camera might work one day and not the other, for example if I'm a sales man and I'm doing a sales pitch on a camera I might be having a bad day, I might just have found out that my dog died or something like that and I'm just not coming across the same way and that happened to be the day that I was recorded and my voice fluctuations was there, maybe I didn't look right, may I just didn't have the right facial expressions and it was the same exact script and maybe you could read that same script but you did it on an awesome day, you were excited and your video did better than mine and we could like argue back and forth, so there's a lot of things to test is my point, so when you say what makes your video convert better than that one, well it doesn't necessarily come down to one things, there's just so many things to test and the only thing t that makes me different is the same reason that I've been able to build a business that I have is I haven't stopped, I failed a lot more than the other guy and I just kept on doing it.

Rich: now are you testing for your won product or are you testing for

your client's product?

Omar: well we do have clients, we take on clients as part of our business, that's something that we started doing but I test every video that I do, the videos that I don't test as much are the content videos. Content videos I'm not trying to get someone to take action so there really isn't-

Rich: so basically your videos are... you're creating content to create action, to help make somebody take advantage now, not later, not today, not tomorrow but now?

Omar: right, that's the big distinction is the video that you're making suppose to cause them to take action, am I trying to raise impulse with this video? In a content video I'm just teaching, right? So a teacher just presents the information so that you can gain the knowledge, I'm not trying to convince you to at the end of this video push a button or at the end of this video execute what you've learned, it's totally different, so I'm not measuring conversion on that kind of a video.

Rich: so what's the secret to get people to take action?

Omar: well a lot of different schools of thought and again it depends on the type of product, for example if I'm selling a software tool I have to talk about the features and the benefits of that tool and the merits of the tool itself are what's going to cause somebody to buy the product. If I'm selling coaching or training then I am the product and I have to sell me and I have to get people to know, like and trust me, so for example if you're looking to fix a flat tire on your car and you need to buy a jack, well you're going to buy the jack that's most affordable and that can do the job, so if it can lift 3000lbs and its within my price range, those are the determining factors, the manufacturer, the guy that invented that jack doesn't come in, his

family, his history don't really come into play and that's software selling. When you're selling coaching or training or things where you have to sell yourself then the presentation becomes a little bit different, you've got to kind of tell story, I've got to tell you about me, where I grew up, what I've been through, why you should know, like and trust me, so I think those two things are important to keep in mind when you're creating your script but your question is what is the secret, what do I do? I use factors of impulse to get people to buy, use the four factors of impulse which are the FIGS. I use fear of loss, indifference, greed and sense of urgency, I weave those into my speech and say things like 'hey I'm only going to be doing this for a short amount of time, in fact I don't know if this video is going to up very long because I don't know if this is...' so this is a kind of testing, I'm giving them a fear of loss there. Indifference; hey this might be for you, this might be something that you can use, it might not, I don't know, that determination is up to you. So indifference is being the opposite of needy, I don't want to beg for the sale. Greed, hey so far we've had over 50 people that have taken action and they're loving this, they're inside the members area, you're going to meet them, you'll see some testimonials from them shortly and so you've got fear of loss, indifference, greed and sense of urgency and just say you've got for the next 20 minutes we're going to be doing this, there is a countdown timer right on this page, when it hits zero we're going to stop doing that, we're going to stop doing this offer, so those factors, the four factors of impulse have been causing us to buy products all the time of our lives but you just didn't know, it's just like when you go to a home shopping network and you see in the top right hand corner you see the picture of the next item that's coming up, that's indifference, when you see the countdown timer, that's urgency, that sense of urgency, when you see the items

remaining that's fear of loss, when you're hearing a caller calling in that's greed, that's a testimonial. So they're using all these things on you because they work and if you can find a way to utilize them in your videos whether it's a screen video or it's a camera video, if you find a way to put them into your script your video is going to be more compelling, more engaging and you're going to increase your conversion rates.

Rich: script, I've heard that 1 2 3, probably kind of 4 5 6, script, is it important? We're internet marketers but I'm just saying we're ad-libing through the whole thing, I don't have questions here, I'm just saying we're ad-libing but you keep saying script, do you write everything out?

Omar: not everything but when I'm going to be testing things it's good to be able to have a piece of paper that I can go back to and say ok I'm going to remove this part and I'm going to put it right here and when you're ad-libing it's hard to tell, it's hard to replicate a process if I was just ad-libing. So eventually let's say you did one video and you ad-libed and *** this video isn't scripted, what we're doing right now, this recording was not scripted but let's say we have an amazing response and we want to duplicate this and now do another one just like this we're going to have to write a script, we're going to have to listen to this recording and say ok well I first ask you this then I say if we want to replicate, so replicating success is eventually going to require scripting and documenting. Ad-libing works in a lot of setting because you sound more natural,, so really it becomes a question of how good are you at reading your script, if you're the type of person that's going to pick up the paper and be like hello my name is Omar and... obviously that's not going to work well, if you're good at ad-libing and you're good in front of the camera and you say hey guys my name is Omar and I'm glad to see you here, thanks for visiting my website, you see I've just done it so

many times, practice has made a difference for me.

Rich: yeah, you know they say practice makes perfect. One of my clients *** Cooper, he's an attorney, when he makes his videos he uses a teleprompter, do you ever use a teleprompter?

Omar: no, I don't. I lose focus, I start reading ahead too much, I fumble, I'm not good at using a teleprompter but what I do do is I take a piece of paper like this and I put some bullets, maybe 4 or 5 and I tape it right beneath my computer so it's not on the screen, you're not seeing it and I'm looking right at it and I say ok, first thing I need to talk about is we're going to talk about my product launch and now I ad-lib based on that but I use the bullet point to kind of keep me on track of what I'm going to be talking about next. It takes a really experienced reader and broadcaster and **** that takes a lot of practice to read the teleprompter and not sound like you're reading a teleprompter, we don't talk the way we read, the perfect example is the word A or the word ah. When you're reading a script you say I attended an event and when I was at that event but when you're talking you say hey I went to that event last night, have you ever been to an event? You don't pronounce certain things the same way and people can feel that, they can sense that.

Rich: so do you ever use a green screen or a camera as well, for example I have a webcam that's part of my laptop, I have the larger tech webcam which is the CJ90 which has the stereo speakers which I can switch off and use and then I have a video camera like we're working now, which one do you suggest to use if we're going to have a quality video that people will think is professionally done?

Omar: now that's another one. Sometimes the most high converting videos is the one that doesn't look like it's professionally done, it

really like I said depends on the product and it depends on the audience. For example if I make something that looks too professional, too much quality I might push some people away, depends on what I'm selling and what type of audience I have. I would say you can start just with your webcam video to practice and to get things out of the way, as your needs grow you can go out and use your phone, 90% of my videos I do with this phone right here, I literally just use my iphone, I have a little stand that I can put my iphone on and I just set it to record, the cool thing I like about it is that I can see on the screen because I can look and make sure I'm in the center, I don't need somebody behind the camera looking through it to make sure I'm centered, I can just use my iphone and the quality is really good, sometimes it's too good actually and then the file size is too big and I have to compress it but you can use your camera phone, today's camera phones are really good for recording and some people will say Omar yeah maybe the video comes out good but the voice, the microphone on the phone isn't good, you can plug in into the headphone jack, you can plug in a microphone and there's a little adapter that turns it into... so your headphone jack becomes a microphone and now you can clip a little microphone to your shirt, you can even use a microphone like the one you're using here

Rich: which is what I'm doing in here, I use my merry plug and I got this put in to the side. So that brings me to another thing, you get a lot of B-roll, the reason why I'm saying B-roll folks, that's a term that I learned from watching old movies, B-roll is just a bunch of films that's shot that's going to be inserted into your completed video, two things. What kind of editing software do you use, do you have your own editing software, do you use camstasia, some people use movie maker if they have windows 8, does it make a difference which editing software you use, is camstasia the way to go, do we

spend 400 or should we just accept movie maker as an editing choice?

Omar: I don't use movie maker, I don't even use camstasia, I use my Mac, for me it's just the best *** to have but I use a software called screen flow, it's 100 bucks and it's [inaudible] where you remove the background, I can make any setting I want, like I put myself in Paris, in front of the Eiffel tower, you can do that kind of stuff but the average person isn't doing green screen, they aren't doing that kind of stuff, the average person just needs to edit out the beginning where they were walking in front of the camera and the end where they got up and shut the camera off,, they need to do basic stuff like that, you maybe need to add a phone number to the bottom of the screen or something, so you can do that with screen flow for a 100 bucks, you can also do all that stuff with movie maker if you're on a pc, however you're not going to have the fade offs, the transitions, a lot of the stuff that you would with a more professional program. I found that screen flow is very stable, it handles big files and that is a problem I run into a lot with camstasia or with things like movie maker, they're good if you have a 10 or 15 second video, something really short but once your file is a bigger file like if you've got a 45 minute video that I recorded, now I've got a transition, I've got a fade in, I've text, I've got multiple clips, I have a B-roll where I'm splicing in other shots of maybe the background or outside, now you've got a whole bunch of data that the machine has to process and I've learned that's tough to do with camstasia, not that it's tough to do, the thing that I'm just trying to say is I've found that I prefer doing those things with screen flow because it performs better.

Rich: so the editing part screen flow, I' not going to say that all of you should use a Mac but I think you should, however most of us

don't have a Mac, I don't have a Mac but most people who are doing the videos and doing it right are using a Mac. How long should the video be?

Omar: depends on what you're trying to do with it and the answer that I say to this is as long as it has to to get the job done, if you can close the deal and get them to buy from you in 10 minutes then that's how long it should be

Rich: or 10 seconds, right?

Omar: right and think about that, a lot of people say yeah 10 seconds but think about that, what if I've already pre-sold you and now you've gotten to my video and all I need to do is give you instruction and say 'hey guys, here you are on the payment page, what I want you to do right now is enter your name, your email and your payment details right now, click the button and I'll see you...'

Rich: and that's exactly what we do on webinar swaps where people look at the webinar, hey you don't have to go through the webinar just go ahead and click here and you can purchase, so we've established that video ***, it's the way of the future, what products do you have to offer, let's say for example the folks were listening, ok, Omar you're the best, maybe I can afford you, personally I don't see how you can afford not to if you're going to use the best and it's going to be quality, what's good isn't cheap and what's cheap isn't good and you should remember that when you're taking advantage of it, I have no financial interest in this but I do want to know because you're considered one of the leaders in the industry in relationship to video, what kind of products do you use that we can invest into you in order to make our videos better?

Omar: well myself and my wife Melinda have been running for several years now a website called myunfairadvantage and

myunfairadvantage is membership site, it's the last membership site you'll ever have to join and we have all our products in there and we do a weekly webinar training where I cover trends and topic and things that are happening right now in the internet, in the industry and I teach and I train every single week right there and I'd love to have you, myunfairadvantage.net

Rich: are all your products available if I become a member?

Omar: yeah the majority of them are, we have some custom services though that we do offer like high ticket services wehre we build sites for people, create products and videos, those we don't include in there. Myunfairadvantage is cool because it's \$297 and you're getting everythign from us for life, so we'vev been doing this, we're on the 4th year now and all of our webinars and our training s are in the archives, there's literally hundreds of videos, you can search by the topic and I cover that topic, so it's a really cool site to stay ontop of what's going on, I talk about what is working in my business right now, it's like you buy a product nowadays it's about internet marketing and you're running the risk that it's an old and outdated system that was written 3 4 5 years ago or just some *** material but myunfairadvantage we produce that every single week live, so it's great and we're like a family in there, it's awesome, it's a great site.

Rich: if I was considering doing a video for my business and I'm plundering and I know there's hundreds of productst out there, I've gone through the warrior forum, I've looked at warrior plus and JVZoo and deal guardian and I'm just seeing all of these products and I keep hearing your name and I want to just come in and utilize your services but I don't think I'm going to be able to do it on my own, in your membership site do you have a forum, do your other

members help out other members and are you and Melinda involved in helping to see the person who has joined your site succeed with the quality that you’ve been producing through your career?

Omar: yeah absolutely and the funny thing is I wish that every single person that joins our site could be successful and sometimes to a fault I try to make that happen but the reality is not everybody is going to be successful because they don’t just work as hard as me, so at the beginning of every one of my webinars I always say hey all I can do is show you and tell you what works for me but the work is up to you and we’ve created a community, we actually have a private facebook group for my unfairadvantage where all of the members communicate with one another, we help each other out there, I track people’s progress there and like I said we do have packages that we’ll do the work for you but it’s really an awesome community to be part of because people can help one another, actually our members have even teamed up and created partnership products themselves and they met inside of my unfairadvantage, so it’s a great way to meet affiliates, meet partners, it’s literally the center place of my business.

Colin Theriot



Rich: Colin I have to tell you, I followed you since I've been in internet marketing. I am a member of your cult, I have not drank the kool aid yet but I will tell you that I have tasted the waters in relationship to what you teach. You are known in the industry and when I say in the industry, to us here it's the warrior forum, some newbies, even getting out there in the internet marketing world you're the guy to go to in relationship to copy writing. You are involved in some major copy writing products such as Andy Jenkins and a few others. You've gone up on your own and you've established yourself not only as the king of copy, well we'll talk about that in as second. First of all why copy writing and why's that your specialty?

Colin: I happen to be in the right place in the right time where I was

working at a company that had an opportunity to I guess rewrite some of their sales material and I was just sort of in a non defined position at that company, so I volunteered and you mentioned Andy Jenkins, he was my boss at the time, he liked what I wrote, said I was in charge of writing copy drafts for all of their materials, so I did that for a few years and when I went freelance I knew I wanted to I guess sort of follow that same path that I had seen in those guys work their way into sort of leading their own audience, been seen as a more general business conversion internet kind of guru figure and copy writing just happened to be what skill I had that I could build that on, so it was sort of the convenient thing for me to use to say ok, this is what I’m good at, this is how I can provide value to the market and then build from there.

Rich: and how did you obtain this skill? Is this something you go to high school and learn in high school, college, junior college by mail order? How did you learn to be a copy writer?

Colin: I sort of learned on the job. We just had a lot of different materials already that just needed to be rewritten and tweaked, so a lot off what I did when I first started was sort of take it apart, analyze it and figure out what was going on and then from there once I figure out what our own materials were, what our own needs were I got kind of good at that and I started studying other people’s sales letters. I didn’t really study people who teach copy writing; I just looked at other material that I knew was converting in our market place and sort of studied the material rather than someone saying here is how you write.

Rich: now speaking with you it seems to me that you have some intelligence more than the normal and especially since... we’re talking about copy writing and changing connotations, changing different words to fit, changing different types of sentences rather

than a run on sentence, you have a shortened sentence, utilizing a style than induce people to take action. Can I assume what I've just said is something that you mastered?

Colin: you know it's funny you asked that because like you mentioned, copy writing is rare as far as forms of writing you can do for a living go because there's a call to action you can measure whether successful or not, just like you writing a novel, just because it doesn't sell doesn't mean it wasn't good, just because it sells a lot of copies doesn't mean that it is good. With copy writing there is only one measure with which people buy it. What I found is that there're actually only certain contents where the letter itself is what all of the buying decisions rests on and what I found more interesting in a lot of my work now with clients and consulting and whatnot has to do with how you create the situations where it's not just the copy on the page, it's the person who is telling you the message, it's what you know about them, it's how much you already trust them, what do you know about them, have you seen them on video, have you heard them on audio? Sort of taking the focus off is this message going to convert and sort of make the whole environment, the whole communication about converting them to buying things from you.

Rich: so you're basically saying it's the total package, you're putting your personality into a style of writing that hopefully the end result is going to convert?

Colin: right and what sort of led me to that is that you'll see a lot of people who are considered to be very good marketers who sell a lot of products, you look at their messages, they are usually very short and there's not really anything fancy going on. Someone can say 'hey, go buy this and it's just the URL and they can end up as the top

affiliate and have a very engaged audience, so it's not really about what the words are in that particular message, that's not what the magic is. The magic is that when your audience reads those words they remember who you are, they remember what you're like, they remember if they like you, they remember if they bought from you before, all of those things as you said the total package of what's in their head when they read the message is what's really important and I feel like that's what I'm good at as a writer is putting those things in people's heads with like prelaunch or articles or your blog and setting people up to want to buy from you so it doesn't really matter much what you say when you're like 'hey! Buy from me'. You don't have to be complicated, you can be very brief because they already like you, they already know you.

Rich: so you have a skill of reading people basically? You can read people, read them enough to where you can convey their personality on paper.

Colin: yeah I would say that that's generally true. I'm good at helping people portray themselves because a lot of times people think while I'm trustworthy, so people should trust me and that might be true but if you're not doing anything in written form or visual form to express that you're a trustworthy person, it's not going to do you any good because most people aren't good at picking up those cues, you have to put it out there, you have to be deliberate, you have to explicitly express those things.

Rich: now when you are just talking about trustworthy I'm going to assume you're talking about the people who you are writing for and not you.

Colin: right. I forgot who said it originally but it's a well known phrase that people buy from those they know, like and trust.

Rich: and people buy in feelings, people buy in emotions, people buy if they like you and if they like you they'll buy from you and if they buy from you once they'll buy from you over and over again. So you take that philosophy and you put that in your copy?

Colin: yes. I would say a lot of the focus of the kind of copy I help people with isn't so much read this page and buy and if you say no just leave, right? That's sort of the idea what a direct sales marketing is. More of the stuff that I do is if you don't decide to buy this particular product, was there enough information in the letter so that they'll know you and remember you and maybe trust and like you or maybe they don't just like that one product because our intention as internet marketers we're going to message them again and again. So we want to make sure they retain that, we want to make sure they have an impression of who we are and what we're about so maybe the next time they see us offer something they are like 'oh yeah, I remember that guy, I'll buy it this time' whereas the older style of direct mail sales letter that a lot of copy writing training comes from, once they throw the envelope away it's not like they are going to remember who you are, you need to get them to buy before they throw the letter in the trash. On the internet that's not the case because most of the time they came to you because they needed help and in direct mail marketing no one needed anything, it just showed up in their mail box

Rich: so when doing your marketing do you have different words or action words or verbs or nouns or nouns and verbs. I'm trying to relate back in the day when I knew what a predicate was and still think I can figure it out but do you use basic style of English, are you skilled in English language? When I say that where you a good

English student from 101 to 104?

Colin: yeah, I've always read a lot like from being a very young age, I don't remember learning to read apparently, I knew how to read when I went to kindergarten, so other kids learning their abs and stuff, it was fun to sing the song but I felt I was good enough at reading that I picked up writing just by being a by stander, I didn't consider myself a good writer but I could definitely tell people are bad writers.

Rich: you have a style that is unique, you have a facebook following, you have a flock, you call it a cult. The definition of a cult is I think you have it defined on your site and it's basically what you have. These people follow you but do they actually learn from you, are you considered what you say is don't do as I do, do as I say and here is what I'm saying and you should do this to be successful?

Colin: yeah I think what I'm trying to do is be an example of what it is I teach people to do, what I do with my persona that I put out is sort of I guess you call it testing like I have ideas about how to build an audience, how to get people to respond to you, how to make them engaged and have fun and how to teach them and one of the reasons I named a cult is because is so that no one can say oh you're just experimenting on a *** like I try to be true in the advertising that what I was trying to accomplish with the group and what I do is I take that and then I turn around, it's almost like a puppet show where I'm simultaneously showing you how to work the puppets. So yes it's sort of teaching me in progress and I think people learn watching me do what I do because I'm very open about it and why I do certain things.

Rich: is your facebook group open or closed?

Colin: it's a closed group but anyone can ask to join if they like and

we sort of let people in, in fits and spurts whenever I’m feeling so inclined but if you go to cultofcopy.com, there’s a shortcut link that goes to the facebook group and you can request to join from there.

Rich: and what would I benefit to join your cult?

Colin: if you like copy writing and persuasion and one of the things that I do like I mentioned, I don’t study how to write copies sort of material, I study con artistry, magicians. Like we talked about it’s the whole context of the message. What con artists are great at are tricking total strangers ***** I started growing the beard because *** shave and then my audience started responding to it and sending me like beard jokes and that kind of thing, so I’m like ok well I’ll just grow beard, I don’t care whether they like it, it doesn’t bother me, my wife is not mad at me-

Rich: Do you think you turn people off by...? I’m going to say two words and I want you to adjust those. Cockiness or arrogance or confidence, it was three words but the cockiness and arrogance went together. What is it some people take from you without really knowing you and how do you overcome that?

Colin: I think being cocky and arrogant is something people have said about me and it’s one of those things where I actually do agree like it could be a character flaw and I’m very quick to pat myself on the back for being clever-

Rich: is it deserved?

Colin: I think I get results for people, so I stand by what I’m able to do and the work that I do but I don’t necessarily mean to brag, I’m a sarcastic person, I’m a wise ass, I’ve always been that way and I

think it can come across as arrogant and a lot of times most of the communications I do with people are on social media and like I said I have an experiment on mind when it comes to communication, so like sometimes I'll try to push people or I'll deliberately ask a question that will pull controversial answers out of people just to see what they say and I think a lot of people don't like being talked to that way, they sort of don't appreciate being communicated with for some reason other than just having a conversation, whereas most of the time because of the work that I do I can't even help it, every conversation I have is almost happening on two levels, it's like regular communication and also... we can call it messing with people but I'm also-

Rich: no it's messing with people

Colin: apparently yes. I'll say things specifically to try to get a reaction out of people just to see what they'll say and I think a lot of people do that, it's not necessarily like I'm try to mess with them or hypnotize them, I think comedians would do the same thing to try and get something funny out of someone or an interviewer tries to get good material, I think it's the same sort of thing.

Rich: well you know you're considered at the top of the food chain so to speak in relationship to what you do. I know you have the cult but I know you don't really make any money from that other than maybe mailing or the buying your products. What do you do other than who is in your cult to find new business for copy writing?

Colin: actually I've been retired from copy writing for quite a while and I run the cult full time and I train people in there and I do consulting and mentoring for copy writers or for people who have a lot of products or have a lot of things that need copy, I'll help them put together not just the one sales letter but like we talked about, it's

the overall effect, it's all the messaging ***, so I'll help people fill in the blanks and tweak their whole funnel system and things like that.

Rich: can't we buy your products and do it on our own?

Colin: sure if you want to. I have all my products for sale inside the cult. If somebody want to come and give me some cash for that but because of the way that I work, what I sell, the products I have are templates for different things because when I was being a copy writer serving clients my work process I don't like to *** the wheel, I like to have good structures, proven structures just like we said in copy writing you don't get points for creativity except from other copy writers, what matters is do people buy. So once I have a formula that works I put it in my tool kit and the stuff that I sell inside the group are these tools that I've accumulated over the years of being a freelancer, so that's what I offer to people purchase wise but if you buy it and you just want help implementing it or you have a copy writer on staff, that's when I come on as a mentor.

Rich: now here is a silly question. Do I have to be in your cult in order to buy your product?

Colin: no but they are cheaper if you are a cult member. So most of the time when I say well it costs \$250, if you are a cult member their \$200, most of the time people just join the cult.

Rich: so when you go to cultorcopy.com and it gets to the link to the facebook page, we are going to ask to join your cult, we have the opportunity to get your product at a discounted price than you can get them other places, correct?

Colin: that is correct. There is a pinned post on top of the group.

Everything that I have for sale is in there but you don't have to look at that first, read the group, if you like the group...

Rich: Any words, anything ***, any chest swelling, beating on your chest, trophies, awards that said you're at the top of your field?

Colin: I'm happy with the work that I've done, my clients make money with the letters that I've written and since I've retired the people that I help with their copy do really well, people I've taken on as students have done really well. The thing that I like to brag about is the size and swiftness that I've been able to grow by using the things that I teach people, so at the time of this recording we are 6300 members I think. We grew by a thousand members in just a month at the beginning of this year, so the group grows faster and faster, I hope it's because I'm doing a good job of promoting it and building it but that's what I'm most proud of right now, the cult.

Rich: how many did you retain, do you have unsubscribed?

Colin: I don't think there's a way to tell that in facebook when people do leave the group but the number just keeps getting bigger, it never gets smaller, so they must stick around at least for a while.

Rich: so if I was interested in copy writing at all or if I had a product that needs to be put together properly in a sales letter- did you copy for a video?

Colin: yeah. When I was writing I would do video sales letters as a service. Again another old copy writing quote is a salesmanship in print. Video just helps you remove the print part, you can actually just do the direct salesmanship in the video and film it and like we mentioned, Andy Jenkins was my mentor; he's obviously excellent at video. so I think the way I learned to write was influenced by video scripts to begin with, so I think my sales letter template is

basically a video script written out instead of the other way around or it's like how do I *** into a video, just read it out loud it will be a video.

Rich: do you have a template in your own mind, the guideline perhaps, something that you do each and every time as a basis of writing copy like starting with an introduction and me greeting and body or close and overcome objection and another close and it's all done in one page. Do you have something like that?

Colin: yeah, actually my best selling product is the sales letter template. It's basically what you're describing, I have a *** that outlines each section like you said, like a checklist of what needs to be there and the reason I developed that is because when you're freelancing and you're on a deadline, I don't know, maybe I stay up too late, I'm not creative that day, I hit a wall, what do I do? Well if I have a template and I know I'm not coming up with anything creative for the intro but I know I need a guarantee, I know I need a PS, I know I need a price justification so I can sort of jump around and fill in the blanks were I need to and if I happen to be creative and I can make something excellent, but even if I totally fail at being creative I will end up with a complete and functional sales letter because it has all the moving parts. So it won't be like a *** but it will still be like a Hugo. It will still go, it will still turn on, it will still convert people, it might not be fancy or sexy but it gives you a nice structure to do those things and on top of that when you want to tweak later on, it's a lot easier to tweak when you have a foundation.

Rich: so subject lines, what are your favorites?

Colin: the way I talk about subject lines with people is the trick of it, it's twofold first. If the front line matters to who you are sending the

email to, it doesn't matter what the subject is, if they know who you are and they want to read any email that you're sending them, that's way more powerful than having a clever subject line. The second thing is if you're trying to write a subject line to get opens in an email list, what you really need to do instead of getting clever subject lines that have worked, you don't really know the context of how they worked, what you really need to do is know what your customers inbox looks like because the subject that gets opened is the one that stands out. So what I recommend to people if you're really involved in a niche and you want to create subject lines that are going to stand out, you need to know what their inbox looks like, so subscribe to everything you can find, get the kinds of emails that people are throwing at audience and just make yours stand out. Look at what they are doing, see what they are doing in common, you put something that stands out, make it be as simple as... if every email everyone in your market is sending is short, write a really long subject line because then it will stand out visually, it doesn't even matter what it says... that's the real trick. People would see 'oh that subject line worked great', well why did it work great? It worked great because it stood out. Did it stand out because of the subject line or did it stand out because it just looked different than every other thing in their inbox. That's the real trick and that's why many lists of like subject lines that worked in marketing.

Rich: 101 subject lines. Just got an email for one of those,

Colin: right, and if you try and take those and use them in a marketing list they are not going to get much attraction because those guys get bombed with marketing heavy subject lines all the time but if you drop it into a list or you're selling *** to old ladies, they are not used to having emails with that kind of subject lines so it's going to stand out and really grab them.

Rich: ones that I don't like although they do stand out 'will you have coffee with me today?' or Frank Kern said the best opening for subject line that worked for him was 'hey!', so there are other... have you seen this? '100% guarantee or just a little ***' I find that deceptive, I hold myself back from opening lines like that, what do you think?

Colin: yeah, I think it's about the quality of communication that you're trying to have with the customer. Well it's not the way I do things if you're the kind of person that wants to build as big a list as possible and you want to bomb them with offers until they buy or unsubscribe-

Rich: buy or die

Colin: right, that is a legitimate business model and it does work and that you have a different need for subject lines when you're running that kind of list.

Rich: so if you have customer satisfaction or care about your customers and you want them to know how much you care, you treat them with respect and you don't give them the subject lines like hey or can we grab a cup of coffee or the IRS is looking for you.

Colin: right. There is two ways to look at it I guess. If I'm the one sending the email like do I care about you as bucket to just throw emails at till you buy or are we having a conversation, so like a lot of times the way marketers will build a list is if you buy a product you're automatically on the list and then they're going to start bombing you. For me the better way is I don't want you on the list unless you know you're getting on the list and you want to because the list itself is going to provide value. So if you have something like

a newsletter and you know that you're going to be delivering content on a regular basis and you say here is all the valuable content that you're going to get and if you subscribe we'll give you a free bonus an addition of subscribing, then they don't get mad when you email them because the reason they got on the list is to get email from you. So again that creates another context where it doesn't matter what your subject line is because they are looking for it, they wanted it, that's what they wanted from you from the first place.

Rich: that's such a great information, such valuable information. We are going to go ahead and wrap it here. We've been speaking with Colin Terio, cultorcopy.com which will take you to the facebook page called cultorcopy. We'll also give you the tools you need so you can become a better copy writer. Colin you gave a lot of content and it was awesome. Thank you very much but I want more, just one more. What can I take away, what is something that I don't know, what is something that you really don't share? I'm asking you to maybe at least hint around something that I can take away and the people can take away right now that's going to help me improve my copy writing skills.

Colin: I think the easiest way to create a context when you have an audience of people that's paying attention to you and they respond to your messages whether they are sales messages or you just want them to share your video or click on whatever is authenticity, so if you're doing real work and you're really sharing valuable information, you're putting effort into it, you're doing what it takes to put it in front of people. That authenticity, that honesty that actually comes through, people can detect it, right? It doesn't feel like oh he's only doing this so that I'll buy something and make money, it feels like well he's really doing this stuff and these are the tools he uses to get that done, so like in the case of my template, if was just creating a product that's just like we said 101 marketing

headlines that have worked, that's different than the template, right? So the template is a tool I actually use in my business when I used to write and review copy, so by me sharing that with you I like t think the quality of me caring about and having spent the time working on it comes true, they can detect it's authentic because it really is the thing that I actually use versus I put a cute cover on this so you would buy it and that authenticity even if you're not a good writer, authenticity feels real, it feels trustworthy, it feels valuable-

Rich: and you don't need a certificate for people to know how much you care

Colin: exactly. So I would say for anybody even if you don't have quality writing or you're not capable of producing quality writing, being authentic, being genuine, really letting people in, showing them what you're doing, showing them you're working on things, that makes people want to like and trust you and a lot of times you will see there are people who are successful at selling products and whatever it is that they are doing and you're like 'there's barely any copy there, why are people buying that?' it's because they like the people and authenticity is likable.

Ron Douglas



Rich: One of the reasons why we consider you one of the top guys, the top gurus, normally you never really limited yourself to one particular niche. What was your first major success, what did you do and what did you take away from?

Ron: Well I guess it depends on how you define success. The first major thing that I did was start recipesecrets.net which is my cooking site. Basically, a site that shares restaurant recipes which Is one of my hobbies back then. Trying to come up with secret dishes from like KFC and Olive Garden, I would just publish them on a blog and I started building a following for that. Then I published a cook book, put them on clickbank and I guess that was my first start in really making money online because I started selling. I started contacting other sites to promote it, I would do give aways. Back then I was giving 60% of the commission, it was just something new and different that cooking blogs and cooking sites could promote. So

that’s really how I got started.

Rich: When you were promoting your kitchen site or your recipe site did you ever use ad sense to try to boost your income?

Ron: Yeah, I used ad sense. I’ve done over a million clicks on ad sense since 2004.

Rich: So being a published author really isn’t all your bread and butter, I mean there are some other aspects of the internet that you make money on?

Ron: Yeah I do a bunch of stuff. I’ve done a bunch of webinars

Rich: In the beginning when webinar swaps first started you had a killer webinar, it made quite a bit of money. What was that webinar and how did you come up with that product and where is it now?

Ron: That was a product I had called videoforward.com which is a site where you could share other people’s videos from YouTube, just embed them on our page, just create a page on video forward and monetize that page through ad sense and they would also get 50% on all new members that were joining from clicking on their affiliate links. So it was kind of an affiliate video sharing site in that regard. I had a webinar and I was selling lifetime memberships to it. The webinar did really well because it was just an easy way to make money; a lot of people made their first money with that site and then we had to shut it down. We had a good 3 year run; we shut it down after Google pretty much blacklisted us from the search results and then said we couldn’t use ad sense anymore on the site, so we pretty much shut it down.

Rich: You’re kind of an older guy, when I say older guy I’m pretty sure you’re under 50 but you’re over 20. So the Internet wasn’t

around when you were 20, what did you do prior to becoming an internet marketer?

Ron: I worked on Wall Street. I worked JPMorgan for a bunch of years. I went to the University of Stony Brook, got my economics degree and then I got a job at JPMorgan. Went back got my MBA, JPMorgan paid for it. My first job out of college was actually retail. I was an assistant manager at staples and it was the worst thing ever. I had no social life, I would have to close the store late at night on Friday and then I have to open on Saturday morning.

Rich: You know they are going bankrupt, right? They are closing a whole bunch of stores.

Ron: Yes, ever since I left. I have that effect on companies.

Rich: That's why it's good to be an entrepreneur. So you started off in internet marketing and then your cookbook took off. How did you start marketing your cookbook once it was published and did you publish it yourself? And if you didn't publish it yourself, how did you get somebody to publish it for you?

Ron: I started with self publishing. I published it myself, I sold it on my website, I sold it on Amazon, I worked with a company called instant publisher and they were my printer, and then I worked with another company called webgistix. They are currently are my fulfillment service. So what I would do is I'd say if I can get a bunch of orders for the holidays or something I would send them to instant publisher and it was print on demand and they would have it done within 6 or 7 days, all the books done, then they would ship the book to the fulfillment service and in the fulfillment service I would upload all the orders to their system and boom! The books will be

shipped out so people can have their books within like 2 weeks. So I was able to take a bunch of orders on demand whenever I had to, I could run specials for it, I do not ship it myself. So I could pretty much do high volume without worrying about all the work involved in it.

Rich: How did you market that? Did you just market it through your blog? Did you buy ad sense? Did you buy any type of advertising at all, Bing or Google?

Ron: Oh yeah, ad words is what you'd buy. We would buy ad words. Our main thing was we were on Clickbank, we sold eBooks on clickbank and we have a bunch of affiliates promoting it and we would take that money and reinvest it into ad words to bring more traffic to the site, and all focus was for everybody who didn't want to buy the eBooks we would offer them free recipes to get on our email list and from that we start building a huge email list which is still the main asset till this day.

Rich: Well talk about those eBooks. eBooks are usually the 30 40 pages, how many recipes can fit in 30 40 pages?

Ron: These eBooks were two different cookbooks and each had 120 recipes, they are both 150 pages or so.

Rich: How much did you sell them for?

Ron: We had different prices but the price right now is 29.97, we sell them together like two for one.

Rich: Really? So you get two eBooks for 30 bucks basically?

Ron: Plus a bunch of bonus eBooks and all that stuff, it's all how you craft the offer and the main thing is we weren't selling generic

recipes, we weren't selling generic cookbooks, we are selling-

Rich: The secrets.

Ron: We were able to charge a premium because people wanted to know what those secrets are.

Rich: I want to ask you what those secrets are. What are the 13 herbs and spices in colonel Sanders chicken?

Ron: I'm not going to say all, you can buy the book. One of the main ones is telechelic pepper. It's like an important type of pepper that you put in. Another thing is that you have to have a pressure fryer, not just like a pressure cooker, a pressure fryer. It's hard to do it at home because for pressure fryer you need a special vent that that goes outside. I have an at home version that people can buy, it's called Americas most wanted recipes.

Rich: How did you get in with the publisher?

Ron: I hired a publicist and the publicist got me my very first television interview in 2008. He literally saw the interview on TV and he said he'd probably publish it and I can get a book deal for it, so that's what happened. To get a book deal, if you can sell books on your own they'll give you a book deal. They want people that can market books on their own or a platform to sell books so when they publish it they know what they are going to get. That's a no brainer, they are going to get a certain amount of sales. So within 90 days I had a book deal once the agent started pitching it. I got a book deal with Simon and Schuster, they gave me \$100,000 bonus to do two books with them on the first book deal. Since then- I've just finished my 5th book but the main thing is you have that platform. I had it, at

the time I had 150,000 subscribers just doing the same process I was just telling you about. And I’ve been on Fox business which showed that TV was interested in the story and I can get publicity from it. I sold a bunch of books on my own and on Amazon and you can see the track record of it, so it is easy to get a book deal if you build it up that way.

Rich: W they just eBooks that you were selling and that’s how you went on TV on Fox news selling eBooks?

Ron: No. eventually we turned the eBooks into physical books, we were selling the physical books self published.

Rich: For \$30?

Ron: For 30 bucks, yeah, two for 30.

Rich: I have seen your book originally, was it a full colored glossy book, I’m trying to remember or where there some black and white pictures in there?

Ron: There were no pictures. It was just a colored cover and then black and white on the inside, no pictures at all.

Rich: Really? So basically you can just gleam the internet, you find the recipe, you copy and paste, put in your book and that’s how you made your first book?

Ron: No, a bunch of the recipes we actually got in the kitchen and tried but I will be lying if we say 300 recipes in those two books were all like me going into the kitchen with my wife, maybe about 50 of them were original recipes, the rest were recipes people do in the research and tried it themselves online and tested them out. We actually had a couple of chefs that volunteered to work with us after we started to get a huge exposure and they would test the recipes out.

There is no copyright on recipes, there's only copyright on descriptive language, so you can take a recipe, switch up the ingredients and pretty much make it your own as we change the wording and test it out, if it tastes similar to your restaurant recipe that you're trying to copycat.

Rich: I understand that the book companies, the publishers don't really help your market, they basically give you the books and tell you to go and market. How do you market your books? Let's start with the self published and then Simon Schuster.

Ron: Well I talked about that with clickbank and ad words, those are the main tools on Amazon but with the book deal with Simon Schuster you're absolutely right, I think my marketing person and publicity person and she was 2 3 years out of college, so she wasn't that experienced. Book publishers are good at distribution, that's why they look for people that can market their own book because they could distribute it. In terms of marketing they are pretty bad, they don't focus on it much at all and I'll give you an example. I had a list of 48,000 addresses from people that had bought my physical books and I went to the book publisher and I said when these book comes out I have these addresses, all we have to do, these are people that already bought the other books that I had, they'll buy this book too, let's do a direct mailing to all of these people and they said no they don't do that. They pretty said they'll do it if you pay for the postage and I'm like I'm only getting 8% royalties of these, I can't afford to pay for the postage. Needless to say we never did it and that shows that they are focus on marketing is like not there at all. So to answer your question, yeah, I hired a publicist and we got in the news for the KFC recipe that I had and I got a bunch of publicity for it and I started like the whole media thing going on with the KFC

recipe. You can see it on YouTube, it was everywhere.

Rich: Do you have the correct KFC recipe?

Ron: No. it's funny because I never said that I did, I said I have a version that tastes very similar and the media they like to sensationalize things. Once they broke the story they sent a reporter to the house and my wife kind of charmed the guy and I made the chicken recipe for him and when he left he said it was the best KFC he had ever tasted, and then they took that and ran with it to say I was the guy that cracked the code on KFC and after that I got on all these news shows; Good Morning America, France and Fox.

Rich: Did you have to explain the whole story that he said it was the best KFC and it wasn't you saying it was the KFC?

Ron: No, they never asked me to explain it; they just wanted the story because it was good for ratings.

Rich: So what did KFC do about it, I'm sure they must have been pissed that you cracked their code so to speak?

Ron: It was good publicity for KFC because me being in the media for KFC recipe is KFC being in the media. The only thing they ever did is they contacted me once because I had a bunch of restaurant logos on the site and they said take that logo down because we don't want to be seen like we're endorsing you. So within 10 minutes I snatched that thing down quick. The other time someone in the media asked what they thought about me cracking the code on KFC, according to the media and they said that many people have tried to do it and no one has ever come close, so if you want the real thing go to KFC. It was like their opportunity to tell people to go to KFC, so they capitalized on the publicity too. You can pretty much reverse engineer anything legally and as long it's your version of it. You

can't like go to KFC's vault and steal their recipe and claim it's yours but you can try to reverse engineer. You can reverse anything as long as you claim it's your own efforts and you tried it yourself and it's your version and not theirs.

Rich: OK, book publishing, that's one part of Ron Douglas, what's the other part?

Ron: The other part is I also have an internet marketing business, I teach internet marketing, I do coaching, and I've done a bunch of webinars as we spoke about. You can go to rondouglas.com and sign up. I have an email list were I share what's working for me and I do a lot of paid traffic and buying email ads from big vendors like mrfoo.com is a huge vendor, they have like over a million names. What I do is I buy traffic, I get people to kind of get hooked on my content and then I sell ads as well, I sell other people's products as an affiliate, so that's my main model right now. I buy this traffic, I offset it with my product sales and then I build a list from it, then I sell ads, I have a broker that goes out. I work with the media and he sends me advertisers who want to advertise. So the whole model is as long as I keep leads coming on the front end, they keep sending me advertisers, I keep monetizing and selling solo ads to the list and it works out. I give them a percentage and it's really like a hands-off model.

Rich: What are you selling? Are you selling your blog, your website, just a PDF report? And where does the content come from?

Ron: I have an assistant. If the New York Times shares a recipe on their site I might give them credit for it and refer people to the recipes, just recipes, cooking tips, cooking videos.

Rich: But when you mail that out do you send it out as a one page, click on one page? They click on your website or is it like an attachment?

Ron: When I mail it out I put the content right in the email. I just say ‘here is a new secret recipe of the week’. That’s what they look for, that’s another thing too. They look forward to getting their content as real convenient as right in the email so they don’t have to click away and all that stuff. I’ll put a ‘use this product’ ad and they are accustomed to getting ads right at the top and then I’ll have the recipe or the cooking tip. Then I add some links to like videos or whatnot but they get the value in opening the email, they get something right away, instant gratification.

Rich: Let me get this straight. You’ve still got how many people on your list?

Ron: 240,000

Rich: And it all has to do with cooking?

Ron: Yes, my cooking list. I have an internet marketing list as well.

Rich: You put together a recipe to your cooking people and at the top you add somebody that will pay you \$800 to put that ad in your mail?

Ron: Usually those are affiliate ad, the ones that I do content and newsletters with. But I have people paying me 2400 2500 to do a solo ad, so I have a set up on schedule and that’s another main point, I know a lot of your audience are into internet marketing and whatnot, so one of the main things is if you have a schedule of things that happen and you have an assistant that makes sure that those things happen. Like the emails have to go out every day except for

Sunday and it's on a schedule. Monday, I have a 5 star secret recipe from my 5 star restaurants. Tuesday an ads goes out, whether it's an ad of me promoting affiliate product, there's always a solo ad on Tuesday or whether it's an ad from the book or sending me an advertiser, like Jenny Craig advertise with me. Mike Gary, many of the internet marketers might know him, he advertises with me like twice a month for about 3 years. On Wednesday we have the regular chain restaurant secret recipe, it's scheduled and it goes out. Thursday is another ad; Friday is cookbook of the week.

Rich: This goes out to 240,000 people?

Ron: Yeah, 240,000.

Rich: I'm just trying to put the math together there, so you mail 5 times a week or you mail or 7 days?

Ron: 6 times a week?

Rich: You give them a rest on Sunday?

Ron: Yes

Rich: So this list is your bread and butter now basically?

Ron: Yeah, I guess it's where a big chunk of my income comes from. I have a bunch of stuff going on. I still get royalties from the books, I have coaching clients, I have offline clients that I want help generating leads to their business, I still do ad sense, I have an active forum that generates ad sense income. I get like between the ad sense income and the banner ad income just in the side alone I'm getting like 2200 a month like passive. So I have income coming from a bunch of different places. I started this site in 2003.

Rich: So you're not an overnight success?

Ron: Yeah, I'm definitely not an overnight success

Rich: It took you 10 years to do this. You said you had another book coming out and you've got your internet business. What do you feel you've accomplished that you feel that you can say you know what I'm pretty successful and I'm pretty proud of this because?

Ron: I talk about my whole story on rondouglas.com. My dad was murdered 6 weeks before I was born, so I never met my dad and my mother had a drug problem back then and she's gone through depression because they got married in April 1974 and my dad passed in August 1974. I was born in October 1974, so as a newlywed wife, she loses her husband while she's pregnant, and then has a baby and she went through the first few years of my life depressed and using drugs. A terrible childhood, it's just a lot of hard knocks. So I guess the main thing that I'm proud of is I always say when I had a chance to do it myself I was going to have more of a tradition type of family, no police coming by the house, no arguing and that's what I was able to accomplish and I'm able to spend as much time with my kids, my daughter is 9 and my son is 6 right now and I'm active in their life. I'm just there for them at home and this business just gives me the freedom to give them something I never had. So that's the main thing I'm proud of.

Rich: Are you still in the stock market?

Ron: Yea, I trade in the stock market. I have some mutual funds that I trade short time as well.

Rich: Well I took advice from a friend who was a stock broker and I bought AOL at 165 and I'm hanging on to it because I know it's

going to come back up.

One of the reasons I wrote this book was part of my new job as an Internet marketer. I learned from my mentor, E. Brian Rose, on how to create products and sell them on the Internet.

Rich Wilens is available for speaking events, corporate and comedy events,

Joint Venture with me, radio and television interviews and Internet Marketing workshops.

<http://onlinemarketingmillionaires.com/jvinvite/index3.html>

Here is how you can get my coaching. Just cut and paste this link in your browser.

<https://www.jvzoo.com/b/p/102957/5>

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“Inside the minds if Online Marketing Millionaires ..”

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As a new online marketer, I knew the best way to succeed in this business is to learn from other experienced online marketers. I found my mentor with E. Brian Rose. EBR taught me one of the best ways to learn what successful marketers do to be successful.

By listening and watching is how I learned to be a success in the online marketing world. I had the opportunity to interview these “successful marketers” and I am sharing this with you.

Come inside the minds of the thirteen best Online Marketers in the world. Their words, thoughts and actions are enough motivation that will make you a better online marketer.



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