



World Internet Summit Sydney, Australia

**Full Transcription Of Every
Word Spoken At The Event.**

Volumes 1 - 6

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World Internet Summit, Sydney, Australia

First Hour – CD 1 of 4

Ted: Alright folks, give yourself a hand. Go ahead and have a seat.

Now I'll give you the bad news. Brett and I had a bet. Brett told me, he said, "Ted, I know you wouldn't mind getting up there and singing, but I don't know about the others." So I wanted you to hear the words nice and clear. And I bet you before the whole thing's over, we're all singing together. How many people think we can do that?

Thanks so much for being here. I tell you what, we have got a fantastic event. Incredible. We are going to put most of it off, and we'll even have some housekeeping. All you need to know tonight is if you've got a cell phone, turn that off. Tomorrow, we'll tell you about some other things.

But tonight, we are going to build a website.

Now this, quite literally, is pretty much unrehearsed. We have an idea, because we've done it once or twice before, and it's going to be a random drawing.

How many got the e-mail I sent out asking if you wanted to participate in the hot seat? Good, good. Everybody should have got it. I got a lot of letters in with that.

But you know what was surprising me? I got even more letters saying, "Hey, I want to be the winner of the Internet challenge." It's going to be random.

So to make that happen or to kind of facilitate that, do we have a preacher in the house? Now come on, don't be bashful. There's no preacher in the house? I saw a souvenir today that said, "To beer or not to beer, Australia."

I'll tell you what, then. Let's select somebody. Does everybody think Neil looks honest and he could pick someone randomly? You're back up again, Neil.

We need the tickets. Did everybody get your ticket in the bowl? Good, good, good. Now, there may be no preachers, but I bet we've got a few people praying right now. Do you think we'll make some money this weekend? Okay, let's hope it could happen to you.

Swirl those things around real good, Neil. And it's higher than his head. We're just jumping right into the meat. Got one? Can you tell us what that says?

Attendee: Margaret Berman?

Ted: Margaret Berman. Yes! Congratulations. Come on up. We're going to look at it.

Margaret, what I did not tell you, which I'll tell you on the way up, there are a few conditions. So if you cannot agree to these, you're going to have to decline. And that basically is we're going to make it happen tonight. Would you like that?

Okay. To do that, because to put up a real website might actually take a few days, if you do it in real life... First of all, let me see. You are Margaret Berman, right?

Attendee: Yes, I have my passport here.

Ted: What are you thinking right now?

Attendee: I think it's actually pretty amazing.

Ted: Go ahead, let's have a seat. So you're willing to work with us, right? You're willing to kind of make decisions on the spot. Is that correct?

Attendee: Yes.

Ted: You don't want to wait for six weeks to have a successful, thriving Internet business, do you?

Attendee: No.

Ted: Okay, so we've got that part. Of course, Margaret is really lucky. She's going to have a few extra hands in the mix. And one of them, we've got to have a webmaster, someone to drive the computer. Does anybody know Tom Hua, the world's foremost and best webmaster?

Actually, you've seen the trilogy of the organizers. Brad McFall, Tom Hua and myself. So we're all very glad to have you, of course. And we've got Margaret.

Now, what we're going to do, by the way, a website, we're going to have to have some products, we're going to have to have some e-commerce.

Wow, let me see. We probably have, in the crowd with us, a man named Rob Bell coming from Canada. President of Autopilot Riches, help me welcome Rob Bell.

Rob: Thanks, Ted.

Ted: Good to see you again.

Rob: Thank you.

Ted: You came about as far as anybody did, didn't you?

Rob: I think so. Quite possibly. 30 hours on a plane.

Ted: 30 hours on a plane. Alright, love it. Love it.

Now, let's kind of get ourselves oriented. Tom, can you bring up that PowerPoint slide? Because this is what we're going to do. Actually, you should have a handout for you, too. We've got our team. We're going to make it happen. Here's what we're doing, of course.

Could I also get a glass of water somewhere, somehow? Thanks. Thanks.

Let's give Margaret a little prominence there.

So here's the story, folks. We're going to be making it happen tonight. How many of us think we can do it? Okay. So there are certain steps to the process. And Tom, if you'd flip to the next page.

Oh, here's the challenge. You've seen this. Give me a willing person. Do we have a willing person? Loan me a laptop computer with an Internet connection. We've got that. And within 72 hours, that person will have a product, a website, and money in the bank.

Plus, and here's where the real marketing lessons start, plus a system to earn that money over and over again, for life.

Now, I've got to get a quick read on how savvy we are about marketing. How will that person have a system to make money over and over again, for life? Any ideas? You've got to shout.

Put it on autopilot? Duplication? Template? Residual income?

It's all about residual income. Because I want us to know, the more we know going in, the more we'll get out of this event. How are we going to create residual income out of this, and then tonight?

First of all, definition. Residual income is income that you earn later for work that you did today. Usually, you make money today and you make money later. By the way, that will be okay with you. Is that right, Margaret?

Attendee: Maybe.

Ted: How do we do that, though? That's the question. That's what you hear. You're going to make me have to tell you, if I don't hear it. What will we have? Let's just say that we sell 75 units over the weekend? What will we have, besides money? Customers! A database! And it will be on an Autopilot Riches system, right? So yes, that's how we'll do it.

Now, if a person buys a product, let's say they buy product X, which is about Internet marketing, since we're all here. That person now is in our database as a customer. Are they a good prospect to buy a second product about Internet marketing? And a third?

And would it be difficult for Margaret to find another product related to Internet marketing to offer to her list?

Okay, so that's the real objective. We got a little razzle-dazzly, want things to happen real quick. But that's what it's all about.

Having cleared that up, let's look at what we're going to do tonight. Tom?

We're going to brainstorm a product, create it, build a website, launch it live on the Internet, hook it up with AutopilotRiches.com, make deals, market it, count the money, all within the 72 hours here.

Now, 72 hours? Actually, what's going to happen is tonight we're going to do everything down through number six. We may touch into number seven. Of course, probably we won't be counting the money until in the morning. We'll have to live with that one, right?

By the way, doesn't everybody want to be able to make that money that fast? You're going to be hearing over a dozen speakers, and any one of them can do it. Any one of them. There is no difference, remember, between them and you, except for a little bit of experience. You can do it.

So I'll tell you what. The first thing we would do, if we were going to build a website, we would have to go and get what? A domain name. Actually, it would be the first one. Yeah, a computer. Good idea.

Now, anybody who knows anything about domain names and hosting knows that it may take a few days – it could be 24 hours but it could be 72 hours – before they become what is called propagated. So what we had to do was purchase a few different domain names. They are ready. We purchased them. We will give them to the Internet challenge winner.

Now, I just happen to have here – and I hope you can see it – a real nice, fancy certificate. Can you see that, Margaret? Margaret, can you see right about there, this is a certificate of ownership. We're going to be giving not only the domain name – and we'll talk a little bit more – but can you read those domain names there? Can you read them out to everybody, please?

Attendee: Esecretsgold.com, esecretsshowcase.com, internetsecretsshowcase.com.

Ted: Okay. Now, we could put this out to a vote, but since it's going to be Margaret's website we're going to test her ability to make a decision quickly. Which domain name would you like to have full, 100% ownership to?

Attendee: Actually, a ___ – it's really hard to make decisions.

Ted: Well, because you've sitting there, we'll kick you if we have to. That's a Texas expression, by the way.

Attendee: Esecretsgold.com.

Ted: Esecretsgold.com. Let's give her a hand. Margaret. You may put a check by that one, because that will be yours.

So we've got our domain name. Again, we had to do that just to shorten the process and make it work.

The next thing would be what? Hosting. Gosh, golly, darn, we happen to have, for Margaret, the first 90 days prepaid. It will be transferred into her name early next week. And it is a gift, 100% free, from the world's foremost webmaster, Tom Hua. Thanks for giving us the hosting.

That, by the way, doesn't take any time to set up. That's easy. And Tom, we can go ahead and get that slide down, and we'll just be getting ready to do whatever we want to do.

And then, of course, the next thing we would need is a product. But before we get to the product, I want to go ahead and recognize Rob. Rob, of course, with Autopilot Riches. Rob also, Margaret, has given you 90 days, prepaid, for Autopilot Riches.

Attendee: Thank you very much.

Ted: These are the elements, and then it comes time to create a product. And remember, you two remember this, we're under the gun. In fact, we only have two hours and 28 minutes. But if we have to run over a couple minutes, we will.

But what we're saying is we've got to create a product and we've got to create a product fast.

What kind of product could we possibly create? I don't want to create one that takes two years. Any ideas?

Information. Who said that? Good man. That's basically the only kind of product we could create that fast, isn't it?

Information product. Let's clarify that, because I know not everybody is really up on that.

Let me ask, first, the winners. Do you have an idea what an information product is, Margaret?

Attendee: Yes, I do.

Ted: Good. Can you give us that explanation?

Attendee: An explanation of an information product or an example?

Ted: Either one.

Attendee: An example. I guess the explanation would be that people would be accessing your website and paying for information, which would not be easily accessible. It probably exists in all of the libraries around the world, or which would be accessible only from knowledgeable people, like yourselves. And they would normally have to come and pay for a seminar. So I guess it's sort of information which could be crystallized and, also, targeted for a particular market. Too vague?

Ted: Golly, she didn't come as a dummy, did she? Very good. Yes. An information product is exactly what the name says. It's not a thing. It is information. What will people pay for information.

The usual reply is they will pay whatever it's worth to them.

Let me ask you this real quick. How much would you pay... Now, this is not an information product, but how much would you pay me for this, if I said I wanted to sell it? And, by the way, you know I've already had a few swigs out of this. What would you pay me for this? Anybody here? Not a single person?

Let me change the situation a little bit. Let's say we were in the outback and we have been out there for three or four days, and it was desperate times. And I told you I had a bottle of water that I'd had a few swigs out of?

Do you see the difference? It's always value.

So Margaret correctly identified it as being something that's packaged, something that they find value in.

So now, we're going to create an information product. That's the only thing we could possibly create and deliver that quickly.

So then the question becomes what information product. Right? Well, we're back to the problem, but we've got to move. We've got to think this thing through quick. Where could we possibly get our hands on an information product quickly? Like we've got to make money this weekend.

What's this?

Attendee: Questions and answers.

Ted: That's true. Questions and answers, interviews, teleconferences, brainstorm, record it. The product that we have or I have, that we could license. All of these are absolutely right. In fact, you got me thinking. What's your name?

Attendee: Dwayne.

Ted: Dwayne. Good idea, Dwayne. Margaret, we actually are going to have, which is a combination between interview, teleconference and products we can license, which I'd be glad to do if you would like it, we're going to be having a teleconference out of this even on Saturday evening. Everybody know that, right?

Now, what we're really doing on that Saturday night is we put it together so that the people who could not get in. And, by the way, boys, girls, we are the lucky ones, we had so many more people that wanted in. You can see we're full, right? We just stopped.

But what each speaker is going to be doing – each speaker has their own special expertise – each speaker is going to be sharing their one greatest, single secret to success. Would that have any value?

Attendee: Of course, it has a lot of value. But I guess what was going through my mind was don't you own the intellectual property? Therefore, there needs to be some agreement with you to release it.

Ted: Well, you've got a friend in the fields here. Dwayne already handled that one.

Why don't you, if you're interested in that, why don't you ask me if – you have to ask me and Brett and Tom, of course – if we would license that to you and make a deal where maybe we could use some of Rob's software and do an affiliate arrangement, where we split the profits. You sell it, we split the profits. You'd do that, Tom?

Attendee: A percentage?

Ted: Brett?

Attendee: I'm also thinking about that. We make a good percentage.

Ted: Well, I'm in. So it looks like you're out-voted, Brett. Two out of three, right? That's what I love about being a partnership – when I'm on the winning side.

Okay, Margaret, that would be good. And that's a good idea.

Now, do you see how difficult that was? We came up with this idea. Margaret said, "I've got to be licensing something." And Dwayne had already mentioned that.

Now folks, I'll tell you what. If you were serious about creating a product, the only one that can be a winner tonight of this event, of course, is Margaret. But everybody who is here, provided you're interested in Internet marketing – and I am not suggesting that you do, because the marketing is a system of selling whatever your product is, if you've got an internet marketing product you're talking about how to market – you could get an interview this weekend. You could get probably two or three interviews this weekend. Could you create a product out of that the same way, as easily as we're doing it?

Attendee: Yes.

Ted: That's how hard it is. That's how hard it is.

How many folks, for instance, have read the famous book by a killer author? It's called *How To Get Rich On The Internet?* Isn't that what that book was? That book was a lot of interviews.

Now, there's some questions come up. Why would we be willing to so easily license to Margaret? And why were those people who were in that book so willing, to so eagerly say, "Yeah, Ted, I will interview. I'd love that. And yeah, I'll do it for free." I'm a great star. Jay Conrad Levinson, Chris Bloor. Why would people be willing to do that? Smart group. That's it. It's the residual stuff.

If Margaret wants to sell a product from the World Internet Summit, what do you believe is going to be associated with that, with all of the customers that she sells this to? World Internet Summit.

Now, we will make money, I promise you, next year, when we're back here in Australia, because of what Margaret does tonight, because someone liked that teleconference, they heard something, and they're still sitting there saying, "I've got to pull it together."

That's why practically anybody is easy to get an interview with, because you're promoting them. You're building their wealth. They do it once and it pays forever.

Good, we're there.

Attendee: Just thinking about my future, selfishly, could I also make this a website that will market other seminars?

Ted: Well, we did give you the website. We did give you the domain name. We did give you the account.

Attendee: Other seminars related to the work that you do.

Ted: Well, or should we take away that last clause... minus a system to make money for life? Yes, I love the way you think. Yes. You should. And this is a jumpstart in this particular market. You should be thinking about that. Because once the site is done, she'll be able to change it whenever she wants, right? And, in fact, how many of us think we can build the final solution of a website in a couple hours? But we can get started.

Yeah, I love that.

So now, let's think this thing through, though. The teleconference, of course, you got it for free. And for us, it's really a highlight is what it really is. When we do it, you will have heard some of the speakers. You will not have heard them all. But it's highlights.

What do you think we could sell that for? Any ideas, Margaret?

Attendee: Is it a two-hour teleconference?

Ted: It will probably more like an hour, hour and a half. By the way, we all have the technology and Mike Stewart, the internet audio guy who is here in the corner, he will show you how we – he showed us – how we can record it, throw that up on the website and continue to sell it.

How many people listened to any of the speaker preview calls? Good. That's exactly what we did. We put it up. You can listen live or you can listen later, what we call archived.

So what kind of price could we get for that?

Attendee: Well, it's a fairly elastic question, because once again it's going to depend on how thirsty people are and also what other bonuses we could be building into that one product which will give it a greater perceived value.

I studied marketing.

Ted: How long have you been doing this stuff? How much did you make off your website last month? Doesn't it sound like that?

Yeah, okay. Then let's think this through, all of us.

Our objective is to get as many customers on the database as we can, right?

Attendee: Right.

Ted: So the next time conference comes up, you can market to them. The conference, of course, is a high-dollar product.

Attendee: So price it lower then, with some incentives?

Ted: Lower, with some incentives? Even incentives are good. Okay, let's think this thing through, then. What is low? What are you thinking of?

Attendee: Depends on what's being offered to me and how much I need it. That's the truth.

Ted: Yeah, but now you know exactly what's being offered to you and you know exactly how hungry people are for Internet marketing information. And you know exactly how much it's going to cost us to produce it. How much is that, by the way? Yeah, it cost us zero. We have overhead. But I've got one here for \$97. Anybody else?

Attendee: \$197.

Attendee: \$500.

Ted: \$197? \$500?

Attendee: I'd charge what you charge for the seminar, because of the ideas, the moneymaking ideas from the call. And you throw in the bonuses that you offer here, you should get at least what we're paying for the seminar.

Ted: The thinking is right, but the market won't take that one.

Attendee: *(can't hear what's being said)*

Ted: If we try to get as much as we can – and I do believe that we could easily get the \$97 that someone mentioned, or the \$47 – if we try and get as much as we can, then we diminish the number of people who become customers.

Now, there is no more valuable item you will ever have than a customer. On the other hand, if we price it too low, like \$3.95, there's no barrier. So therefore, they're not as valuable as they would be if they had paid let's say \$30, \$40, \$29, \$38.

So I'll tell you what. Let me kind of throw something out. I would suggest – and we'll do whatever you want – from experience with these different dynamics entering into it, I would suggest probably somewhere between \$29 and \$39. Then we know the people are hungry, because we all think before we spend \$40. Don't we? \$3.95, no.

What's your idea?

Attendee: I'm just taking your guidance. I agree.

Ted: Hey, if we sell 100 at \$29, we make what, is it \$29,000 or is it \$2,900? \$2,900. If we sell 100 at \$39, we make \$3,900.

So we always balance that game. We never know until we do it. But what do you think, guys? What do we ought to do? Remember, we're on the spot. We're divided. \$29, somewhere between \$39. What do you think, Margaret?

Attendee: \$38.50.

Attendee: \$29.97.

Attendee: \$29.90?

Ted: Actually, folks, how many of us know what digit we ought to end it in, anyway?

Attendee: Seven.

Ted: Now, we don't know why, we just know that it works. Millions of dollars of test. So whatever we do, it's going to end in a seven. It doesn't matter to me, but we've got to make a decision.

Attendee: \$27.

Ted: \$27? I'll tell you what, \$27 US. That's a way to get a couple extra. 20 cents each dollar, right? I'm happy with that. Are you happy with that? Do I hear any objections, \$27 US? Got it.

Attendee: \$27.97.

Ted: \$27.97? We could. It's all the same. Which would you rather have, \$27.97?

Attendee: \$27.

Ted: \$27, we got it. Now, folks, here's the whole thing that I wanted us to see. We are creating this live. You saw we made decisions, right? The vote was fair. We didn't rehearse out in the hallway. We followed the process that we always follow when we're creating a product. What can I create? How easily? How quickly? How much will they pay?

Wait a minute, there's other strategies involved. Should I price high? Should I price low? It always ends in seven. We got that one down.

So we're there. Now we've got a product. Now what do we have to do?

Attendee: Find the customers.

Ted: Find the customer, market it?

Attendee: Build a website.

Ted: Build a website! How about that? Do you have FrontPage on your computer? There's two dominant types of web page authoring software. Microsoft FrontPage, which is a Microsoft product. It's in most office suites. And Macromedia Dream Weaver. Most people don't matter. It's like Ford and Chevrolet in the states, Toyota and Honda, that kind of stuff.

But this is what we do next. We look at a blank screen. Now, what we really do is we create a template of a web page. Like how many ever saw the World Internet Summit web page? Okay, it's got a logo up top and it's got the World Internet Summit stuff on the bottom.

If you want, we would be glad to loan you that page, license you that template.

Attendee: Thank you.

Ted: Why is that – and again, put on your marketing head – why is that probably a very sound decision on Margaret's part?

Attendee: It works.

Ted: Credibility? Brand's built? Things are in motion? And this product does happen to relate to the...

Attendee: Donors.

Ted: Duh. Here we are, folks, we've got a template. Now, whatever you did, if you created a different one, same thing. You just create a template. We're going to now fill that in.

Now, what do we have to fill it in with first? You got any ideas? Killer headline sells copy. They call a sales letter of a web page, they call that copy.

How long does it take to write an acceptable web page?

Attendee: An hour, two hours, three hours.

Ted: It depends. Brett, I think, can pull it out in 25, 30 minutes.

I'll tell you what. To help facilitate things along, I did not know Margaret was going to choose that as a product, but something kind of told me she might simply because we had everything around. Right?

So what I did is I threw some words together. You don't need to see us writing for an hour and a half, two hours on something like that. That's just junk. But could we put any of that in there, Tom, and see?

We'll work with this. Like we put up a template, I put up a basic idea about copy.

Who said we ought to have a good headline? How to quickly and easily discover the moneymaking secrets to the Internet, direct from the mouth of the world's best internet marketers, 100% guaranteed, from Margaret. And Margaret, will you spell your last name for Tom.

Attendee: Sure. Berman.

Ted: Now folks, when we write copy – and this is what I love about writing with other people – no person can have pride in ownership. You know what that means, right? It will not hurt my feelings if you decide or bring something else to the table.

Now, why would I feel that way, by the way? What is the objective, when we're writing a web page or a sales letter?

Attendee: To sell stuff.

Ted: Yeah. So if you bring me an idea that you think will sell more, would I get embarrassed and would I say, "No, that's mine! I'm selfish?"

This is not literature. Anybody can do it, but it always works better with brainstorming ideas.

Again, we've thrown together a few things. And I want us to work on the headline. But before we do, Tom, can you kind of scroll down and show everybody that we've got something briefly written in there? So we've got some words, right? Nothing more than words.

Basically, though, hoping and thinking and projecting possibly that Margaret might like to do that, it just says, "Hey, here's the teleconference. You ought to tune in. These are the world's top Internet marketers."

Tom, can you go back up to the top?

Now, let's work on this headline. Anybody want to give us an idea? What could we do to make it better? An absolutely different headline? Shorter? Longer? More direct? More appealing?

Attendee: *Can't hear what's being said.*

Ted: Could put "you" in there. "Here's how you can quickly and easily discover." That's one good possibility.

Do we have any copywriters in the house who might be able to help us? Chris? Someone said, “Brett.”

Attendee: *Can't hear what's being said.*

Ted: That's pretty darned good, don't you think?

Now, Chris, would you kind of add this at the end of that headline or would you modify that headline?

Attendee: *Can't hear what's being said.*

Ted: Is that right? Okay, let's do that again, then.

Tom, I'll tell you what you might want to do is flip over to another page on FrontPage and let's get that headline down, and then we can find out exactly where to stick it in. Can you open up just a blank page? Just a new page. There we go.

Tom, type fast. Chris, speak slow.

Chris: *Can't hear what's being said.*

Tom: Enlarge the font so that everyone can see.

Ted: Oh, good idea.

Tom: You – yes, you. Yes?

Chris: *Can't hear what's being said.*

Tom: Please only use the simpler words, I can't spell.

Chris: Not next month... or sometime in the far-off, fuzzy, distant future.

Tom: Distant future. I need to learn more English.

Ted: By the way, in case you don't know, Tom is from China.

Chris: But right here, right now, today! And if you're writing for the websites, you probably have capitalization of the first letter of each word in your headline, and inverted commas, and somebody's picture.

Ted: Somebody's picture, inverted commas? I don't even know what an inverted comma is, Chris.

Chris: Quotation marks.

Ted: Is that what they call them here? You should have seen me looking for the elevator. I love it. Okay, you – yes, you. Put a dash right there. Can make money on the Internet. Not next week, not next month, or sometime in the far-off, distant future, comma, but right here, comma, right now, comma, today.

Attendee: Underline today.

Ted: Can you go ahead and capitalize every first letter? Headlines, by the way, you're going to run across a lot of copywriters who don't know, don't understand and actually almost even defy what you learned in your English class. Capitalize the first letter of every word, including to, the, it. Solve the problem. It sells more.

Look at this, another marketing thing. We can even make today red.

Now folks, here's the point I want to get across. We are doing what we do to create a product, create a sales letter. Can you see it? You – yes, you – can make money on the Internet, not next week, not next month or sometime in the far-off, fuzzy, distant future, but right here, right now, today! Does that have any pizzazz? Let's give Chris a hand.

We're going to make today red.

Tom: Make today red?

Attendee: Ted, what about if we put a how as the first word?

Ted: Has anybody ever heard the formula of the how-to? That's always good. That's always good.

This one, though, what I would probably say is instead of changing this, which sounds good to me – how does it sound to you? I'll tell you what. A modern miracle has happened. And folks, I mean it is a modern miracle.

Rob Bell has developed, inside Autopilot Riches, a program that will let you put out a web page with two different headlines, and it will do what we call split testing.

The worst thing you could ever do is believe in your own genius. You feel good, you create, you get jazzed, and you put up two of them, and then you see which one sells the most. That's the one you go with, right?

Would we like to try our hand with a how-to headline? Let's do that.

Brett, can we call on you?

Attendee: What you could do is if you want to take the how-to, we'll put it on the headline you had there before. How about that?

Ted: Let's flip back over, Tom, and see what that other headline was. How to quickly and easily discover the moneymaking secrets of the internet, direct from the mouths of the world's best Internet marketers, this weekend.

Attendee: Sounds fine to me.

Ted: Sounds fine to me. Everybody okay? Let's craft that, then. How to was already in there, wasn't it? How to quickly and easily... Get rid of the you. Quickly and easily. Yeah, get rid of the dots there. Get rid of those dots. Quickly and easily discover the moneymaking secrets of the Internet, direct from the mouths of the world's best Internet marketers – this weekend.

Should we italicize or underline this?

Attendee: *Can't hear what's being said.*

Ted: Yeah, there should be no apostrophe on the word marketers.

Attendee: Hey Ted, why are you spending so much time on this? Why are you spending so much time getting the headline right, the capitals?

Ted: Very good point. Folks, we've got to have a good product, we've got to have a good offer. But what will people see first? It's got to grab them. And if it don't work, ain't nothing going to work.

We have some copywriting instruction for you. That's not the real purpose tonight. But the headline is the ad for the ad. It's what identifies, sorts and sifts people. And that's exactly why we're doing it. Good point.

So does that read and flow easily for us? How to quickly and easily discover the moneymaking secrets of the Internet, direct from the mouths of the world's best Internet marketers – this weekend. 100% guaranteed. Are we okay with that one?

Attendee: *Can't hear what's being said.*

Ted: Get rid of the one after quickly? Now, folks, I just read over that. Do you see why I like working in teams? It's a hit. You could do this, too.

Attendee: ___ just leading up this weekend, only for the next couple of days. I think it doesn't actually add a lot.

Ted: It is. It's like that today thing. When are we trying to make money?

Attendee: Now.

Ted: When does everybody else want to make money?

Now, it may be that we want to change it on Monday or Tuesday, but we want something to happen this weekend. Good point. And these are the questions that we keep asking. These are the questions that we ask each other. "What do you think?" I said, "Yes." "On this one?" "I think we've got a good one."

I know you're not offended.

Attendee: *Can't hear what's being said.*

Ted: No pride of authorship, we're all trying to sell. That's exactly what it's all about.

So what we will do now, and to know about testing, you're going to hear more about this whole weekend, but the short story is we're going to create this web page, we're going to clean it up, make it work. And we're then going to have only a headline as a different item in the second letter, the second web page.

The reason being if we change the offer and the headline and we change the color or the background, how do we know what made the difference? And we really want to know. So basically, you test one thing at a time.

So where should we go from here, folks? Probably time-sensitive information.

Attendee: *Can't hear what's being said.*

Ted: We absolutely could. But we need to move on. We could actually – and everybody who writes copy has done this – we could actually rewrite the same letter 100 different times and ways.

Is there any shortage of ideas? In fact, one of the things that I do when I write sales letters is I get out a little resource guide I have that's called "350 Of The World's Best Headlines."

By the way, I'll give you a website right now. WorldInternetSummit.com/speakers. That's plural, speakers. During this weekend, there will be a few people who will offer to put something up that you can have access to. I will give you, for free, a copy of "350 Of The World's Best Headlines," and that's where you'll find it. Make myself a note here, too.

Now, what I will do a lot of times is I will write out dozens and dozens of headlines. And I use those as models. And they actually can create a different story. It's real simple and I'm going to give you a quick example.

Let's say that we had one headline that focused on how you can quickly get rich... Now, what are we going to be emphasizing through the body copy? Quickly, yeah.

Now, let's say we had another headline that was talking about how to create the highest quality possible... What are we going to be emphasizing throughout the body copy? Quality.

Real simple. But you play with these headlines, you get ideas, you brainstorm. And that's exactly what you really want to do. That's how you write copy. That's how I do it, to this day. I get out that thing and I flip through it.

What I like to do most is get a couple of lattes at Starbucks, which I know you know about, and just go like crazy. And then let the debris settle and make a few decisions and go with it.

So let's recap. We've decided on our product. It's an information product, because we knew we could do it quickly, we knew we could fulfill on our stuff as far as tonight and this weekend.

We did what we normally do, we find or create a template.

Now, we've got a web page. And, again, we could go through and we could create some more copy. But I'm not sure we need to. And I'm saying I'm not sure because that could be a big distraction about where we're trying to go. We're trying to make things happen today.

I put something together satisfactory. I've been known to do that.

What's this little thing on this little blue box? What is this?

Attendee: Contact information.

Ted: It is called an opt-in box.

Chris: Tom, can you scroll down, so the folks can see that?

Ted: Now, what is the purpose of an opt-in box?

Attendee: To capture name and e-mail address.

Ted: Capture name and e-mail address, so that you can do what?

Attendee: E-mail them. So you can sell them.

Ted: Sell them. And you capture their name, so that you can do what? Personalize any e-mail that goes out, through your AutopilotRiches.com system. Right? So we want to get that.

Now, wait a minute. You're going to hear a little bit about spam. Should you spam?

Attendee: No.

Ted: Case closed. Legitimate, ethical people don't spam. And, by the way, if you don't believe me, go out there and have a try at it. You will have consequences.

I don't know how people do it, but it's just like criminals. They're still out there. But we can't do it because we're honest, legitimate, ethical people. Right?

Case closed. You just don't do it, can't do it.

But what are we really trying to do this weekend? We're trying to sell. So why would we want an opt-in box? Because if we can't sell, when do we want to sell them? Tomorrow, yeah.

So our objective, and remember we had the price discussion, we went with a low-priced product so that we could get more people in. But even if we can't do that, that won't work. We won't have to lose the sale because we may get it in the future.

Nobody who is not interested in Internet marketing would put their name and e-mail address in there. Is that correct? Case closed.

Now, this is going to work with Autopilot Riches. Is that right?

Attendee: That's correct.

Ted: Can you give us a little input on that situation?

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Second Hour – CD 1 of 4

Rob: To build your list, you need a system or an online database in order to capture e-mail addresses. And then you need something called an autoresponder to send out information on your products or service that goes along with your website.

That's one of the key components of Autopilot Riches. It's a totally integrated e-commerce solution, starting with to capture your e-mail address as well as your online shopping cart and several other marketing tools. And we're going to start here, with the web forms.

Ted: Going to start here with the web forms. That's what he calls them. We've actually got to do several things. We've decided what our product was. We have written our copy. But remember, we said we'd create a product, write the copy, automate it with Autopilot Riches.

Beside a web form, what might we need to do in relation to this web page?

Rob: You're going to need a way to take orders. So you're going to need a shopping cart.

Chris: What's a shopping cart?

Rob: A shopping cart is software that's used to process orders online. It's very similar to what you'd go to the grocery store with, where you picture yourself pushing around a shopping cart, taking products off the shelf, putting them in your basket. And then when you're ready to go checkout, you checkout and pay and take your products home.

Chris: Why couldn't someone just send a credit card detail in an e-mail?

Rob: That is not secure. E-mail is not secure. You need a secure system in order to process credit cards. And you also need a way to get those credit card transactions approved. That's something called real-time PIN processing. You need a way to take credit cards, such as a merchant account or a PayPal is the simplest form. So you need to have something called a "real-time payment gateway," which is similar to when you go to a store and you swipe your cards through what's called a "point-of-sale terminal." Our shopping cart system will do that for you. It's linked to your merchant account and payment gateway. And it's just like an ATM

machine, where we link up to the bank and we approve or decline your credit card, so you make sure that your orders are all approved and accepted.

Ted: I told you, or Brett told you there would be parts that were boring. Didn't he?

Rob: You need a way to collect your money, don't you?

Ted: Yeah, but it's not boring. Getting the money isn't.

There's another thing that I always like to do, and you might give us some information on this. Why an e-mail would not work, because I like to have my system automated. And once people order, I like to send them information related to the product, information related to the order, information to build the relationship. How would we do that with Autopilot Riches?

Rob: Well, you're going to hook up a form, which is an opt-in form, and that's going to be tied into something called an autoresponder.

Your autoresponder is something that's going to be inside your Autopilot Riches account, where you write your content or your follow-up message, and that will automatically get sent out to your prospect or your customer whenever they fill in their information here on this box or when they order.

Autopilot Riches also has something called "Smart Autoresponders," which you can have tied to your products or you can have a general autoresponder. The system comes with unlimited follow-up autoresponders, as well as multiple series of autoresponders.

That may sound a little confusing. Let me try to explain.

You can have one particular subject of autoresponders and you can have 100 follow-ups based on that subject.

Then you can have another series with the same setup all the way through, and the system comes with unlimited follow-up and an unlimited series of autoresponders.

Chris: Hold on. What you're saying is that you could probably put in a few e-mails, pre-write them, and they get sent at set times?

Rob: Exactly.

Chris: So you set it and forget it. Is that right?

Rob: Exactly. So your first message could go out on day zero, and then you have another one you want to send out two days later. It will automatically get sent, three days, five days. You can also schedule something called a broadcast to your list, which is like a one-time mailing to your database. And you can set that at a specific date when you want that to go out.

Ted: Very good. And again, folks, we're using a lot of terms. Sometimes they may be new. And you know what? If they are, are you here to learn about Internet marketing or are you here to stay where you were before?

So an autoresponder, let's break that down. Auto, like in automatic, hands-off. Respond, a system that autoresponds.

So basically, there's not somebody sitting behind a keyboard when somebody orders. "Thank you for ordering our product. Please watch your credit card voucher. It will be processed. If you have thought about this other special thing..." No, it happens automatically. It's an autoresponder. That's what we're trying to do.

So Tom, would we like to open up the AutopilotRiches.com account that we have?

By the way, some people have accused me of being brutal in my opinion. But my opinion is that if you don't have – and I don't expect you to believe this today, but you will before the weekend's up – if you don't have Autopilot Riches, you aren't in Internet marketing. E-mail is antiquated.

Now, in 1994, that might have been okay. But you're in business, and who are you competing with today? Other people who do have these simple, affordable and imminently sophisticated tools.

Okay. So we are in Autopilot Riches. And I guess the first thing we'd want to do is set up an opt-in form or product?

Rob: Sure. Generally, you would create a product first.

Ted: Let's create a product. Should we create an autoresponder?

Rob: And then we can create an autoresponder and tie those two things together.

Ted: Okay. We're going to create the product. Now, folks, what we're trying to do is illustrate how simple it is to create a product. Let's see, what does the first line say?

Rob: Product description.

Ted: Product description. Now, here's what I want you to know, folks. This is the simplest system you'll ever have. What you type here is what's going to be generated automatically, without you doing anything. You don't need to know programming. You don't need to know CGI. You don't need to know Pearl. And you don't need to know what a My Sequel database is.

How many people don't know any of that stuff anyway? I think Rob's the only one here who does know any of that stuff. Be that as it may, all you have to do is create an accurate and descriptive description. It will be printed on receipts for you. Is that good or good? And you won't have to send a receipt, the system will do it.

So what should we call this, Margaret?

Attendee: Would you repeat the question, please?

Ted: She's already counting her money.

Attendee: Actually, I was wondering if I could move out of the backpackers that I'm staying at, down near Central, and come and stay here instead.

Ted: I think you could. The question is what kind of product description should we write here? What is our product? It is a World Internet Summit highlights CD audio. Why would audio be better than CD? A CD, we'd have to deliver a CD. Right? But actually, it's an audio. And that would actually cover a teleconference and an archive where people could listen into. Right? That sounds pretty good.

Chris: Can I give that person a drink? That was a pretty good answer.

Ted: You're giving away a drink coupon?

Chris: Uh-huh.

Ted: Why not?

Chris: Who wants one? You got any friends? Oh, the friends, all of a sudden. That whole group there.

Ted: Okay, here's one of the things we're always thinking of, too. What was the price? One more thing on the description. There's always fall-off, right? What I would do, and we'll do what Margaret wants, I would put "audio highlights of World Internet Summit," just because more people would see "audio highlights." Are you okay with that one, Margaret?

Okay. And then the price, what did we decide to price that, \$97? \$27?

Rob: Is that all? \$27?

Ted: That's all, I know. \$27 US.

Rob: How much ___?

Ted: A lot. Hundreds of millions.

Rob: Why are we going in US dollars?

Ted: Why are we going US dollars?

See, here's what we want. If we want a little bit more, and we still have time to do it, we haven't pressed save, we could price it at \$37 Aus dollars, and that would be kind of equal to \$27 US. But in the entire world, you'd have to say that the stronger currency is the US dollar. Is that correct? In Australia, obviously, there's no conversation on that.

Rob: It's catching up.

Ted: It is. I know, 80%. Okay, so \$27 US.

Now, there's a couple other things that we need to check on. And folks, this makes it so simple.

How many of us have ever heard about the Model T? I'm going to give you a story here. The Model T automobile, Ford.

When I was growing up, the 50's, it used to bore me, but I'd go out and get in my Ford Galaxy convertible and I'd press this button and the convertible top would go down. And Dad would

always say, “You don’t know how good you’ve got it.” He said, “See this?” And I’d like. Of course, I’d seen it hundreds of times. He said, “That’s where my arm broke when I was cranking up the old Model T.”

Folks, now I find myself saying the same thing my dad used to say. If you had been on the Internet in 1994, ’95 and ’96, you’d have been working with Model T’s.

This is real cool. Everything works together. We’ve just got to fill in a couple of blanks. We don’t have to do any programming.

Shipping price. What’s the shipping price?

Attendee: Question to you, Ted. Underneath where we write the description, the question is what’s the second one down there?

Rob: That’s the product SKU or part number, and that’s totally optional.

Attendee: That’s a product number that you can put in?

Rob: That’s correct.

Attendee: You might have a lot of products, right?

Rob: Yes. Good question. By the way, just as an option, if you did want to charge in Australian dollars, Autopilot Riches will support any currency.

Ted: Any currency?

Rob: Any currency, that’s correct.

Ted: Cool! That’s good.

Attendee: I just wanted to ask a question. Who’s our audience for this thing?

Ted: Who’s the audience for a product related to Internet marketing?

Attendee: The world.

Attendee: The entire Internet community.

Ted: Anybody who is on the Internet or wants to get on the Internet. Do people, by the way, who already know how to market, who already are extremely successful tune in and buy these things? Absolutely.

The people who don't have a clue but know that that's where they need to go, do they tune in and buy these things? And everybody in between.

Attendee: Sorry, it's a dumb question, but we've only got a couple of days. How are we going to alert them to it? How are we going to let them know that it's happening?

Chris: That's not a bad question. You want a drink? You deserve it.

Ted: You know what? I promise that once we get the website built, we will solve on that. We could actually work on that now. Would you rather finish the website or would you rather...? Website? Yeah. But that's what we've got to do, because we've got to make sales.

So no shipping calculations.

Rob: This is going to be an instant product, so there's not a physical product that you're shipping, so you don't need to calculate shipping.

Ted: This would do recurring billing, Autopilot Riches does, if you were selling, for instance, a membership site.

We're selling a product one sale, one day. But if you had something that you were selling, vitamins, a membership site, vitamins every month, you autoship, it bills it automatically. The credit card clears, let the shipment go.

You're sending out an e-zine. A lot of people do sell what we call newsletters. Automatic bills. It could and would do that.

Attendee: If the credit card declined and it's a monthly thing, does it send out a message? Can you set it up to do that, too?

Rob: Yes, it does. It actually gives them a link to come back and re-enter their credit card information.

Attendee: Can you repeat that question? Sorry, Rob, can you repeat the question?

Rob: The question was on a recurring billing transaction, if it was declined, such as maybe the expire date changed or something like that, does it send out a note that it's been declined? And the answer is yes, it does. It gives them a link where they can come back and re-enter their credit card information. And then you can go in and reprocess it on your customer.

Attendee: *Can't hear what's being said.*

Rob: Yes, every transaction that goes through the system, you get an e-mail from the system. And you can have that sent to multiple e-mail addresses, including cell phone if you need to.

Ted: Cell phone? Is that automatic?

Okay, what is this thing right here, Rob? It says, "Destination URL." Even URL, what is that?

Rob: The URL is the address of your website. So when you type in www.website.com, that is what the URL is for. Don't ask me what URL stands for, because I forgot.

Ted: Uniform Resource Locator.

Rob: That's it. That's it. Very good.

Ted: You don't need to know that, though. What it means is your domain name, yes. So if I was sitting here and I'm working through Autopilot Riches, and I'm saying, "What is the destination URL," all I have to do is left-click on "More Info." It opens up a box and guides me through and says, "Destination URL, this is where you want your customer to go when they click the continue shopping or clear shopping cart."

In this case, we've got a simple website, the destination would have to be the same as the web page.

Rob: That's correct. Autopilot Riches will work if you have a whole bunch of single product websites, which is very common today on the Internet, or if you have what's called a catalog site where you have 500 products. And if you have this particular product on page 50 of your website, you want to keep track of what page on your website that product is located for, and this is where you would enter that.

Above that, as well, because we have something in Canada as well as in Australia, and I'm sure you probably hate it here just as much, it's called the GST or goods and services tax.

Attendee: It's the screw tax.

Rob: Yeah, we call it that, too. I didn't want to say that, but that's okay. Ours is 16% when you add the provincial tax on top of it, but we do support what we call a country tax as well as individual sales tax for province. Sorry, I don't know if they're provinces here.

Attendee: State.

Rob: States, pardon me.

Ted: You know, like we are in NSW. I saw it on a license tag. New South Wales.

By the way, this is another thing I like about this system. We're just going down and it says, "Thank you URL." You know a real sophisticated technique? And we'll have to talk this through and see if we can use it, but a real sophisticated technique that I use frequently in some of my marketing is capture the buyer and then sell him more.

How many of us have ever purchased anything from a TV infomercial? We call up and order a \$39 thing. "I've got to have those vitamins." We call it up, right? What happens when you go up and go, "Okay, I've got my credit card, I'm going to buy those vitamins?" What happens when they get to the place?

Attendee: *Can't hear what's being said.*

Ted: Yeah. "Well, Mr. Bodybuilder says that you really ought to have this other supplement that goes with it." Right? "And it's only \$89." "Well, I only started with \$39, and it's only \$89. And I really want this other one."

So see, what you do is you can actually get someone hooked on a decision that is not momentous. And once they're hooked, then it's a little bit easier.

Would you like to try putting something together that we might actually make more money on?

Attendee: Would that be an upsell?

Ted: That would be an upsell. Thank you for being so clear. An upsell.

Now, if we're going to do this, folks, we've got to think this thing through. We've got the teleconference, the highlights, the highlights of the event. What other product could we sell that we could quickly deliver, that relates?

By the way, it's axiomatic it has to relate, because we can't then dump off alarm clocks. Right?

Attendee: Sell CD's of the seminar or something?

Ted: CD's, transcripts.

Attendee: A e-book of the transcript.

Ted: An e-book of the transcript? Now, is that a very viable, easy-to-create thing? What is the only challenge. That's an excellent idea. What is the only challenge we're under this weekend?

Attendee: Time.

Ted: But Margaret – and this is cool – sometimes it's harder to think when you're the one on the hot seat. You're thinking real good. I would be willing to do that, too, let her have the CD's to sell. Would you?

Chris: Yeah, let's do it.

Ted: CD's of this event, that we're recording.

Tom: Can't we keep anything for ourselves?

Ted: Tom, we'll get a commission on this.

Attendee: This is a joint venture.

Ted: He's so polite. Well, okay, we could do that. So let's do that, and we'll work out the details of the license. Basically, what it really is, is getting together and saying, "Can we do a deal?" I think you've got a deal.

Now folks, let's think this through. If you go to a marketer – and how many marketers do we have in this crowd this weekend? We have 19 that are on the agenda. Do we have any others in the crowd, by the way? Yeah.

If you go to a marketer and say, “Hey, I would like to sell your product and we’ll split the money, and I’ll also give you the names, because you’ve got to deliver.” Now, this is cool. If she sells the CD’s, we’re going to get the names, right? Because we deliver. And we’ll split the profits. How many marketers would say, “No, I don’t need any more sales with no effort.”

This is how hard it is, folks. This is what we’re trying to show you tonight. We’re not trying to show you that you can run out on Tuesday evening and create your own website, and get it up and have boo-coos of money before Saturday comes. Because the truth is it probably will not happen for you that fast the first time. Margaret has a lot of good help.

What we are showing you is, in real time, these are the conversations. And if we’re doing it all by ourselves, these are the internal conversations that we have. This is how easy it is. We’ve got a deal.

Now, this price is easy, because we know what we’re selling these for. And nobody’s going to undercut.

So we’re selling these what, for \$997?

Chris: You talking about the CD’s?

Ted: The CD’s of this event.

Chris: I’d like to. But I don’t think so.

Ted: What did we decide? We decided on something.

Chris: Do you want to give them an extra-good deal?

Ted: Let’s give them an extra-good deal, yeah. We want a lot of money coming in.

Chris: What sort of price do you want to put on it?

Ted: Are we going to talk about Aussie dollars or US dollars?

Chris: US. So this is four audios of the whole weekend?

Ted: Every single minute that we’re on.

Tom: \$400?

Chris: \$400?

Rob: \$497.

Ted: Before we go too long, we kind of want to think something through. This is a one-time special. We probably will want to sell them for \$497 after this weekend, right?

Now folks, we're making these decisions, right? How many of us in this room, by the way, think that we'll capture every single detail, nuance that there is to learn and improve our own marketing this weekend, while we're here?

How many of us have ever heard of spaced repetition learning? Exposure? And actually listening to it again while we're working in the shop?

Here's what I want us to think of. We can't be ridiculous. We're trying to make money. We've got to keep the value up. But let's create a price that it would be available to anybody in this room who wanted it, and anybody in the entire world who wanted it, this weekend and this weekend only.

Now, what kind of good price could we create with that?

Well, it's not going to be \$97, because remember I said we had to be legit.

Chris: Ted, I have a comment. What is it worth, because it's a \$1,000 ticket, it's a \$1,000 plane ride.

Ted: Wait a minute, it's \$2,497 for the ticket.

Chris: Sorry, I'm a speaker. I didn't actually have to pay to be here. So let's start with the retail value and then go backwards to what it's worth to capture it. If I'm flying from America, it's a \$4,000 or \$5,000 investment to hear this stuff. Right?

Ted: Absolutely. So start at \$4,000 and go backwards. What's it worth to get the audio CD's? That's the way I would approach it.

Ted: Folks, you're going to have to make a decision here quick. That is accurate thinking. \$697? Now, this is the same price we had to pay here, though. It's got to be legit. Let's say...

Attendee: \$297.

Chris: I like this guy.

Ted: \$297? That's legit. Back to Bart's question. Are the CD's of this event worth way more than \$297? If you can offer a price that has extremely extravagant, obvious value, is it going to be easier to sell? \$297.

Rob: Now we have an upsell.

Ted: Now we have an upsell. Cool.

Rob: Now we've got to create another product. We've got to create another product. And is this going to be a physical product or is this something that's going to get delivered digitally?

Ted: This one will actually be CD's. So it's digital delivery.

Rob: Okay.

Tom: You still have to put a thank you URL here.

Rob: Have to put a what there?

Tom: Thank you URL.

Rob: Thank you URL, which will be the upsell page.

Ted: Yeah. Why don't we just call it `thankyou.html`?

Tom: People might guess it easily. Maybe we can _____. Not just thank you. People using guessing, they can go to the page easily without paying for it. So we create some name that's hard to guess. Anything, as long as it's not `thankyou.html`.

Rob: `Morevalue.html`.

Ted: `Morevalue.html`. By the way, the reason why you hear everybody up here talking `.html` is it's the same thing with Microsoft Word. Everything ends in `.doc`. Right?

On the Internet, there are other endings. But the basic ending is `.htm` or `.html`. They're synonymous. It just has to be written that way.

Tom: This product is ready and we're going to create another one, is that right?

Rob: Just wait. Can I just point out a couple other quick things?

Ted: Let's do it.

Rob: There's a bunch of other things here. I just want to point out how flexible Autopilot Riches is for different products that you might be selling.

If you're selling something that needs to be delivered instantly, via software or real-time purchases, Autopilot Riches will do that. It can handle both physical and information products, PDF documents, Word documents, music, any of those types of documents. It can deliver instantly, and you would set that up here.

Also, Autopilot Riches has something called an affiliate management system. Are any of you familiar with like a reseller program or affiliate software? That also comes with this program, as well.

If you scroll down a little bit, you'll see some of the other options, from recurring billing.

You can actually have an initial price. Let's say if you have a product you're selling that has a high price point, say \$500, you want to spread that out over multiple payments, you can do that with the recurring billing system.

You can also have it set up where you pay commission on your initial order and then no commission thereafter, or vice versa.

So you have total flexibility on how you set up your products, from both a recurring billing point of view or just a regular product.

Also, different shipping methods. You can ship by weight, tied into real-time shipping.

That's just some of the flexibility that you have in just one small part of this application, while you're creating your product. It can be as simple as putting up a description and putting up a price, and cutting and pasting a link onto your website. But you have a lot of other functionality in here.

You can also specify billing cycles, so that if you don't want recurring billing to start for 90 days, which is like a delayed sales, you can do that as well with the system.

Ted: It is incredible what that system does.

Chris: Do we have time for a 30-second stand up and stretch?

Ted: Let's do it; 30 seconds, stand up and stretch. Do the hokey-pokey and wiggle and jiggle.

Alright folks, let's go ahead and continue.

Chris: So Ted, can you just recap what you've just done here? A quick summary.

Ted: Recap? Okay, we have started with nothing. We have created a product. We have created, actually, two products. We've created a web page. We're actually going to have to create a second one for the upgrade offer. Right? Because we use this infomercial reference, but we're going to do it on the web. And that's where we are. Is that correct?

Chris: Okay. So you're going to sell a product for \$27?

Ted: \$27.

Chris: Then, when people go to buy that, there's a page there saying, "You can now buy something else?"

Ted: Exactly. You heard about the thank you page, right? You heard us conversing.

Rob: Does everybody know what a thank you page is? We should probably clarify that.

A thank you page is your success page or your confirmation page, after a successful order has gone through.

Ted: But remember, our strategy is mental, it's psychology. We want them after they've made the commitment. But should we get them while they have their wallet out or should we get them after they put their wallet back in?

Attendee: While they've got their wallet out.

Ted: While they're got their wallet out, yeah. So what we can do – and we could call it "thank you page," because that's where people think they're going. Let's set it up so that when people

order that \$27 product, they think that, they don't know anything else exists. And instead of processing the credit card and asking them for a second transaction, let's set it up with instead of going and processing, it comes up and it makes the offer right there. So they've only got to make one decision. How about that? Let's do that.

Tom, can you whip up a `morevalue.html` page real quick for us?

Rob: Also, Autopilot Riches does several things to make sure that you capture orders and to relieve frustration, possibly, from a customer ordering. I'm not sure how many of you ever experienced maybe having a credit card that's maxed or not being able to put through an order in your shopping cart. And most shopping carts will just basically say your order is declined and you can't do anything.

You can, as a merchant with Autopilot Riches, set an option so that you give your customer an option that says, "I'm sorry, we cannot process your order at this time. Would you like to submit the order offline to the merchant, and have the merchant contact you?"

So that means you get the information from your customer and then you can follow-up manually and possibly ask them for another credit. So you really eliminate the possibility of losing that particular sale and the customer.

Ted: That's good. That's very good.

Attendee: Can you use Autopilot Riches for something like ClickBank or PayPal, without actually having to have a merchant account yourself?

Rob: Not ClickBank, but PayPal. We also, just before we came here, started to look at Australian payment gateways, and we have just added one recently called Eway – hopefully, most of you are familiar with them – which is an online payment gateway system that you would hook up with your merchant account.

Attendee: So you have a merchant facility here, like you might have in a business, that you would swipe cards on. If you have that sort of facility, you can now hook that into a program or a system called Eway.com, that I use?

Rob: That's correct.

Attendee: And your program talks to it, so that here in Australia we can now process credit cards automatically, over the Internet, instantly, without knowing anything about it. It just happens automatically?

Rob: It just happens automatically. As well as having a real-time payment gateway, you can also give your customers the option of paying by PayPal. Some people prefer to do that. So you can have both options, as well.

Attendee: *Can't hear what's being said.*

Ted: PayPal is an online payment facility, similar to merchant accounts but more widely acceptable for most merchants. You can set up an account for free and it allows you to quickly send money to anybody else that has a PayPal account.

Attendee: But PayPal is only good in America and Australia, not in other parts of the world. It's not accepted everywhere.

I tried to buy something from a dumb website, and there was PayPal.

Tom: You can give me cash now.

Attendee: And I could not buy from them.

Tom: That is true. As far as I know, PayPal has 40-million users worldwide today, and they are going country to country. I guess they have to open a market, you know. They are going to more countries, as we speak.

Rob: They are expanding very quickly.

Ted: They are. And also, you could offer it as an option. You could go both ways. And if someone has PayPal money in their account, they could just go ahead and choose PayPal. And if they've got room on their credit card, they can go ahead and use their credit card.

Attendee: Why are we using PayPal instead of a merchant facility? Why PayPal?

Rob: PayPal's very easy to get setup. I would recommend individuals start with PayPal if they're not too sure about their product or they're just getting started on the Internet and they don't plan on doing large transaction volume.

Attendee: Do they have to have a merchant facility to use PayPal?

Rob: They do not.

Attendee: So anyone here tonight who doesn't have a merchant facility can actually sign up with PayPal and can accept money from ___ and then go and grab the money themselves?

Rob: That's correct.

Attendee: But if I'm the person without the merchant facility and I'm accepting money, do I see his credit card details?

Rob: In the PayPal account?

Attendee: Yes.

Rob: I believe no.

Attendee: So that's the good thing, right?

Rob: That's correct.

Attendee: It's good for him, because he knows I'm not going to get his credit card details, but I'll still get the money and he'll still get the product.

Rob: So you get third-party validation on the transaction.

Attendee: Everybody understand that? Does that make it simpler?

Tom: Also, they are reasonably cheap, as well.

Attendee: A lot of Americans are using PayPal for cash transactions, if they don't have credit cards. So you'll just be able to get cash straight from their account into your account and not have to worry about people worrying about putting things on their credit cards, that they don't want to deal with them. You still find that, sometimes.

Ted: Very convenient. And we can all get started this evening.

Rob: PayPal is a very aggressive company, as well. They're owned by Ebay and they're making all kinds of changes. I understand, very shortly, that you actually will not have to have a

PayPal account in order to pay another merchant, which has been one of the things that you've always had to do. They make you sign up for an account, first. I understand that's all changing very shortly.

Attendee: Is there a percentage that you have to pay to PayPal?

Rob: Yes, they do take a percentage of the sale. You, as the customer, do not have to pay anything. But the merchant does have to pay a transaction fee.

Tom: It's about 3.2%. And depending on your sales volume, it can go down if you sell quite a lot.

Ted: There are fees, but that's very good.

Tom: If you can make a sale, who cares? They can take 3%.

Rob: Also, to clarify, when you have a merchant account, if you have a regular physical store, you have to understand you need something called a "card not present account," a merchant account. So just to clarify, you cannot use your regular storefront merchant account to do online transactions. You need something called a "card not present account." It's very important. You don't want to jeopardize your regular account to do that.

Attendee: And lastly, the website that people can check that out at?

Rob: PayPal.com.

Ted: Okay, Tom, let's go ahead and create the name for this other product. We'll take more questions later.

Tom: Okay, we've created the second product now, yes?

Ted: Yes. How about "Audio CD's of the World Internet Summit?" Again, we're just following the formula that we created, that we know works.

We should put in the \$297 that we decided. That is US dollars. We should also go ahead and put shipping in there. Let's put in \$16. Why do we choose \$16? Because we know that's approximately what's going to cover it and give us \$1 or \$2 extra.

Shipping calculation, yes. Recurring? No. No.

To keep it simple, we're just going to go ahead and not worry about taxes right now. We will pay. Get that on the mike.

Destination URL? Okay. Thank you URL. Now we really can put a real thank you page up, right? Because if they go through and they order, either way, we want them to get something.

Calculate commissions? Yes! Why do we want to put calculate commissions? Because we want to have other people to help us sell the product, is where we're headed to.

Rob: Pay your affiliates.

Ted: Yep. Anything else that we ought to be aware of right here, Rob?

Tom: I just name it anything I want, okay?

Rob: Great. That's it. We're all good to go.

Ted: Good to go. Then save this product. Do you see how difficult it was to input another product? We did that in what, less than two minutes once we made the decisions? For sure.

Tom: Let me know if anyone sees I make a spelling mistake. Thank you.

Ted: Okay. So now, we are going to create...

Rob: An autoresponder.

Ted: An autoresponder. And, in fact, experience will tell you this but I'm going to go ahead and give it to you because you're here to learn, there's always, when I go to create a product on a website, two kinds of autoresponders we want to create. We've already referred to the other one.

The other one is an opt-in, where people don't order a product. We want to get them, "Hey, thanks for opting in, blah, blah, blah."

But obviously, the one that we're concerned with right here is when they order the product, we need to say something like, "Thank you! Expect your product to be shipped quickly. You've got the teleconference, here's the dial-in number, and here's the URL, where you can go download and listen to the audios.

So that being the case and since we're running on time, guess what I took the liberty about doing, about writing that up? Believe it or not, I wrote one. We've got one that we might need to change it, of course, because we've got to make everything work, I just threw a few things out and said, "Hey, thanks."

Attendee: How much money do you save on ___?

Ted: Not very much. Truth be known, it probably took an hour, maybe an hour and a half to write up the sales copy on the web page. And it took a little bit longer than that to write up the autoresponder, just because then I had to decide – and we always have to decide – where am I really going to send them. What is the dial-in number? You've got to go look up the dial-in number, get it and write it down, "Here's your code," that kind of stuff.

So autoresponder, autoresponder name. Now, this is just for our reference.

Rob: It's just an internal name.

Ted: Yeah. Confirm. How about confirmation or confirm? And from e-mail address.

Rob: Here's something very important about autoresponders. Most of them look like they are what's called "system generated," and they're not very personalized. You think you're getting them from a machine.

With Autopilot Riches, not only can you personalize them, they look like they're coming from your own e-mail address account and your own name.

Ted: And do you happen to have an e-mail address that we can use? Yep. Let's see, do you have one? Like wis20041@yahoo.com.

I guess you already know that, or you wouldn't be in this audience, anybody can go get an e-mail address at Yahoo. So that's what we did. We set that up, and orders will go there, confirmations come there. That ought to be the from address, correct? Okay. Got that in there?

The next one is from name. You do remember how to spell Margaret's last name, correct?

Tom: I hope so.

Ted: If not, we'll help you out. By the way, Tom told me he speaks better Mandarin than English. I meant writes better Mandarin than English.

Attendee: So what we're doing right here is we're actually creating what's called an autoresponder series. So this is just the basic settings for this particular autoresponder series. So every autoresponder that's sent out is going to come from this e-mail address and this name.

Ted: Exactly. Now, an autoresponder, get rid of the idea it's tough and complicated. It's nothing but an e-mail. Anybody can do it. Let's create one.

Rob: An automated e-mail.

Ted: First one, days delay. We are creating an autoresponder. Days delay means how many days after the triggering event do we want the message to go out?

Now, you could set this for anything up to 365 days. But if they registered tonight or in the morning and the teleconference is on Saturday, I suggest we put zero there. How about you? Zero.

Subject line. How about confirmation for world Internet secret order.

Attendee: *Can't hear what's being said.*

Ted: Well, okay.

Rob: Order confirmation.

Ted: Order confirmation?

Rob: Are we creating a product-specific autoresponder, Ted?

Ted: We are creating a product-specific autoresponder. And what is that, Rob?

Rob: That's an autoresponder that's actually tied to an individual product.

So you can have autoresponders that are tied to an opt-in box on your website, which would be one particular series. Or when somebody purchases a product, you can have a follow-up based on that product.

So let me give you an example. Let's say you're selling a nutritional product or something that needs to be re-supplied on a regular basis. You could set up your autoresponder so that they get a reminder. If it's something that they're ordering a 30-day supply, you could set your autoresponder to 25 days before it's time to reorder and send out an autoresponder that says, "It's time to renew your product."

That's one option.

Another thing you can do, too, with the smart autoresponder system, is you're going to have prospects subscribe to your opt-in box. And then eventually, hopefully, they will become customers.

You don't want them to keep receiving your prospect autoresponders, because they just bought something. So the autoresponders can actually allow you to unsubscribe them from your prospect autoresponder list and have them subscribe to your customer list.

Ted: Very sophisticated. But that's not anything other than a checkbox, right?

Rob: That's is correct.

Ted: Incredible. Tom, let's go ahead and dump in a little bit of that copy that I happen to have prewritten. And again, it's just nothing but an e-mail.

I'm going to read a little bit, just so you can see what it says. "I can't believe it, but I've won the internet challenge at the World Internet Summit." This is coming from who? Margaret.

It's put me into business big-time, truly in a few hours. There's so much going on, I don't have time to collect all of my thoughts. Let me say thanks for subscribing to my e-zine."

You know what? That's probably not the confirmation.

Tom: Okay, so you want a confirmation?

Ted: That's probably the subscribe, the opt-in thing. That probably is, the one that says, "I have three important things to tell you, when it's on, Australia or the US."

Now, how many people have heard this? "Good evening, Australia! Good morning, USA," and all points in between. But our biggest market happens to be the US and Australia, right? And

England. But right between here. So we're just going to go ahead and give them the details, what time they need to dial in, what time zone, just like you've seen done.

Chris: You're selling the actual conference itself, plus a recording of the conference, that teleconference?

Ted: That's another good thing we ought to tell them, where they can go to dial in. And if they can't dial in or got in a little bit late, where they can download or listen to the audios.

I think that's happened.

Rob: That's good. Also, if you notice on the right-hand side, you'll see something that says, "Merge, insert, menu." And over here, you have up to 30 fields that you can actually insert into the body of your e-mail message; everything from first name to date, address. So you can really personalize these e-mails.

I'm not sure if you're familiar with Microsoft Word. They have something called a merge feature. And the autoresponders will do that for you.

Ted: Now, here's another thing. We've already mentioned the subject of spam. We were talking about getting in trouble with spam earlier, if you just buy these junk leads.

But actually, you can actually not get your e-mail delivered if you have too high of a spam rating. If you go in there and you write up, "I've got the greatest vacation package in the world and it has free Viagra and it will give you enlarged..." it's going to go trigger, trigger, bam, and your e-mail will probably go into bulk e-mail for half of the people who've got e-mail out there.

So you need a tool. And it used to be real complicated. Again, Autopilot Riches is not the Model T. We can check this against the spam assassin and see what score we have.

Would you check that message and make sure if we've got any offending things it will point it out, and we can erase them, clean them, get them cleaned up?

Zero.

Rob: Zero.

Ted: Zero. That means this message does not look like spam and it will get delivered. Again, I told you I wrote that a little bit.

How do you think I got that thing down to zero?

Rob: Did you hear that, Ted? You're brilliant.

Ted: That ain't it. It's because when I put it through and it said, "7.6, this message looks like spam and it will most likely not reach its intended recipient," I said, "Jiminy!" And it said, "These are the offending phrases." And I just went back and I said, "Oh, I said money." So then I go, "Mon~ey." Oh, it said, "Make money." Well, "Make*money." Connect them, you know? And then you just play with it and you run it back through.

But the important thing is, again, folks, anybody can do this.

But what would happen if you didn't do this? It wouldn't get delivered. And I had a lady give me an e-mail like that. She said, "Ted, Ted, would you do a joint venture with me? Would you send out to your list?" And I said, "Yes, provided it makes sense. What is it?" She said, "It's a vacation package." That's not direct, but it's no conflict. I said, "Okay, send me an e-mail. Write it up."

So I run that thing through and it just went off the meter. I didn't think it would.

Now, who would think that there's anything offensive about vacation and travel? It's just that there's a lot of spam that talks about that.

So that tool told me we got it cleaned up and got it down and delivered.

Rob: Having your e-mail filtered is probably one of the biggest headaches Internet marketers face today. And spam.

Ted: It's just like the postal carrier saying, "I'm not going to deliver your mail because I don't think my customers should have it."

Rob: That's correct. So we give you the tools to make sure that your e-mails are being delivered successfully.

Attendee: *Can't hear what's being said.*

Ted: Are you living in the future? The question was Bill Gates has been on TV, saying he's going to eradicate spam. By the way, the US was going to wipe out drugs and terrorism, too. You know that.

But the problem is when do we want to sell here?

Attendee: Now.

Ted: Yeah. So is the Internet always in a state of change? Rapid change.

We were talking about PayPal introducing a new thing, making it easy. So a valid point, valid point.

So then, it's real simple. We just save it, right? And we've got it.

Now, a lot gets lost on the Internet. A lot doesn't get opened. Have you ever got an e-mail that you intended to open and didn't open it?

So let's just put up the same message again.

Rob: Speaking of open, would you like to know how many people are actually opening your e-mails and reading them? Think that would be important?

Well, with Autopilot Riches, if you create an html e-mail, we'll automatically put a link inside that e-mail and we'll actually give you the open rate, which is how many people actually opened your e-mail message.

It only works with html because we can hide what's called a hyperlink in the background, and it will actually do a count of how many times that e-mail is opened. They'll support something called MIME-formatted messages, so that you can create both a text version of your message and an html version of your message. Both will be delivered. And depending on what the receiving mail client, your mail software – Outlook, Outlook Express, Eudora – whatever it can read, it will open up the appropriate message. That's something that's called MIME-formatted.

Ted: Very good. Very good.

Attendee: *Can't hear what's being said.*

Ted: The key words are the same. The spam assassin database is just strictly looking for keywords. It doesn't really pay attention to html or text.

The trend still, today, is most marketers will tell you to use text.

Ted: Folks, from up here, I can see it looks like we ought to take a quick 10-minute break, walk around. Those of you who've got a drink ticket might run over to the bar, huh? 10 minutes, we'll come back.

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Ted: Alright folks, are you ready to carry on? Let's do it. Let's do it.

I had like 10 different people on the break stop me. By the way, we're going to move on, but I had to get this one. They said, "I'm sorry, that system does so much, it must be hugely expensive." How many of us were thinking those kind of thoughts?

Rob, what do you say about that?

Rob: It is not hugely expensive, and we are going to definitely make it available at a special price. And we will tell you what that is tomorrow.

I am here for the entire weekend. I know a lot of you have a lot of questions. Feel free. I'll answer as many questions as I possibly can.

We've actually only touched probably about 3% of the actual functionality that Autopilot Riches will do.

Ted: Of course, fortunately, folks, Rob's a genius. But for me, guess what? That 3% runs my entire business. Doesn't it?

Rob: It does. Mine, too.

Ted: By the way, we forgot to mention where you can get a domain name. Tom, do you have domain names, a place where people can get domain names?

Tom: MelvinIT is one of the first websites that accepts a .com, .au or any .au domain services.

Now, if you want to have as good a deal as .au domain registration, you can go to this website called HostingBay.com.au. And they offer, I think, .au domain names from \$48 for two years. And for .com.au, it's \$77 for two years. And I believe that's a very good deal.

The website address is called HostingBay.com.au. I will put that on the website, as well. Like Ted said, we'll have a web address called WorldInternetSummit.com/speakers. And most likely, under the name of Tom Hua. And you'll see the results on the website, as well.

Ted: Excellent, thank you. HostingBay.com.au.

So because we want to make sure that everybody gets a good night's sleep, because you need to be active in the morning, we're going to roll on. We are here for you. This is your time. We will answer any question you have. Sometimes we have to move through the presentation.

So Tom, we've got these two autoresponders set up, right? The subscribe and the confirm.

So what we ought to do now, we had, on the web page, we had a subscribe box set up but it wasn't active. So now, we need to set up a subscribe form. And the reason why we're doing this right now, in front of you, is so that you see how simple it can be.

So we click on forms, custom forms, and it will create a form.

Now, what we've got here, folks, you could ask for more than their name and e-mail address, if you wanted to. You could ask for much more. You could even put custom fields. But most of the time, with an opt-in, you only want their name and e-mail address because you're not going to be sending out real mail. Plus, your subscribes will go down.

So it's real simple. We've got these optional things. Is it visible or is it required? The name, of course, we want it. So we're going to make it visible and required.

The e-mail address, by default of the system, is always going to be required. Right? Otherwise, how could we connect with them?

So what else do we need to do on that one? That's it, isn't it?

Rob: You can also have a thank you URL.

Ted: Thank you URL.

Rob: In this case, though, we're using an opt-in box on the page.

Ted: We want them to stay on the page, and we want to subscribe them to the autoresponder, which is the subscribe one. Right? This is where they didn't buy, they opted in to subscribe, and we put that up.

Is that what you called it, newsletter? Okay, good. That would be right. And then create form.

Now, when we create this form, do you see this gibberish? Again, this is something you don't need to know. What it is, it's in html format. But all you've got to do is copy everything that's there. You don't need to know html. You copy it and when you go put it to your web page, where you want it to be, and you just dump it.

We go to html format, but we did it by putting our cursor there and we tell our Microsoft FrontPage. It has the little tabs, preview, normal, html. Now we've got it.

Did we ask for three names or three fields? Okay. Got a submit button.

Did you ever wonder how people create that? The system did it all. All you've got to do is tell it what autoresponder to subscribe to after they put it in.

Rob: And you can have different opt-in boxes on your web page or different pages. So you can create as many forms as you want, hook them up to as many different autoresponders as you want.

So if you have 20 websites, each one can have an opt-in box. And each one could be subscribed to a different autoresponder. You're not limited to one website using Autopilot Riches.

Ted: You could have 100 different websites using this same AutopilotRiches.com account, which also will bring down whatever cost you eventually have in the system. Right? You can allocate it over that.

Attendee: *Can't hear what's being said.*

Ted: Yeah. We're creating in Microsoft FrontPage. This is the view that is called wysiwyg. What that really means is what you see is what you get. It's the first letter of each word. And we don't need to know any of the code.

But the reality is all web pages are created in a form of html. So we have a wysiwyg editor, but at certain times there are times we need to put code in. And we're in wysiwyg, so we go and we move our cursor right about here, where we want it to be, and then we have to flip over to html format. There's no graphics, there's no nothing in html. Can you show us html?

Since our cursor was there, all we have to do is go "paste." So we copy it out of Autopilot Riches, paste, and then we go back to our wysiwyg format.

Now, this is specifically web-authoring software. I don't know if you can see it, but down here at the bottom, on the lower left, it's got your normal mode, which is what we're in, we want to see it; it's got your html, which we can switch over to see the code; and then it's got the preview mode.

The preview mode, watch this. We're going to give you a demo. See these lines? These are all formatting things. But when we go into preview mode, it's supposed to show us what it will look like on the web, and you will not see those lines on the web.

And we also became disconnected on this site. There it is. Do you see how you don't see those table lines that we had?

Now, you can't work in this, because you can't change a web page. Can you? So we switch back to normal mode, and then we can do it.

Good question, thank you.

Okay, so we've got our opt-in box and we had better check. Now, this is where we always do our clean-up. We'd better check and make sure we've got prices. Have we got the price down here for \$27 all the way around?

Tom: We need an order page, too.

Ted: We need an order page, too. Oh yeah, someone also came up on the break and said, "What happens if people order the teleconference and they don't order the tapes, and then they decide later on that they'd like to have the tapes?"

Now we're going to have to create three products. Right? Teleconference only, audios – which we should throw in the teleconference for free – and we need another option because we're always trying to get more money. We're trying to upsell.

Then the autoresponder that goes out, we write a message, "Here's where you go for your audio teleconference. Here's where the web page is. If you bought, no big deal, the audios. If you didn't, there's still another chance. Click this link."

So we've got to create another product there, too, which we're doing.

By the way, we can probably just eliminate that.

By the way, there is no end to the stuff you can do with a web page. How many of us have seen a web page that changed over time? Anybody ever seen a web page change? We do this all the time.

We upload web pages sometimes, and we upload another version two seconds later because of a misspelled word, etc.

Okay, if we're on our web page with the teleconference, we want to go from there to the web page that offers the upsell. It's an order link, but we'll go to the web page that offers the upsell.

And then from that, we'll really give them a choice to buy. And that will take them off of our website.

Now, get clear, because I want to make sure everybody understands that. Off of our website, and we'll go over now to the Autopilot Riches system.

The Autopilot Riches, I introduced it earlier, I didn't make a big deal of it, but I called it and introduced it with e-commerce. When they're on our web page, it's us. Are you with me?

So no, the web pages is not Autopilot Riches. This that you see here is on our server, it's hosted. It's hosted on Tom's system. When the person presses "order," they don't know they've changed, but they are then in Rob's system. That's the e-commerce system.

So you can't get just Autopilot Riches and create your web page. You need to have a domain name, you need to get hosting. And we'll give you all of the tools to do this, I promise you. We're just trying to do the demo right now.

So this is the order now page or the order page.

Now, the order page comes up, this is the real thank you page. Remember what should have been the thank you page? Earlier we were talking thank you page, thank you page, except we decided, no, let's give them an upgrade.

Now, that upgrade offer will give them a choice to either order what they had originally decided to order or to order the upgrade version. And now, we will have a thank you page that genuinely comes up, that tells them when and where they can dial in.

How many web pages do we have? Three. The first page is for the teleconference. The second page is the upsell. And the third page is the thank you page. Thank you. We're going to see how it works.

By the way, most... Not most. Probably numerically most, a lot of the big successes and with our style of marketing, entrepreneurial style, we're not Microsoft. Right? We don't need thousands of pages. Entrepreneurial style, a two-page website is actually the norm. No upsell, right? Or the upsell is written into the offer. We just pull a sophisticated angle because we happen, from tests, to know that that works better to maximize your income.

But it's just the order or the offer page. And once they order, have gone through the system, Autopilot Riches sends them back to your website and a thank you page.

So we are now adding in a special message from Margaret Berman and Ted Ciuba. This is the page, "Would you love the audio CD's of this entire power-packed weekend, every single word?" This is the upgrade page.

We're doing just what you'd have to do, double-check – and I hope you're helping us through this – make sure that we don't have anything that's not correct.

By the way, when we were on break, we real quickly put in remember Margaret was saying you ought to have extra bonuses and incentives, right? So what we decided to do, we added real

quick and said, “Let’s give them duplication rights to the highlights tape.” We can do that, right? So we’ve thrown that in as a bonus real quick.

How long did it take to create that bonus? We just got together and said, “Look, let’s jazz it up a little bit. Can we do it?” Yeah. And we ran over, we created a little subhead, created a paragraph of two sentences, and it’s done. It’s free. It doesn’t change anything in the system.

Do you see the Visa, MasterCard, etc., etc. logo? Statistically, tests show that logo or something similar will help increase your sales, because people feel an identity. It’s a known, it’s trustworthy. You don’t look like you’re just an amateur asking for money.

Rob: Also, you have something called your “secure checkout,” which Autopilot Riches takes care of. You don’t have to worry about going out and getting your own secure certificate which costs, alone, \$497 US, depending on where you purchase it from, such as Verisign. Autopilot Riches takes care of all that for you.

Ted: You just save us a ton of money there, didn’t you?

Rob: \$497.

Ted: Alright, there’s another secret, which you’ll hear more about. And it’s giving people an incentive to act now. This is true, right? But do you see down here, we say, “Wait and you’ll pay more?” They’ll pay more no matter what. We want to tell them, right? Because we always want to get their money now. People can surf off the page too easy and make that happen.

There was a question over here.

Attendee: For a product that’s \$27, you’re upselling to \$297, have you actually tested that to see if that works well?

Ted: Good question. The answer is yes. It’s just like the digit seven. The question is have you tested to see if the upsell works well? There’s a lot of different theories and different marketers got their own theories. But one of the ones that rules is called the funnel theory. Basically, you get leads in.

Now, another way to get leads is by a free special report. Right? But you get the lower price in and then you can, when they've seen your product, when they've already made a commitment, you can sell more.

The real thing that we would do and should do but we just can't because we're under the gun right now tonight, we've got to make this whole thing happen this weekend, we don't have a lot of time, but the real answer is you could try it both ways. You could just straight-sell the \$297 product. Is there any reason not to do that? No, there's not.

But we already know that if you can only ride one horse, you ought to pick the one that's most successful most of the time. So that's all we're doing today.

But the individual offer, you can't tell. That's why we wrote up two headlines. We're going to change nothing but the headlines on two web pages – everything else will be the same – and see if it works. Good question.

Rob: So what we're doing right now is we basically just went into the Autopilot Riches system and grabbed the product link for the specific product that we're going to put on this web page. And we're simply inserting it here to the order button.

So if you have a website or a web page that's already made, in five minutes you can go into Autopilot Riches, create a product, take that link, put it on your website and you're done. You already have a way now of processing orders.

Ted: Alright. We are looking now at another product.

Rob: We're hooking up, now, the product-specific autoresponder for the actual product that we wrote earlier.

Ted: Now, how many people do not know how to create a link, an order link or a link to another page? Okay. Let's explain that one.

First of all, I can tell you the best thing you could ever do – and I know people don't like to do this, especially men – is go get Microsoft FrontPage and watch the tutorial. You can become an expert in three and a half hours.

Let's just show them how to do a link. Can we, Tom?

Rob: How many people here can use Microsoft Word? Great. Then you can use FrontPage. It's that easy.

Ted: It's part of the Office Suite. Yeah, it is. Let's just go through the best deal. You want to do that one? Best deal by clicking.

What you do, you highlight the area that you want to make a link. That's how you make it. And then you go to hyperlink. Do you see that? Properties. Right here, you just put in the link that you want people to go to.

Now, that's a long, complicated link. Where did we get that link? The system generated it. Once we said, "Save the product," it said, "Here is the product link that you use."

So it's nothing more complicated than you highlighted that link, you said, "Let me put in the link here that we need," the drop-down box. You saw the hyperlink properties. And then it's automatic and it's there. There it is. And when he says, "Okay," that's when you've got your blue, underlined link.

Now, the first time that ever happens to you, you'll have a spiritual experience.

Rob: And your links can be text here, or if you have like an "add to cart" button or an order button, you would just connect the link to that particular button. So it's really up to you what you have on your website.

Chris: Anybody doesn't know what a link is? We're talking foreign language.

Rob: Hyperlink.

Ted: Now we are talking foreign language.

Attendee: *Can't hear what's being said.*

Tom: Okay, so we are going to change it to a US.

Ted: Yeah. See, this is the kind of stuff we do. There's a lot of details in this stuff, and we just kind of look, double-check. It's only US.

Attendee: *Can't hear what's being said.*

Ted: We created that one on a break. Question. Someone saw 26705. I think we put the wrong price in, though. If we've got a product that's \$297, first of all we've got the \$27. Right? And then we decided to let's offer the audios. We decided to throw the teleconference in free, if they purchase the audios. Right? And we also threw in duplication rights.

But then, we decided real quickly, we were talking about it, what if they don't? And by the way, we didn't have to do this. But this is just the whole process and we want you to see it all. What if they order the teleconference and then they get your confirmation e-mail? That's another opportunity to upsell, isn't it?

So if they've already ordered, what we're going to do to make it more easy for them to do this, we'll give you full credit. So your price now is only \$270 for the audios.

Tom, I know you're working there. Have we created the \$270? Great. Great.

Now, I don't want to lose anybody on that. Does everybody understand exactly what we did? Okay.

Remember, we created the teleconference as a product, \$27. Then we also said, as an upgrade, we would then try and sell them the \$297 product. But what we also said, and again we decided this on break so it wasn't on the stage and that's why it might be unclear, is we said, "If they order the audios, give them the teleconference." We're trying to make it so we get as much as we can, right?

Now, you might think, "Well, if we sell them the teleconference and sell them the audios, we'll make more money." Yes. But if we say, "You just purchased this, how would you like to get full credit for it," we'll probably sell more. Tests show that the only real way to know is to run a test.

So that's the difference. We've got the product if they only buy the teleconference, or if they buy the teleconference and audios together. And again, remember, we're doing everything that we can. We're pulling out all the tricks, because we want to maximize our income.

Since we're going to send them a confirmation autoresponder message anyway, we sent them one that says, "If you purchased the audios, you were a smart person. Congratulations. If you haven't, we'll give you one more chance."

But they've already spent the \$27. So we had to create a third product, which was only the incremental difference between the teleconference and the audio. It's not actually a third real product, it's a third price. That's why we did that.

Question over there?

Attendee: *Can't hear what's being said.*

Ted: That should be an error. Tom, we got a \$29.95 price in there somewhere? Let's see. We can do a search for it, because it might be in there, .95. Let's see. It might be on the index page.

Oh, by the way, how many of us know what page your main web page is named, as far as the URL? Index is the URL.

Now, it is the home page and we call it the home page, under most systems. And there is one or two variations. Some say default. But it's normally index.htm.

Now, for instance, when you go to this esecretsgold.com, is that the name of your website?

Yeah. Esecretsgold.com. It's set up by default, so if we put up an index page, that's the page that's going to come up is index.htm.

Any other page in that website that we want them to go to, such as the thank you page, such as the more value page, will read like this – and you've seen this –
esecretsgold.com/morevalue.htm.

Now, typically, what we're doing is we're saying, "Yeah, go to my website, esecretsgold.com," because all the other pages get linked off of your main web page. Are you with us?

There you go. Thanks. You're a good reader.

Attendee: *Can't hear what's being said.*

Ted: Good question. What is the difference between html and htm? And the answer is there isn't any difference.

Rob: Personal preference of the webmaster, usually.

Ted: Yeah, personal preference of the webmaster. The language was invented html, which means hypertext markup language. But because it's part of the word system, most people started saying, "Hey, I put .doc on my Word pages, I'd like to put .htm," so you do that.

Now, some people, in certain instances, will put up both just in case someone doesn't know what it is.

Rob: You have to be careful, though, with your web host, to make sure that they have both enabled. Some of them, by default, will only enable .html. Html is usually the default, so you have to make sure that both work.

Attendee: *Can't hear what's being said.*

Rob: That's correct. The best way is if you've got to page, test it first. If it works, then you're good to go.

Ted: By the way, as presenters and promoters, we understand that a lot of times we like to keep the "razzle-dazzle" factor high. Right? But Brett introduced this and said it might be a little bit boring, right? Because we're looking through here, looking for where do we need to get the right price and kind of quiet at times. That's just the way it is. Right?

How many of us have ever written an English composition? That's pretty boring, too. This is the boring part.

The good part is you've got mail. That's how you get orders. You get notification. The system sends you, as the merchant, information also at the same time as it sends the receipt to the customer.

If you use a program like I use, Eudora, you can set it up. I don't have to worry about when an order comes in. You get a lot of mail, right? You pay more attention to orders.

I've got mine set up where people are whooping, hollering, clapping, yelling and screaming when orders come in. Filters.

So we now have our three web pages optimized. Did we go back in and actually create that third product in Autopilot Riches?

Rob: Yes, we did.

Ted: Okay. And we hooked up the autoresponders. And we've got our opt-in box. And we were going to do an AB split between the two headlines.

So on our index page, like a lot of things, it will take work on our website, a little bit of work on our website, and a little bit of work on Autopilot Riches. When I say work, I use that very loosely.

Let's call this one – it was the second one we did. Right? Do you want to call it indexb.html?

Attendee: *Can't hear what's being said.*

Ted: Okay, Tom, what are you suggesting we do now?

Attendee: *Can't hear what's being said.*

Ted: Indexb.html.

Rob: Is everyone familiar with the term “split-run tracking” or “split tracking?” No?

What that means is that you can test different landing pages or different e-mails for different results. Autopilot Riches has a function that's called an “ad tracker.” And what that ad tracker does is it creates a special link that you would put in your e-mails. And then you can control the destination of where that link goes.

A couple very important things when you're doing marketing on the Internet, especially if you're doing paid advertising, is you want to know how effective your advertising is. In this case, we want to test the headline.

So you'll create an ad tracking campaign, which Tom is going to do, and then you'll put in the destination URL of your landing page one, and then landing page two. And we can actually allow you to test up to three different landing pages.

What that will do is the ad tracker will tell you how many times the people clicked the link. It will tell you the percentage of opt-in e-mails you got from your campaign. It will also tell you the conversion of your particular campaign – in other words, how much money you made from that particular campaign.

Ted: Which, by the way, give us a quick comparison of how we used to have to do it, so everybody can appreciate it.

Rob: Before, basically, you had to have different pages and create a different ad tracking campaign for each particular destination URL.

And now, we've given you the option where you can build them all into one particular campaign.

Ted: Yeah. It used to be real complicated, and now it's nothing.

I know that another thing that we'll need to do – and Margaret was asking about this, of course – we've got to market this thing, also. We're putting up the web pages right now, and we've got Autopilot Riches set up. But marketing, the easiest way to market, quick, inexpensive, is through e-mail and through an affiliate program. Right?

How many people here – show of hands – have a list of any size that they could potentially join Margaret's affiliate program, make let's say a 35% or 40% affiliate commission, and they could us market this thing? Anybody?

Rob: Well, we have a few with mailing lists.

Ted: Excellent. You do, too? Tom's got 30,000 names in his database. Is that a good one?

So Autopilot Riches has an affiliate program. By the way, I assure you – and I keep referring to the old days – I had about \$2,400 invested in my affiliate program and it was not working right. And I had another \$2,400 that I was looking at.

Whenever I first saw Autopilot Riches, bam, I dumped everything in the trash and said, "This has got it."

So explain what we're doing here with the affiliate program, how we're setting it up.

Rob: Actually, we're doing on the ad campaign. We created the ad campaign, and you can tell here, at a glance, we give you all the different specifics. We tell you the leads.

So the first thing we did was put in – very important – is your destination URL for the first campaign that you want to have. And then we put in the destination URL for the second campaign that you have.

If you notice, at the very top, the link that you're going to hand out or put in your e-mails, when you do a broadcast, is the ad tracking link itself. And with that, when somebody clicks that, you are in control of the destination.

So let's say that you're in the middle of some type of an aggressive marketing campaign, you have media going, either radio, print ads, and you have them all going to this particular link on your website, and you find out that one of your pages is failing miserably, you can quickly go in here and edit the ad tracker and change the destination of where they go on the fly.

So without having to worry about the actual link that you have on your advertisement, that's a very important function. You basically are in control and you can change instantly, or you can go back and edit your headline, make changes on the page. And as you watch your traffic go, in real-time statistics, we show you the clicks, your conversion rate, how many orders that you're getting, the number of sales, your per-visitor value. You can also disable certain ones or change them.

So you can do this all on the fly, and not have to worry about the link that you've actually sent out to your customers or your prospects.

Ted: And that's major. Because if you have paid for an advertising campaign, you're committed. But you're really not, now. In just real simple math, you get 100 visitors to page A, 100 visitors to page B, you make 10 sales on page A and zero on page B, you could just go real quickly and say, "I could change the headline, I could experiment, but all I'm going to do is just move everything over to page A," and it's gone.

Rob: We're really giving you the technology that Fortune 500 companies would love to use today for something that's built into the application.

Ted: Exactly. You know what? I think we ought to do one other thing, though. We've got marketers in the crowd.

Rob: We're going to create the affiliate program.

Ted: Let's create the affiliate program. And then anybody – by the way, I'll do this too, Margaret – anybody who wants to join the affiliate program can go up, join the affiliate program tonight, send out an e-mail to their list, and they'll have a link and they can make money. It will

be real interesting. We had, I think, three to four people here. See me before you leave, and you'll give me your e-mail address. Then I'll give you a copy of a letter and you'll join the affiliate program. Just go up to esecretsgold.com. Write that down. Go ahead and join the affiliate program, send out a letter to your list, make money.

Brett, can I get a Coca-Cola or something? Two please, Brett. If you don't have a list, hurry up with that Coke.

Attendee: *Can't hear what's being said.*

Ted: That's what Friday, Saturday and Sunday is all about.

Rob: What Tom just did right now, while you're watching him, is he published the website to the World Wide Web. If you now look at the top of the URL, you're looking at the website live on the Internet.

Ted: We are live on the Internet.

Attendee: ___ for free, and I spent a couple hundred dollars using ad blaster and joining ___.

Ted: There are, actually, a lot of "marketing" things that you can do that aren't really effective. There are unethical marketers selling programs. Like, for instance, [freeforalllinks](http://freeforalllinks.com). They don't work very well these days, do they?

Rob: Not at all. There was a point in time, early on, when those type of things did work. But you had to put a lot of time and effort into them and they quickly just outgrew their usefulness.

Attendee: *Can't hear what's being said.*

Rob: Tom, do you want to show them how you publish the page to the website?

Tom: I use a program called FTP, WSFTP. There's lots of software available on the Internet, some of them are free, that he can use to upload a website. It's really simple.

All you have to do is to follow their instructions once and you know for your life. It's not difficult at all. You just locate where your pages are, then upload it.

Rob: Also, the latest version of FrontPage has what's called an FTP client built into it, where you can just basically click a button and publish your website.

Tom: You can use FrontPage to publish your web pages, as well. But since we are not using any features of FrontPage, I choose to use this one. It's much quicker.

Ted: Now, just for a point of clarification, we talk about the Internet like it's something. In reality, the Internet is millions of computers.

So we created this. There's no illusion. We created this web page on this computer, right? But, that's a portable computer. We're going to unplug it and go do our own thing.

So what we do is we want to send this page to a different computer that's in cyberspace, that's just loading it from this computer to another computer. It's loading it from this computer to the World Wide Web.

Now, what website did we load it to? Esecretsgold.com. We used that address, a log-in ID and a password. Does everybody understand that?

Rob: Publishing your website is very similar to basically just saving files on your hard disk. But you're saving files on your web server, instead.

A website is just a folder stored on a web server. And they're just files. And that's all you're doing is basically copying them over to the web server.

Ted: Okay. The WSFTP program he talked about. By the way, if you want that, write this down. It's free. It's at Ipswitch.com.

By the way, I said it was free. A lot of things are free one day and the next day you go back it's \$29.95. So who knows?

Okay, we have our product, we have our ad tracking, we have our affiliate program. The pages are published, at least preliminarily.

Rob: Now we just need our affiliate program.

Tom: Affiliate program, I just put it in. Let's have a look.

Ted: And on the Internet, first of all, does everybody know what an affiliate program is? I don't want to leave anybody behind on that. Okay.

An affiliate program is simply a commissioned sales board. We are putting a link on Margaret's page. Anybody who goes up there and sees that, they say, "Wow!" – it could be this simple – "I want Jane, who is in my office, to buy this program because she was talking about this Internet conference that's happening in Australia and she wanted to be there. And guess what? I will join the affiliate program. It's just like I will become a salesperson for Margaret. And then I'll give Jane this link. I'll say, 'Order through this link,' and guess who gets the commission?"

Now, people are motivated to do that because there's commissions in it. There's money. So anybody who surfs the page, we want them to do that.

By the way, for tonight's episode, we showed how to create the marketing. Brett said he was going to market. I will. Tom said he would. We've got several people in the audience. Make sure you connect with me, right? Joining the affiliate program costs nothing. And again, tonight we're not trying to solve all the problems of the world, that's what the rest of the conference is for. If you've got a list, it's an instant, easy way to make money.

Tom comes to me and says, "Ted, I've got a product." Well, I've got lists. I remember clearly and distinctly, the very day, where I was and what I was doing when my list hit 100. You will, too. I remember. I can tell you my first order, where it was, when it came in, who I was with, my second order and my third order. You will too, right?

And now, just the big ones, just the unusual ones. I remember Aniel, for instance, because he wrote me a letter, an e-mail, and said, "I have to sell my car to come." And I'm thinking, "Jiminy Christmas! If most people have that kind of determination and those kinds of sacrifices, we'd have more successful people." He stood out.

And then Patricia, she exchanged an e-mail or two. I remember a couple. Where's Sandy? Good. Again, she stood out, too. She said, "Look, I got on the Internet in October and I have made \$2-million." Let's give her a hand. I don't know how much that is per second, but I bet it's something pretty impressive. Right?

I know guys that don't make \$2-million in 10 years. How about you?

What's \$30,000 multiplied by 10? \$300,000, right?

Rob: A lot.

Ted: Alright. Guys, have we omitted anything? Have we forgot anything? Have we got everything up and running?

Rob: I think we have it all. We set up our affiliate program. We have a sign-up button on the bottom of the page for the affiliate button. Just go ahead and click it. So all that is, is a link in the background. Again, we take care of the forms for you automatically, with Autopilot Riches. We even give you a default terms of service that your affiliates can agree to, and we capture their information and we put them in the database.

The system will then automatically send them out their affiliate link or their reseller link that they will use to promote the products.

Attendee: *Can't hear what's being said.*

Rob: Search engines? That's a topic really in all itself. We wouldn't have time to get our pages optimized in a short period of time on the search engines, unless we do something called pay-per-click campaigns, which would be something like Overture, which you can generally get done within a couple of days, but not in this short a period of time.

Search engines are going to actually optimize your own web pages.

Ted: Yeah. Search engines are one system of marketing. Jennie, can I have you come up to the stage here in just a second?

There's another system of marketing that is what you just saw happen today.

Now, Jennie Armato, who is another one of the featured speakers who you will have the good fortune to listen to on Saturday, Jennie, you recently did a joint venture with a few different marketers. Is that correct?

Jennie: That is correct.

Ted: Can you tell us what that basically consisted of?

Jennie: The product?

Ted: The marketing process.

Jennie: The marketing process involved identifying people that were already talking to the audience that I wanted to talk to. And I approached those marketers with an offer, and we did a joint venture.

Ted: And that joint venture consisted of you wrote up...?

Jennie: Oh, a sales letter? Okay. We did a sales letter. We set up, in fact, an Autopilot Riches system, and we e-mailed out a digital downloadable of a product to the list.

Ted: And how long did it take for you, after the marketers sent the e-mail out to their database, how long did it take you to start getting excited with action?

Jennie: Now you see, Ted, you're stealing my presentation.

Ted: Just a couple details.

Jennie: Minutes. Within minutes. In fact, Brett had e-mailed to a list before I'd even uploaded all of the pages to my website. So I'm sitting there at my computer and I hear this ding-ding in the in-box. And I have a look and it's Brett announcing the website. And I'm like, "Shit!" Speed typing helped.

Ted: Give Jennie a good hand.

So folks, actually, the truth of the matter is what we have been doing tonight, building the website, hooking it up with Autopilot Riches, is part of the game. But the real game, and what we're really going to be focusing on Friday, Saturday and Sunday, is marketing. And I wanted to follow it up with search engines.

A search engine is just one method. It won't work when we're trying to do something in under 72 hours. But if we can get action in minutes, that will work. Right?

So we implemented the same system here. Yes?

Attendee: Find 10 more ways to get a license to create money ____.

Ted: Actually, let's change that. Thank you. We have put up a web page. We have encountered an error that we did not see earlier. So we go back to FrontPage, and we need an enticer to connect and get them to give us their e-mail address.

But we can't use what we wrote there. Instead, let's do something else, instead of five, 10 more ways to get a license to print money.

Attendee: Would you like to have a license to print money?

Ted: Would you like to have a license to print money? Or newsletter reveals 10 ways to print money on demand. Or discover how Internet marketing can be like a license to print money. That's assuming we wanted to stay with that same theme.

Attendee: Free report.

Ted: Free report or free special report. Free special report reveals how to get your own license to print money.

Attendee: *Can't hear what's being said.*

Ted: Free report worth \$39.97 reveals... Actually, the ironic thing is some people want to get in pricing what is the value. You've seen them, right? "This book is worth \$1,000." Some people would say the same thing is worth \$39. You can put what you want.

If it reveals what it pretends to reveal, it's worth that. Worth that.

So free special report reveals how to get a license to print money. Has that got pizzazz?

Tom: You want me to put a value-add?

Ted: Here's the unique thing about it. Do you see how we're just creating this stuff up? We're creating within formulas that we know, but basically it's just us sitting here making it up, no matter who we are.

What's that now?

Attendee: *Can't hear what's being said.*

Ted: Capital R.

Tom: Yeah? You guys fussy.

Ted: I'll tell you what, though. I like this stuff. Because in the old days, you sent something to the printer and you make a massive investment in money and time. And if there's an error, where are you?

Here, we didn't make any investment at all. If we had bought the domain name, it would have been \$8.75. If we had had to pay for hosting, it would have been \$8 or \$15 a month. If we had had to buy our own AutopilotRiches.com account, it would have been very nominal.

But once you get this stuff up and running, honestly folks, we're talking about business expenses. What is \$100 a month to keep your website running? It doesn't cost that. But if it did, what kind of outlay is that? It's nothing. Nothing.

You're going to hear, this weekend, about Google, which is a free search engine. You're going to hear about Overture, which is kind of like classified ads. But if you spend \$100 and you make \$500, how often can you afford to do that?

Now, on the other hand, if you decide that you'd like to go and get a book printed; first of all, you have to write the book. Second of all, how much do you think it costs to do that job? To get it produced and printed could easily cost between \$15,000 and \$25,000.

Then what do you have to do? Then you have to sell it. So the best thing to do is what Margaret did. Well, it's not the best thing, it's one of the easiest ways to get started. Find someone who's got something that you can license, and then you go sell that. And then you create your own.

Tom's just really working on that thing, isn't he?

Attendee: I wanted to ask whether or not it would be a good idea to put just a few words of explanation about the affiliate program at the bottom?

Rob: That's a good idea.

Ted: What words would you like? Join our affiliate program and make money?

Rob: Tell them how much commission they're going to earn.

Ted: Refer your friends and make money?

Tom: In no time.

Ted: Refer your friends and make \$394 on three sales in two days.

Tom: I said in no time.

Ted: In no time, yeah. But Chris is always saying, “Be specific.”

Rob: Give us a headline here, Chris.

Tom: We need another headline, someone.

Attendee: *Can't hear what's being said.*

Tom: Income stream.

Ted: By the way, I've just got to throw in, while Tom's typing that up, we just shared about Sandy, that she had made \$2-million in a few months. You'll never believe what the name of her website is. I think she's the walking, talking epitome of it. It's wildlywealthywomen.com.

Can you have fun with this stuff, too?

Ted: Now, can this be used for any product in the world? Of course. Can it save a business? Can it create a business? Can it change or revolutionize a business? A life?

Watch closely, and you'll see we're creating another hyperlink. Add an instant income stream to your life by joining our affiliate program.

By the way, one of the best things that I'm telling you, as a writer, the best thing you ever can do is to let other people look at your stuff. Because you can't see it. And guess what? Others will. Don't be defensive.

So now we've got our affiliate program. What did we do there? We just made it more than just boring. What benefit did affiliate program have? None.

Now, for marketers, of course, they know that's where I join the affiliate program. But is the world dominated by marketers or is it dominated by normal people? Normal people. And normal people do want to make extra income, right? So we give them the benefit.

See, the feature is the affiliate program. But the benefit is add an instant income stream to your life. Big difference.

And again, you're going to be hearing more about copywriting. And you probably will hear those words, feature and benefit, so you can make a note of those so that when they come up again you'll catch it real quick, real easy.

Rob: That's good. Free.

Ted: Free.

Rob: Good point. Add an instant income stream to your life by joining our program.

Ted: Free affiliate program.

Attendee: So would you like to join, Ed Burton?

Attendee: I'll think about it.

Ted: Oh Ed, you could do that. Send out an e-mail tonight. Who knows how much money you'd make.

Quite literally, we love this. Because all we know is that we have to send out an e-mail and it's just rattling the dice. Except it's not like Las Vegas, because in Las Vegas you can lose.

Here, the only thing is how much will we win. Is that good or gooder?

Attendee: Let's say you only have about 25 people on your e-mail. You still could do that?

Ted: The question is if you only have 25 people on your e-mail list, can you still do that?

Rob: If 20 buy, would you make money? Of course. It doesn't matter the size of your list. Obviously, the larger the list you have, the greater chance that you have of making more money. But start with whatever size list you have.

Attendee: Even if that list is in a totally different type of business?

Ted: The marketing question comes up, even if the list is in a totally different type of business? The answer is you need to be sensitive to that. If, for instance, you're in Florida and you're selling bikinis and surfboards, and Rob is in Canada and he's selling snowmobiles. It wouldn't

do much to have a joint venture, would it? No. But if you're selling something else, like I said I'm selling internet marketing products, someone came to me and said, "I've got a travel program." I said, "Well, I'll throw it out there and see."

So Tom, have we got this new page uploaded again?

Tom: Of course.

Ted: We've been back through and we've found our errors and re-uploaded it. But essentially, there's nothing else for us to do, is there?

Rob: That's it. We're ready to market.

Ted: We're ready to market. We're just going to be counting the money throughout the week, and hoping we make a lot of money for Margaret.

Attendee: Now, can I just ask you? Let's say, for example, _____. The money has to go where? The Visa card has got to be linked up to my bank account, doesn't it? So where's the money going in the meantime? _____. Show me the money.

Rob: Show me where the money goes.

Ted: Yeah. Real simple. The money goes into someone's bank account. And guess who's money that goes into right now? But who else has the keys to the system?

Getting a merchant account would be another process that would take a couple of days. We don't have time, so I got an account. We'll hook it up, we'll process orders. You've got the keys. You've got the login ID and password, right? Yeah.

It's a good question. The money goes to whoever has the merchant account. Good system.

I'll tell you what we're going to do. It's kind of anti-climactic now. We could stay here and answer questions, but I want everybody to get a good night's sleep. Take this off the mike, but I also have a couple of drink tickets, if anybody wants one. Come up and see me.

Other than that, get a good night's sleep. This was only the beginning. And you're going to have the experience of your life! Let's give a big hand to Margaret Berman.

Thank you, folks. Sleep good. Coming back in at 7:30 am in the morning. If you need to register, the show starts at 8:30 am.

World Internet Summit, Sydney, Australia

Intro Parade of Speakers – CD 2 of 4

Brett: How are you this morning? No, no, no. How are you this morning?

Attendees: Great.

Brett: That's the way. Good, good, good. Did you sleep well last night? Was your brain taken over a little bit last night? Put your hand up if you're a little bit confused about last night. Good. We'll see if we can clear that up for you.

I'm not going to waste any time this morning, folks. Ted Ciuba's ready and waiting in the wings. Will you please welcome Ted Ciuba?

Ted: Yes! Yes! Thank you, Brett. Good morning, folks. How are we doing?

Attendees: Great.

Ted: Alright. Hey, I told you about my bet, didn't I? Here's the whole thing. Brett told me the Aussie's wouldn't sing. I told him they would, and we've got \$100 riding on this.

Now yesterday, we had a few people who started moving. So I'm not going to ask you to sing yet this morning, but later today, but I am going to ask you to stand up. And if you do feel like singing, sing along with it. Okay?

<Song>

Alright, folks. Give yourself a hand.

Brett: I think my money's still safe, Ted.

Ted: Actually, Brett, I was thinking about seeing if we could go for double or nothing. I've still got two more days.

Can you hear me okay on this mike? Mr. Pappas, can you give me a little more volume there? Is that okay? That's okay? Good. Good.

Boy, I'll tell you what. Last night was exciting. Let's see... is Margaret in the crowd? Have you checked your website yet? Come on up. See how much money she made last night. I guess you're interested, aren't you?

Attendees: Yes.

Ted: Okay. Get up here, so everybody can hear. What did you say?

Attendee: I went to the Internet site. Actually, this is just to put it in context, for some reason I booked into this backpacker's ___ essential, and I'm really actually scared to go there at night because I think I'm going to get mugged in the lane way. It sounded fantastic on the Internet. It was advertised as a fully-renovated boutique hotel. And there were photographs.

Anyhow, I booked in. I don't have a phone line in my room. So when I came here this morning, I went upstairs to the business center and I just checked the e-mail address, and there were 27,000 responses. No, there were 11.

Ted: 11? Good.

Attendee: I just did the stats on it. There were two from Australia, five from the US, one from Canada, one from the UK, one from Malaysia, seven from Ted's database and four from Bart Baggett. Who is Bart Baggett? Is he from middle earth?

Ted: He's your new best friend.

Attendee: Is he here? So that's it.

Ted: Good, Margaret. Let's give her a hand.

Alright, folks. What does that illustrate, really? It illustrates once you get a list – because that's what the people have that we sent to on behalf of Margaret – you can actually make money whenever you want to.

We wanted to make some money last night, didn't we? So what did we do? Sent a list.

Remember, I told you I remembered it was like incredible. I remember when I had 100 people on my list. You will, too. Everybody has to start.

Once you get it – and that’s what this whole event’s about – once you get it, you’re off and running, you can make what we call – and I even wrote a program called that – money on demand.

I’ll tell you what I’d like to do, though. Hearing that, I’ve got a little story, too. Now, this is another one. You’ll never believe it.

I had a good friend create something for me. When I get that kind of news that Margaret just shared with us, I like to celebrate. So stand up, folks. Here’s how I do it.

Announcer: Ladies and gentlemen, America’s foremost Internet marketing consultant, Ted Ciuba!

<Song>

Here’s where you play your air guitar.

<Song>

Give yourself a hand.

Okay, folks. By the way, would you believe I’ve got QuantumInternetMarketing.com?

This is really what I call quantum Internet marketing, because how much work did we do last night? How much struggle was it? How much time was involved?

See, this whole thing isn’t about work and effort. It isn’t about hating your job. It’s a matter of once you get the secrets, once you get a few resources – like, for instance, Autopilot Riches – bingo, you can do it. You can make it happen real easy. The Internet.

Is there any action here? Well, the Internet, in it’s short time – and it’s only what, 10 years old? – according to *USA Today*, has made more millionaires in its short time of existence than any other industry in history. Is that phenomenal?

“Here we are; this is our time, our opportunity,” Jay Conrad Levinson. The most important address in your town is on the Internet. Should a local business have an Internet site?

Absolutely. I believe Mike Stewart will share some stuff with you whenever he’s speaking. You will find out the Internet can save a business, can make a business in no time flat. I call it real simple, because it is for us. We’re lucky. Ordinary. Everyday. 21st Century technology.

What is mysterious about the Internet for us? We’re not talking about another planet.

A friend of mine, Patrick Ingram. This isn’t going to sound too outrageous after we were talking about Sandy last night. Patrick Ingram came up to me and he said, “You know what, Ted?” He said, “I made more money my first year on the Internet than I made in my previous 15 years combined.”

Another friend of mine said, “I make more in a good minute – that’s minute – today, than I used to make in a whole year when I was working in the gas station. Is it for you here?”

Now, here’s the thing, folks. I know right now, I’m preaching to the choir. You’re already converted. I’m going to take a little quote from Shakespeare.

By the way, this is another area where Brett and I contrast. I think that you can sing. And, by the way, I do want to up that to \$200 also.

So Brett comes up one day and says, “You know, the reason why I’m successful is because whenever it came time for Shakespeare, I couldn’t understand it.” It’s also why I couldn’t get out of school, right?

I said, “No kidding, Brett?” I said, “The reason why I’m successful is because whenever it came time for Shakespeare, I understood what he was saying perfectly.”

So I want you to tell me, are we all smarter than Brett? You tell me what this means.

“There’s a tide in the affairs of men which, taken at a flood, leads on to fortune. Omitted, all the voyage of their life is bound in shallows and in miseries. On such a full sea, are we not afloat? And we must take the current when it serves or lose our adventures.”

We got it, Brett. This is your time. This is your time.

Another one of my great author friends that wrote a book, he started off with a line that's famous. You might know Charles Dickens. "These are the best of times, these are the worst of times."

There ain't no contrary to the statement today. These are the best of times. I'll tell you. Folks, it is possible for any one of us to quickly, easily, without a lot of risk, without a lot of money, go, find out the secrets from people who are doing it and are willing to share.

You see, that's the big secret. You've got to have people who are really doing it and are willing to share, because there's all kinds of people out there willing to share. I have a statement. I say, "Do you want to take advice from someone praying for their first \$1,000 month?" Some of them out there are doing it, and preying.

There's some people who have never done that and are giving advice, much less \$1,000 a week or \$1,000 in a night, or even \$1,000 in a day or a minute, that kind of thing.

What I'd like to do, can you boot up and go into Autopilot Riches, into Margaret's account? For some reason, we didn't test the system and I couldn't get into Autopilot Riches on my computer. We're going to go there, because I want to show you a few things about what Margaret discovered, and you can see how easy it is.

Let's go into the sales. That is what you want to know about, sales, right? Let's do that. Oh, look at that. That's page 101.

Back up one screen.

Margaret was saying who the referrers were. Who made the first sale for Margaret? Brett McFall. And then Bart Baggett. That probably means some of the others haven't gotten their e-mail out yet. But at least three people have gotten their e-mail out, right?

Now, let's get a few more stats. This is the Autopilot Riches system again. Let's go into the sales reports. Let's go for the week. And let's see how much money we've actually made: \$1,522. Yes, Margaret!

Brett: In less than 12 hours.

Ted: In less than 12 hours. That's over \$100 an hour. By the way, you can imagine, we were all up around the clock, overnight, working. Quantum Internet marketing. Okay, go ahead and close that screen down then.

Here's the bottom line, folks. You've seen a demo. You are seeing a demo. If you can give me a contrary statement to this, let me know because I'm interested. The Internet offers the quickest, easiest, fastest way to actually get rich than exists on the planet earth today. Does it not? Can you think of anything that has better potential? No. No.

Here's what *Forbes* magazine said. We're here. We're living it. "If we could be alive at one time in history to get rich, it would be here and now, because of the Internet. These are the best of times."

We could go on and on and on and on, but it's really true. There's only one purpose of all of us gathering, and that is to show you, to reveal to you how to do it. Are you happy with that? Alright.

We're going to have the parade of speakers in a moment, and I'll tell you what that's about.

First, I already promised you last night I'd go through a few what we call housekeeping rules.

Number one, the guru consulting sessions for the first 48 people who signed up – and if you weren't one of those, I apologize, but it's an offer that we put out, that's the way we put it out, and that's what we have room for – for those, you have the opportunity to sign up with three different sessions during the guru consulting session.

Now, everybody has seen their schedule. Is that correct? Okay. So it's right after lunch, 1:00 to I think 2:20.

Now, to make this work, we're going to have to be strict on time; 15 minutes, the bell rings. Wherever you are, you move because there's someone else to come in.

But can you get a mountain of advice, a mountain of advice, a mountain of insight in 15 minutes from someone who's been there and done that? Yeah. So do that. It's being respectful to others.

Now, because not everybody can get into the guru consulting sessions, we've got some special speakers that are going to be speaking here during this time. So definitely, you want to be here. And you're going to meet them. They're all very, very successful people.

In fact, by the way, every one of the speakers here are the very best in the world, and we brought them here for you.

There will be questions and answers during the event. Now, last night was a little bit different and we were just kind of moving on. But here's the rules, the regulations, etc. For today, tomorrow and the next day, when you are speaking, asking a question, wait for the mike, speak into the mike. Don't speak like this, speak like this, because we want to get it on tape. Okay?

Okay, get involved right from the start. Folks, why do you think we've got music? Why do you think we've got time to get you up and clapping? Because if you are involved, you will get something from it. You will get more from it.

Now, that's one thing. There's million-dollar gold in any of the speakers that you can strike up a conversation with. There's billion-dollar ideas, I believe, in that Chris Bloor, Brett McFall, Armand Morin. We're in this audience, every single one of us.

Talk about Armand. He's one of the most successful marketers in the world today, Internet marketer. One day, I was giving a speech in Atlanta, Georgia. It was probably about 1998, 1997. I come out of the hall after the rush, and there's this guy leaning up against the wall, scraggly, old blue jeans. He jumps up, "Hi, Ted! My name's Armand Morin."

Look at him today. It could happen to you. It can happen quick. Almost overnight. It will only happen, however, if you participate. Okay? Do that.

Mobile phones. Today, there's a \$100 fine if your phone goes off. Check your phones.

If you're going to ask questions, ask questions that will benefit everybody. A lot of times, you'll have a question and you're wondering about your specific situation. That's not the stage time. That is the hallway time or the outdoor time. Again, most of the speakers, most of the time, will make an effort specifically to be there for you.

Be back in the room on time. We've got to keep this thing running on time, otherwise it will get messed up and you'll get gypped or your neighbor will be gypped. We're not going to let that happen. If you're not here, the train's leaving without you.

This is important. You need to know this. The speakers will be making offers. That is like, for instance, yesterday we talked about Autopilot Riches. How many of you suspect that you'll get an opportunity to purchase Autopilot Riches?

How many of us suspect that if we weren't going to share that opportunity with you, that tremendous tool that we shared with you, that we would be doing you a serious disservice?

I'm not going to treat it like that. I'm not going to do that.

The speakers, first of all, that's one of the ways they get paid. Gee, that's the only way they get paid. But they've got my orders. We don't want any prima donnas.

Now, you are not going to have your bell ringing on every single speaker, but you may have your bell ringing on speaker B or speaker X. So you won't need everything. Don't think that it's pushing anything down your throat. It's not. But I always like to get it clear. Because if I don't say something early on, people will say, "Gee, they're just selling." We call it a pitch-fest.

But folks, I know one promoter in the United States who tried that experiment. No selling. The customer said they don't want selling. And my opinion is you are cheating them. You're cheating them.

Enough said on that. You don't have to buy anything you don't want. But I'm going to take care of you, and that's how we do it.

Temperature. A lot of times, in a group like this, someone comes in to you and says it's too cold, someone comes up to you and says it's too hot. We will try to accommodate. But the basic thing is if you need a sweater or a jacket or another shirt, put it on. And if you want to go nude, I won't object.

Here's another one, folks. I saved the best for last. Oops, no I didn't. But I will.

The next one is name tags. Name tags are important. People have instructions not to let anybody in the door without a name tag. It's just a way of keeping things moving.

Here's an important one, though. I will not listen to anybody who says, "Yes, but..." "That works for Bart, but..." "Margaret had a tremendous advantage, but..."

Folks, I literally know hundreds of marketers who are making hundreds of thousands of dollars every single year. I know a good number – it could be 100, it could be 120 – who are making a million dollars a year. And I know a lot of them, a few years ago, were making like zero.

Someone asked me this morning, "Where did you come from?" Well, when I got started, I'll tell you what, folks. Actually, my success, and I hope you're not in this situation, my success took off real easy simply because of the fact you couldn't get any lower. And if you're not going to die and you have to move, the only way to go is up, right? Literally.

I had got to where I couldn't even keep up my \$550 a month rent. So I moved out of that place and I bought a house for \$500. It was a little camper trailer, like hunters go in. There was less floor space, free floor space... I'm not talking about under the couch that was about that wide and I'm not talking about under the sink, and the sink was a thing like this, a camper trailer, you could get your hands in but you couldn't get your plate. You washed half the plate, rotated the plate, then wash the other.

My daughter was going to divorce me because – you know how kids are – she's nine years old and she got so upset because young girls need an adequate restroom, right? This place was so small, you had to have your feet in the shower when you sat down on the throne.

Basically, what happened is things were just so incredibly bad, and I did decide I was going to have to do something. I was going to do it. At that point, I still didn't know it happened. And then one day, golly, you'll never believe this – and, by the way, I hope you have an opportunity to come to the masters dinner on Sunday because I'll be sharing more about this and this kind of principle – a letter arrived in my mailbox.

Now, I had never been on that person's mailing list. It just came. I probably bought it somewhere else. It was talking about a marketing super-conference, just like this. I looked at it, and it had two dates. One was about three months away and one was about six months away. I said, "That's good, because there's no way I can go to the one that's three months away."

By the way, someone said, “Why didn’t you put it on your credit card?” What credit card? Dad lost them. And my wife wouldn’t let me anyway, right?

So what I had to do, and it was fortunate that I could, we had a little bit of difference on our schedule. She started to work earlier, I started to work later. So I went and I didn’t tell my wife about this. Because if I had been bringing in a couple thousand dollars over a couple few months, don’t you believe it should have been going to the household?

But I took a part-time job, hid it from my wife, saved the money, drove down to that conference.

Three and a half weeks after that conference, solely from what I had learned, I walked in to my boss and quit my job. Quit my job.

Now, of course, my boss, he knew how little I was making. He knew I was a failure. There’s no hiding that. Right?

But I quit. Even though I wanted to, Johnny Paycheck – I’m from Nashville, Tennessee, country music USA – Johnny Paycheck was in my mind saying, “Take this job and shove it.”

But he was a nice guy, so I just said, “I’m quitting. I’m quitting.” He goes, “No, you can’t do that.” I said, “Yeah, I am. But I’ll give you a month’s notice.” He said, “Okay.”

Now, the reason why I did that is because they always ask for notice. They always ask, so it comes up, because of processing and administrative stuff. Actually, I was afraid I might have to go back and get another job, so I needed to keep the reference good.

So I hadn’t heard anything. It comes up to the last few days and I go up to Fred and I said, “Fred, Fred, I’m concerned because all this stuff about quitting and they need this notice and everything.” He said, “Well, Ted, I didn’t turn your resignation in.” He loved me and cared for me so much. He knew I was making the greatest mistake of my life.

Fred, if you could see me now!

So that’s good. I said, “Okay, it’s off, it’s history.”

But I'll tell you what, though. Let's move on to some of the other speakers. You've got a world-class group of speakers. They're the greatest in the world. They've all got different angles, different aspects, different strengths.

What I would need up here is a hand-held mike. Can we get a mike? Good. What I'd like to do is have the speakers come up and line up over here, on the side. We are going to, in no particular order, have each speaker – it's called the parade of speakers – each speaker come up and give you a little bit about who they are, what they're going to share with you. Is that hot?

Do we have a photographer in the house? Alright. And do we have Brett McFall and Tom Hua? This is going to be like the survey of what's happening, make you happy, make it work.

By the way, this is called World Internet Summit. No big deal, right? Speakers from Australia and the United States, obviously we know that. China, the Philippines, Dominican Republic, Singapore, Canada, New Zealand, and even India. Is that the World Internet Summit?

Guess what? We're friends. Guess when I met Tom Hua, my partner? We're sharing hundreds of thousands of dollars. A couple nights ago, over dinner. That's the World Internet Summit.

Okay, first off, Brett. Would you like to share something before we get going?

Brett: Yes, I would. Folks, what I'm going to tell you is I want to tell you what I'm going to tell you on Sunday night. Saturday. Don't come on Sunday, come on Saturday for my gig.

I'm going to show you, folks, that without your marketing, your website, your product's dead in the water. I'm going to show you seven secrets. Once you know these seven secrets, you have everything you need to make as much money as you want from anything that you sell. Does that sound exciting?

How do I know about these seven secrets? I've written over 8,000 ads and sales letters. I've tested and measured. I know what works. I'll give you these seven secrets. You can take them away and use them on Monday, immediately, in any marketing that you're doing. Stay tuned in that session. Take as many notes as you can. I can't wait to share them with you. And, of course, grab me during breaks and I will talk to you anytime throughout the weekend, as all the speakers will.

See you Saturday.

Ted: Brett McFall. Tom Hua.

Tom: Good morning, everyone. I'm a bit nervous. This is the first time for me to speak in public, in such a crowd.

I'm going to share with you where I came from and where I am today. And as you can see, you don't have to be good-looking. And you don't have to be poor. You don't have to speak perfect English. And you still can make money on the Internet. And I'm going to share with you how you could do it, too. Thank you.

Ted: Thank you, Tom Hua. Tom Hua.

One of your beloved, one of your own most successful marketers, Mal Emery.

Mal: Someone has to be first.

Ted: Yeah, someone has to be first.

Mal: Hi, folks. How are you going? Welcome along.

Ted: What are you going to share with us?

Mal: Well, essentially, what I want to show people over the weekend is how a technophobic like myself, who can still barely turn on a computer, I might fool you a little bit during my presentation, but the truth is the people in my office know and the people who know me well, that I can barely work those things. But I've managed to turn over, well, if I said millions of dollars in the last few years on the Internet and offline. I suspect you'd be surprised.

But the point I make is a technophobic, virtually anybody can do it, because I have. So I certainly going to show you, during my presentation, how you can expect to create low-cost, high-profit products that sell like crazy on the Internet and offline.

As you've heard this weekend, or as you will hear as it goes on, there's many, many, many ways to skin a cat. Isn't there, folks?

For example, while there are lots of diets out there, the truth is if there was any one diet that worked, there'd only be one diet. Wouldn't there? Or diet book, shall we say. There's lots of diet books.

What you're going to hear over this weekend is how all of these individuals have made this process work. And what I've found is a way that it's worked for me. And the way I see it is that, more importantly, I'm going to show other people how it will work for them. Because I think if I have any claim to fame – and I hope my clients in the audience will back me up here – what I've done or been able to do, more than anything I suspect, is show other people in Australia how to make money.

For example, who in the audience has bought something for me or benefited from what I teach? A big show of hands.

I suspect very few people can make that statement in Australia. So I think that's why I've earned the right to be here and share my information with you guys. So I hope you have a great weekend.

Ted: Thank you Mal Emery. Thank you, Mal. Thank you, Mal.

We have two people here that have connections with Singapore. We're going to invite the first one up, who happens to have the most obvious connection, Jo Han Mok.

Jo Han: Good day, mates! I have lots of mates here. My name's Jo Han. I'm from Singapore. I'll be sharing with you guys how to get free advertising, free products and free customer stuff. Does that sound like a hoot to you? Yeah?

And maybe if you're feeling a bit lazy and you're not too motivated, because I am myself, I'll show you how you can use the seven concepts that I'll be sharing early this Sunday morning, at 7:30, so don't miss it – how you take this concept to the next level and create an Internet marketing business on your own.

So if you're curious as to why I'm using curiosity, find out on Sunday, during my speech.

Ted: Jo Han Mok.

This next guy actually has connections with the US. Very strong connections. With Australia, very strong connections. He had some success that I'm going to ask him to briefly speak about, in Singapore. And he helped already with the Internet challenge. Help me welcome Bart Baggett.

Bart: How are you doing?

Attendees: Good.

Bart: I'm from Hollywood, so my accent's completely fake. You brought up Singapore. Let's address that very quickly.

Before I came to Australia, I had a stop-over in Singapore and I did an interview with Asian News, which is like CNN. I'm going back next week to do a three-day seminar. They aired it yesterday in Singapore.

So I got home last night, checked my e-mail, and there's all these e-mails. "Hey, I saw you on TV, you did really well, yadda, yadda, yadda." And I was like, "How exciting!" Nothing better than free publicity on TV. How many of you would like to have free publicity on TV and radio? Raise your hand. Excellent.

How many of you have ever thought about or are thinking about publishing or writing your own book? Raise your hand. I will be the guy that you need to talk to and listen to specifically, and I'll tell you why.

Not only have I published five books, these two books are now available in Australia through my real book publisher.

By the way, I really don't like real book publishers, because they take all the money and I get like \$1 a book out of this. But it's important to have them in bookstores, occasionally.

But this book sells for \$29 in Australia, and I'd really rather sell you this disk for \$297. I'm dead serious. And I'll tell you why all that makes sense in my one-hour lecture.

But the point is I'm publishing online to make money. And I'm going to share with you all of the secrets I can, in a 60-minute timeframe, to make you money.

When I was 14 years old, I learned a science call handwriting analysis. Have you ever heard of graphology or handwriting analysis? It's very, very accurate.

Throughout my teenage years and college, I used it just for fun and to meet people and engage. And when I was 23, I decided to write a book; because, like Ted, I didn't want a real job.

I've only had one real job in my entire life. Did you know what that was?

Ted: Congratulations. No.

Bart: I was a blackjack dealer at the Mirage.

Ted: That's a job?

Bart: It's true. It's true. I dealt cards to pretty women all night and got paid \$40,000 when I was 21 years old.

And then I wrote this book in my spare time.

So let me give you a summary of what I'm going to tell you about.

I turned that hobby into at least \$12,000 a month residual income. In January, we did \$30,000 in online sales selling handwriting analysis products. Is that like pretty cool? That is a very, very small niche. I would say only one out of 15 people would say, "Oh my God! I've got to spend money on handwriting analysis."

So if any of you have some kind of crazy hobby, I'll teach you how to turn it into money.

Last night, instead of going to the bar, I went out and sent an e-mail out. I have a list of 90,000 people that read my newsletter, and that's why you saw my name on the sales thing this morning.

By the way, those aren't business opportunity seekers, those are self-help handwriting. It's not a perfect fit. It's like selling a shoe thing to an ice vendor. It's not a perfect fit, and we still made money.

I've been on 1,500 radio and TV shows, including CNN, Court TV – I don't know if we'll get some in Australia this week, if press gets around – and something called The Howard Stern Show. Do you know who Howard Stern is?

Attendee: Yep.

Bart: Okay. This was 1999, a little bit before the Internet was very popular. I made \$25,000 in a 25-minute interview, at home, in my underwear. I was not on the show in my underwear, I was by telephone. And he liked it and he said, “This is great, call Bart’s 800 number,” and I made \$25,000.

So I’m going to show you, in the lecture, some of the different ways you can use free publicity, you can use online publicity, you can use newspapers, you can do all this to sell books and information online.

One final thing, Ted, and then I’ll get off the stage. I charge \$350 an hour for consulting for authors and publishers. I’m worth every penny of it.

So when I’m here, pull me aside, ask me questions, get the guru session. I work with some of the top people in the country for authors and publishers. So if you’re thinking about publishing information online, I’m the guy that I think I can help you on here. So take advantage of that, and I will talk to you Saturday afternoon for my lecture. Thank you very much.

Ted: Bart Baggett. Thank you, Bart.

Bart, just one point of clarification. Bart? You charge \$350 and you’re worth more than that. But you are going to consult and answer any questions for free, as long as they can catch you here. Right?

Bart: Yes.

Ted: Give him a hand.

Okay, our next celebrity has also helped Brett and Tom and myself put this event on. You actually wouldn’t be here, enjoying this event this way, without Jennie Armato.

Jennie: Thank you, Ted. Well, I’m here for the girls. It’s an absolute privilege to be here. I am the one non-guru speaking to you this weekend. I have started a digitally-based product business on the Internet just recently, and I want to share those experiences with you.

I also want to tell you about how you can take an existing conventional-type business and by implementing just one or two very simple, very cheap strategies, you can more than double your turnover. I've done it, and I'll tell you how I did it on Saturday afternoon.

The second thing I want to share with you is how to take someone else's products, through an affiliate program, and in a matter of a few short weeks generate a five-figure income. I've done it, and I'm happy to show you how I've done that.

Finally, I'm going to share with you what happens when three wise men ride into town on their camels and share with you their wisdom and their experience. And I'm a walking, talking example now of what can happen when you believe what these guys are telling you. I hang on every word that they say now. When they speak, I shut up. And I encourage you to do the same.

And finally, if you do have but factor, like Ted mentioned earlier, I'm going to show you how to turn that off as well.

So I look forward to seeing you all. I'll be back on Saturday afternoon.

Ted: Jennie Armato.

Our next celebrity is also one of Australia's finest. He's going to give you some real inside information.

You see, there's a problem that comes up when you get successful, that most people don't know about. But give it to me any day. I always think this is stupid when someone says, "But you'd have to pay taxes!" What do you pay taxes on? Mr. Ed Burton.

Ed: Hello everybody, I'm Ed Burton. Is there anybody from the tax department here? Good. We can go with plan A.

What I want to do is show you all how to reduce your tax by 38.5%, so that you pay no more than 30% per annum. Who would like to know how to do that legitimately? Yeah, because tax is your biggest expense. And that's what I'm going to teach you guys.

Do you guys know that if you take \$20 and double it for 20 years with no tax, it gets to just under \$20,971,000.

Now, take the same \$20 and double it, but tax it every year at 48.5¢ on the dollar, you end up with \$84,511.

Wouldn't it be nice to defer the tax and then pay tax at the end, at a maximum 24.25%? So you'd pay about \$15, plus a good lunch better off. Yeah?

So that's what I'm going to teach you guys – luckily, the tax department is not here – when I speak to you on Sunday afternoon. I look forward to talking to you all. If you need to talk to me, I'm very happy to talk to you.

Sorry, Mate, but I charge \$1,000 an hour, which my guys will attest to. How many guys have been in my seminar here? Look at that. Love you guys. Thank you.

Ted: Ed Burton.

Our next celebrity is actually going to be your first speaker after the tea break.

By the way, though, we were putting a schedule together. I sent it over. Brett sends it back and says, "You've got to put a tea break in." I'd never heard of that, but I'm learning a whole lot. So we've got a tea break.

Brett: I also had to show him how to use the buttons on the toilet, with the half-flush and the full flush.

Ted: So this celebrity is really and truly one of the most knowledgeable, successful, and one of the people that shares. He's a down-home guy. A multi-millionaire today, but that's not where his roots are.

The fascinating thing about him is pay attention – he will show you how to do it quickly and easily. A simple question. How many of us would truly, without much effort and without quitting your job and going into a cave to make it happen, how many of us would like to be independent and quit your job in three months' time? Let's say two months' time.

Then listen closely. Armand Morin.

Armand: Okay. I did figure out the buttons on the toilet, so that's a good thing. It took a couple days, though, so that wasn't good.

But what I'm going to talk about today is something I only talked about once ever before. None of you have ever heard about this, because there's only five people in the whole world that know how to do this.

How many of you would like to create a five-figure income, but on a monthly basis? How many of you would like to do that in the next 90 days? Would you like to know how to do that?

Attendees: Yes.

Armand: Okay. If you buy my course... No. Actually, I'm going to show you everything. One of the things I like to do is I like to show people exactly how to do it. You'll see exactly what I'm doing. It's something you've never seen before. It's something that people have suspected I was doing but weren't quite sure.

Over the last six months, we've been testing this. And I'm going to show you how to make Google your partner. Would you like to know how to do that?

Attendees: Yes.

Armand: Do you think you could make a lot of money if Google was your partner?

Attendees: Yes.

Armand: Well, I'm going to show you how to do that. I'm going to show you how you can make Google give you a high ranking, and then pay you for that high ranking, on their money. Does that sound good?

We're going to flip the tables on Google, and then we're going to talk about how to do this over and over and over again, without creating a product, without going through all this hassle, without paying some company \$2,000 or \$3,000 a month. Something that you can do for less than let's say about \$150. Would that sound good?

Attendees: Yes.

Armand: Oh, that's Australian dollars. So that's a 20% discount.

So we're going to talk all about that today, and then I'm going to show you that in, I guess, about an hour. Right?

Ted: Very shortly. About 10:30, is it?

Armand: 10:30. That means 14 hours from my watch. But I'm going to show you that in a little bit. So again, thank you and I'll talk to you in a little bit.

Ted: Armand Morin.

Okay, our next featured celebrity, he came a long, long way from New Zealand, by way of India. I think it's Bombay, India. And I tell you what, he's got a message. Because, folks, what makes this stuff work, Internet marketing, it's not the Internet connection.

Now, question. Trust me on this. Because how many of us know somebody or has heard of somebody saying, "Yeah, I've got a website up, but I haven't made any..."

Attendees: Money.

Ted: It's not just the fact that you're there. You've got to know how to do it. Help me welcome Sean D'Souza.

Sean: Who, in this room, believes that the human brain is predictable? Okay, there's a minority here.

Today, at 1:00, anyone who's in this room is going to find out exactly how to out-think your customer, to start to speak in the language of your customer, to see what's in their brain.

Isn't that exciting, to see exactly what they're going to think?

So you're going to say something, and they're going to say the exact five words. How does that sound?

So what we're going to do today, at 1:00, is I'm going to reveal to you the brain audit, the psychology of the human brain.

Let me tell you a little background from where I came. I came from India, from Bombay, India, which is called Mumbai now. And I got to New Zealand four years ago.

Back then, I was a cartoonist. About 15 years ago, I started out with Leo Burnett, which is one of the largest agencies in the world. And that's where I learned the stuff. That's where I learned how to understand the customer.

We started doing some cartoons, and then we started going really crazy.

So today, I'm going to show you exactly how to take the bags off a customer's brain.

Do you think anyone wants to go for the guru sessions now? Okay, I'll see you guys today at 1:00. Be there, okay?

Ted: Sean D'Souza.

Okay. Our next celebrity, folks, he's actually done something – and I was there, witnessed it firsthand – he's done something that I've never seen anybody else do, ever. And, as you know, today's day and time, I'm seeing a lot of stuff.

What is that? You're going to be hearing a whole lot more about it. We talk about conversion rates and we talk about if 100 customers hit your web page, how many of them buy.

Well, theoretically, in a perfect world, if we had 100 people hit your website and we had 100 people buy, that's 100% closure rate. Does that ever happen? No. It's a numbers game.

Well, I saw this guy make a presentation and, folks, guess what? He's so doggone good, that he had over 100% closure rate. Go figure. Help me welcome Australia's own David Cavanagh.

David: He's lying. Okay, folks, I'd like to thank Rick and Tom and Ted for inviting me here today. It's very nice being in front of everyone.

This afternoon, yes, I'm going to show you some things like that. But primarily, the main reason I'm here is to show you how to get top positions in the search engines. Does anyone want to know how to do that?

Because basically, as far as I'm concerned, I shoot from the hip. I might say things that you don't like, but I don't care, because I want you to get results and make money.

As far as I'm concerned, realistically, you can have a website on the web. It can be beautiful. But if you haven't got any traffic going to it, it's like having a yellow pages ad with no phone number.

Okay, I've just written down a few points to tell you. I'm going to show you, this afternoon, after Sean, how to get listed in search engine databases within 72 hours. Is anyone interested in that? That's right.

Second one, exactly what to do in FrontPage – Tom's using FrontPage – to catapult your search engine rankings.

Another one I was going to show you is why your web designer – this is no disrespect against a lot of web designers or your graphic designer – is robbing you of a lot of money, and how you can do it yourself without paying a lot of money as well.

Also, introduce you to a product that I created, that basically does everything for you to get your rankings in the search engines within three minutes. Is anyone interested in that, as well?

Within three minutes? I'll do that again. Is anyone interested? Okay. And I'll show you that live, on the Internet connection onstage, how to do it within three minutes.

I'm not just telling you. I'll show you live on the net. I'll show you how, where to go to get your keywords, get everything, get your home pages made, 100 pages within three minutes. A little bit easier.

Okay, thanks for that. That was my brother.

And it was really good, because I also work with a company called The Better Business Institute on the Gold Coast, and there's a few licensees of the BBI here. We've got quite a few here. Welcome.

Ted was gracious enough to get on the call. We had 56 people on the call, four of them were staff, which was 52, and we sold 54 products. I don't know how I did that. And then we did an upsell to those people who were there. And out of the 53 people who bought, we sold 39. That was three days before Christmas.

And they even had Peter Payne. Where's Peter Payne? Are you here today? Peter? No?

I even had Peter Payne, he was on the call, and he said to me – excuse my French – he said, “You’re a bastard.” He said, “I had \$97 I paid you, and I didn’t even have any money to buy the kids’ Christmas presents.” So I felt really bad.

Anyway, one thing, a gentleman I give a lot of credit to, besides, of course, the gentleman on stage here at the moment, is Armand Morin, the gentleman who just spoke. Because I listened to quite a lot of what Armand taught, of how to get access to programmers, how to find people that can really teach you. And hey, I’m not a guru, I’m a doru. Gurus, in a lot of ways, are brilliant. But I just like doing it, just going out there and making money. It’s a lot easier.

But Armand taught me a lot, and he’s a very, very intelligent gentleman. Where to get a program that can write you a program that you can sell for \$150, \$200 US, and you might be able to get the whole thing done for a couple hundred dollars. Then you can sell it over and over again. Would anyone be interested to see that? Watch Armand soon, he’s excellent.

Alright guys, I’ll see you this afternoon, after Sean. I thank you very much for your attendance today.

Ted: David Cavanagh. David Cavanagh.

Our next celebrity, is Mike Stewart in the crowd? Okay, hiding out.

Our next celebrity is going to give you some really interesting stuff. Now, he’s doing part of the sound here. But folks, talking web pages can make tremendous differences in your conversion rates. Help me welcome the Internet Audio Guy, Mike Stewart.

Mike: Good morning. I didn’t want to say good day, because Brett said I couldn’t say that. I’m a southerner. But this is probably the furthest south I’ve ever been.

Don’t be scared of the microphone. This right here is the path to making moneymaking products and making web pages that do convert better. We’ve proven, in the last year or so, scientifically, that audio on the web works, audio helps build trust with testimonials, audio is an incredible content that can be sold digitally, it can be sold physically.

If you’re going to make money, you’ve got to make products. I am not a text learner. I can buy a book, I can read it, and not remember one thing I read. I can listen to it once in the car – which

I tried reading in the car and had a wreck, so I don't recommend that – I listened to it in the car and I got it.

I did some research: 35% of the world are auditory learners. So if you create information products, you need to learn to use the microphone. And that's what I'm going to talk about. There's a lot of tools and tricks and techniques and software packages that you may not know about, that people are making tremendous profit with. And we're going to demo it right up here, and you're going to see how it's done. Thanks.

Ted: Mike Stewart, RecordYourself.com.

Hey, got a message. Anybody has a white Ford Fairmont, registration VIS288, you don't have very long to move it.

Okay, our next featured celebrity, and you will be hearing more from him too because he plays such a crucial role in your outrageous success on the Internet, help me welcome president of AutopilotRiches.com, Mr. Rob Bell.

Rob: Thanks very much, Ted. I just want to say thank you very much for having me here. It's been great coming all the way down to Australia.

I guess I'm a little bit on the opposite scale of some of the other speakers here, where the Internet marketers show you how to make money on the Internet. I show you how to take the money and what to do with it.

AutopilotRiches is really a complete automated solution. It gives you all the tools that you need to have a fighting chance to have a successful Internet business. We completely are ongoing developing our applications to monitor new trends that are happening on the Internet, and we keep building further enhancements into our application, to make your jobs easier out there on the Internet.

Ted: Rob Bell.

Alright. Our next featured celebrity... They're hiding over there. Why are they hiding?

The next featured celebrity, actually they're a duo, they're going to teach you more than a little bit about software. We live on the Internet, and it is a software world. The good news is you

don't have to be an expert or really knowledgeable about it to make money with it, and there's more than one way to do it. Help me welcome Jesse Forrest and Brian Duffell.

Jesse: Good day, folks. How is everyone doing today? Are we happy to be here? Yeah.

My name's Jesse Forrest, and this is my business associate and good friend, Brian Duffell. Who here has a computer? Okay. Keep your hand up if you have software on that computer. And keep your hand up if you've spent money buying software before. And who also agrees that software often a CD might be 90¢ to make, but you might buy Microsoft Windows for \$900? There's a lot of profit margins in that, isn't there?

Okay. So what we're going to teach you and reveal to you is how to cash in on that \$350-billion industry, even if you're not a software programmer. Brian's going to tell you a bit more about that.

Brian: Welcome, ladies and gentlemen. It's great to be here. I'm a bit like Tom; first time I've spoken to such a large audience. That's going to be great.

I started developing software about three or four years ago, and I used the Microsoft platform to do it. Who here uses Microsoft Office on a daily basis or a weekly basis? Fantastic.

How would you like to turn your home hobby into a thriving \$380,000 business in about two years? More hands? That's great.

I'm going to show you a product that I developed, called program creator. And you can take your everyday product and turn it into a profitable software business. And I'm going to do it on Saturday at 1:00. So I want you to be here to learn how to do that. I'm going to show you some secrets and techniques that I learned over my years, of how to turn a simple product or home hobby into a great thriving business. It's going to be great. I want to talk to you.

Ted: Brian Duffell, Jesse Forrest.

Our next celebrity is a person who can actually show you – and I don't know how much he'll share with you – show you that in spite of diversity, and maybe sometimes because of it and during the middle of it, the Internet can be a lifesaver. When you've got special requirements in

your family, like being a single father of three kids who would like to take every afternoon off to be with the kids, the Internet can make it happen.

How many of us would like to have that kind of freedom? Yeah. We talk so much about money, but the reality is it's really not the money. It's what the money allows you to do without having to go and be bound and choked by a job. Got me?

Help me welcome Australia's own Paul Barrs.

Paul: How are you doing, folks? Fantastic to see you all here today. It's certainly true what Ted was saying. I have my kids so well-trained, that they – even the eight-year-old – get up in the morning, get dressed, get their breakfast, get their lunch ready, they come in, they wake me up at 7:30, give me a kiss as they walk out the door to get the bus to school.

What do you think I do? Go back to sleep, absolutely. I generally work school hours, plus lunch, plus a swim down the beaches. ___ up there at the pool, come back down again for breakfast.

And I do that simply because I follow a very strategic website marketing business plan, which I've modeled over the last few years, which has brought me from being in a situation where earning \$286 a week on a disability support pension, living five people in a two-bedroom box provided by the government because we couldn't afford anywhere else, to then moving up – through time – to living on the water, living on the canal, and having now a fantastic opportunity where I can spend my time with my kids.

But the business plan that I put together takes you through from were to go. I come from a corporate training background. I will share with you, I believe it's tomorrow morning, very briefly, why I'm now a single father with kids. I love it. It's a fantastic life. Maybe not the perfect, but you make it as best as you can.

The business plan that I follow for every single website. I built another one last week, took me five days to build the website. I didn't do it in just a night. It took me five days to build the entire website. I followed the business plan. Within six hours of announcing it to my list, it made \$4,000, which is approximately 4,000+% of what it cost me to set it up, something like that. And I haven't checked my mail for 18 hours.

It's the business plan to make that website that I'll be showing you, I think it's tomorrow morning. So make sure you're here for that. You'll get a lot from it. Thank you.

Ted: Paul Barrs. Paul Barrs.

The next celebrity, I was in a joint venture in Vancouver, Canada, we were putting on a seminar like this. And we said, "You know what?" We called it the Worldwide Seminar. We said, "We ought to get somebody from overseas," so we called one guy up from Australia.

I didn't really know much about him at that time. I did a little bit of web research and I talked to a few friends and found out he's the real deal. So okay, I go along.

But my attitude was immediately transformed. I saw him up onstage. I saw him sharing genuine information. Some of it was new, some of it was repackaged. All of it was vital and important and effective.

And not only that, there were a lot of speakers there. They had more speakers than. When it came time for the applause, I had never heard that much appreciation for a speaker in my life. Help me welcome Australia's own, all the way from Perth, Chris Bloor.

Chris: Good day, people. I lost an 18-year marriage. I ended up living in a cockroach-infested house that my kids still call the cockroach house. You're at a party and somebody comes up and they're talking to you, trying to be impressive because you're a guru now, and your kid says, "Hey dad, this is like the cockroach house."

I heard about this little fat bald guy, called Mal Emery, that was making millions of dollars, and I bought one of his packs. I read his newsletter, and I looked at this copywriting stuff and thought, "Gee, I'd love to be able to do that." And it was as though a light went off in my head. I decided that I could do.

To cut a long story short, currently one of the most sought-after direct response copywriters in Australia, I've written simple two- and three-page sales letters that have generated millions of combined dollars in extra sales.

But a while back, I went to a business meeting and a young lady came up to me, went home with one of my audio tapes, and she phoned me the following day and she said, "Is that the

copywriter?” And I said, “Yes.” “Good, I want you to write me a sales letter.” Knew nothing about the incident. I said, “What do you do for a living?” She said, “I’m a clown.” I thought, “This is going to be a doozie.”

So I write a letter and it went pretty good. A few weeks later, we were having a cup of coffee in a local McDonald’s and she said, “How come it’s so expensive to hire a guy like you?” She got it really cheap back then. It was only about \$1,500. These days, people are paying \$10,000 for a sales letter.

I said, “Anybody can do this. We just need to grab some material, put it on the Internet, and we’ll make a bunch of money. Right?”

It was a stinking nightmare. Everything that went wrong did go wrong, and we lost \$50,000, which is pretty horrific.

So I’m going to show you, though. How many of you hate dry, dead, dingy, boring theory? How many of you can’t stand it when people tell you what to do but they don’t show you how to do it? That absolutely drives me mad, because I had search engine optimization gurus coming out the ear. And all they did was take an attitude to staggering new heights and leave me totally confused.

We figured out just one system that works. I’m going to show everybody here how to make between \$50,000 and \$200,000 a year working from your spare room, one day a week – and this is the best part – and getting other people to do 95% of the work for you. How does that sound?

I’m going to show you how to persuade like a pro and network like a ninja, and strategize like a military general, and leave your competition choking on your dust.

And I’m going to show you three things never, never, under any circumstances, to feed a German Shepherd dog on a cold day in Scotland, when you’re trying to impress a beautiful woman.

And I’m going to show you the most important thing about marketing that you’ll ever learn in your life. And if you miss this one thing, it doesn’t matter how much money you make.

I'm going to show you how a copywriter and a clown get paid when we're totally unemployable. And that's going to leave you scratching your head. Thank you.

Ted: Chris Bloor. Chris Bloor.

Do we have any celebrities that have not been called up yet? Okay.

We actually do have one more. And because a personal emergency came up very close to the date, he couldn't make it. But I tell you what, he's a lovable guy. Mr. Frank Garon.

Now, how many of us, by show of hands, know Frank or know of Frank already? That's kind of what we were getting a read on.

So what we were able to do is I've got a killer DVD that we've had him on. We're going to be able to do two things. We're going to call him. He's going to share with you live, on a teleconference. Would you like that?

See, Frank's got a secret and he really, really has a secret that most people miss. He's got it.

And we're also going to show you the DVD of the highlights, the real meat of his presentation that he did at one of our previous boot camps. So let's hear it for Frank Garon.

Alright. Folks, I'll tell you what we'd like to do. We need about three to five minutes to switch computers. We're going to have a tea break in 30 minutes, so do not leave now. If you have to go to the restroom, run and come right back. Three to five minutes stretch break, and then we'll start right again, right here. Thank you.

World Internet Summit, Sydney, Australia

Armand Morin, Part 1 – CD 2 of 4

Armand: Can everybody hear me? Okay, good.

The first key that we want to talk about here today is this. This is the key to Internet marketing success: caffeine.

Now, we're going to talk about a lot of things here today. The first thing we want to start off with is really what we're going to talk about. And this is what we're going to talk about. How I drive over 500,000 laser-targeted visitors to my sites each month. Good topic?

Attendee: Yeah.

Armand: But the key part is there's no experience necessary. Even better? Okay.

What we want to do is Napoleon Hill's *Think And Grow Rich*, many people have probably heard of Napoleon Hill. How many people have? A very influential person. He interviewed the world's wealthiest people, and he found out there's basically 17 principles to success.

But there's only five that we're going to talk about today, and these are the keys for you to understand. These five principles will allow you to become truly wealthy and to truly make money online.

Again, these are principles, so they will apply to everybody. They're time-tested, they're proven. Everyone here has utilized these principles at one point or another.

One is a burning desire. Ted had talked about this briefly, and I think Jennie called it the "but factor." I was like, "But factor?" First he talked about cattle, and then she said, "But factor." I don't know about that. I think in the wrong conference.

The second part is specialized knowledge. Specialized knowledge. Everything requires some sort of specialized knowledge. Wouldn't you agree? If you were a I think you call them barrister – is that right? A lawyer. If you were someone that practiced law, you would have to go to a special school. You'd have to take special classes.

If you were a doctor, you'd have to take special courses. You'd have to go to extended lengths of school.

But you need specialized knowledge.

You have to have goals. If you don't know where you're going, how do you know when you're going to get there?

Women are pretty good at this, because they usually utilize maps. But men, all the guys in the audience, write this down, right here.

The other one is be decisive in nature. It's a fact that successful people know how to take advantage of opportunities when they come up. They can make a decision very, very quickly. The best CEO's in the world learn how to make decisions very quickly, and the better the decision that they can make by assessing the situation and then taking advantage of it. That's what makes them successful. That's what they get paid for.

The other one is mentoring or a mastermind group. The mastermind principle is so powerful.

Think of this. It's like a battery. The more batteries you have together, the more power you will have. Does that make sense? There's a lot of energy in this room. Combine all of this energy together. If we started with an idea, we could probably go to each person and you would add your own unique position to this idea as we go through. And at the end, it would evolve into something totally different, that you probably have never even seen before. So mentoring.

Those are the five keys to success.

Now, you have to think outside the box. What I'm going to share with you today is not normal. Anyone that does search engine optimization, you're going to hate me by the time I finish today, because it's different than what everyone says to do.

All the search engine forums, all the search engine experts have told me that I'm dead wrong. But, then again, that's why they're search engine experts is because they think there's only one way to do things. I think outside the box.

So I want you to expand your mind today. Things are not always what it seems. They're not always what it seems when it comes to the Internet.

So here's the example. A man in the kangaroo business dies. Set it up on a positive note. He has 17 kangaroos.

Now, he left those kangaroos, in his will, to his sons. He left half of those 17 to his first son, a third to his second son, and he leaves a ninth to his third son. Okay? Follow me for a second.

Obviously, this doesn't work from 17 kangaroos. You can't do it. Is that right? Everyone agree on that one fact?

Well, here's what happened. A friend comes to help. In many cases, a friend always comes to the aid; sometimes when you don't want them to. But he gives him a kangaroo, so now he has 18 kangaroos. Make sense? He gives half of 18, equals nine. A third of 18 equals six. A ninth of 18 equals two. That makes 17. And the friend gets to keep the kangaroo.

Does that defy logic? Is that not really what it seems? Well, that's what we're going to talk about. And that's what you need to know today.

You see, what we're going to talk about, what you're going to learn today and what I'm going to teach you is the one true secret of the Internet.

How many people really believe there's a secret on the Internet? You think that? Not really. Most of you don't.

Would you think that the only secret is the fact that you don't know it? That's the secret. Well, even if you did know it, guess what? There is still one secret, and that's what we're going to talk about today. The only secret that I know of on the Internet.

How search engines work. Is anyone a search engine expert in this room? No. Search engines are the most complicated things.

What's the popular search engine most people use?

Attendee: Google.

Armand: Google. And Google, a very powerful search engine, is all I use personally. But we're going to specifically talk about Google today. And we're going to talk about who powers who.

You see, when you know the behind-the-scenes, what happens with search engines, it makes it very easy to understand how they all work. And once you understand this, it's very, very simple to figure out the process. Do you say process here, or process? Process of how it works. Simple website optimization. We're going to cover this. I'm going to give you details, as far as how to do this. Simple website optimization anyone can do. And I'm going to show you how those simple website optimization techniques have worked for me.

How to get any website on the search engines listed with a higher ranking within a few short days. If you talk to people on the net, they'll tell you it takes you 30, 60, three months to get your website listed. Wrong! Try 48 hours, 72 hours to get a site in the Internet – and Google, at that – and listed. I do it all the time, every week.

How would you like thousands of laser-targeted visitors and responsive visitors? That's the key part. You see, visitors are not equal. All traffic is not equal on the Internet.

You see, if I had a site and I was promoting lifesavers, and I sent a bunch of people there that were interested in microphones, is that traffic any good for me? No, it doesn't make any sense whatsoever. So why do it? Which is what a lot of people are doing today.

Why you are not listed. We're going to discover the reasons why you're not even in the search engines. Let me ask a question. How many people actually have a website now? A lot of you. How many people don't have a website? It should be the other half. Good, we're all on the same page.

Well, what we're talking about here today, both sets of people need to listen to. Because if you don't have a website, this works. If you do have a website, this works. If you have a product, this works. If you don't have a product, these techniques still work.

No expansion means starting from scratch. Everyone today is starting from zero. Remember that. Today we're starting from zero.

The secret software no one else has. How many people know the fact that I create software? Those of you that don't know, shame on you!

The fact is I create software. I create software all the time. I don't do it myself, I hire other people to do it. But what I do, though, is I find a niche, I find a market, find a software that's going to make it lots easier for me. I am essentially lazy. Isn't there a term "lazy American?" Is that right? That's me. We're going to talk about the software I use to keep me lazy.

To beat the search engines at their own game – and they'll love you for it – search engine recycling. We're going to turn the tables on the search engines and we're going to make it work for you.

I'm going to make Google your business partner and pay you huge checks every single month.

Would you like a five-figure-a-month check from Google? That's pretty good. They send checks over here, and that's always positive. And how I generate more money in a month than many people make in a year, all through search engines.

This is what we're going to cover today. Let's get right into it.

These are search engine facts.

Search engines are just machines. In fact, I probably wrote that wrong. Search engines are really just programs – a program that someone wrote. Who wrote? A human wrote the program.

This is an old computer term: GIGO. Garbage in, garbage out. Most people are putting garbage into the search engines, and therefore they're not getting listed. And so therefore, they're getting garbage out of the search engines. We see it every day.

Humans made search engines and humans certainly are not perfect. Let me give you an example.

Romeo and Juliet. How many people enjoyed Ted's little talk today about Shakespeare? Even though Ted may have understood that, I think Brett can probably say it much better. There's

something about an accent. Ted has an accent and Brett has an accent, to me. I think Brett's sounds much more appropriate when quoting Shakespeare.

But let's talk about Romeo and Juliet. What do Romeo and Juliet have to do with the Internet? Nothing. That's the answer.

The reason why I'm talking about Romeo and Juliet is because it's a play. How many people have heard or read the book or seen the play? Have you ever read that? Maybe you had to in school.

Romeo and Juliet, as many people know, do you know the beginning about two young people fell in love? Basically, they died. It's a romantic tragedy.

Well, if you've seen the play, if you've read the book, the outcome is very predictable. If you had to watch the play every day, do you think you would know the outcome within a day or two? Even if you fell asleep, you would sooner or later get the outcome of this play.

You see, by knowing how the search engines work, the outcome is very predictable. You'll know where you're going to be. You'll know how you're going to rank. You'll know the results. And if you don't know how, find someone who does. And that's why you're all sitting here today.

Here's an example.

These are the majority of the search engines and this is a little slightly out of date, but it's pretty good as a good picture to kind of give you an example. You have Google, Yahoo, MSN, DMOZ, AOL, Ask Jeeves, Overture, Netscape, Fast, and all these other ones. These are all the search engines primarily on the Internet.

I lost a speaker? Okay, can you hear me now? Better? Oh, the speaker's dead over here? Okay. I'll stand over here. You guys can hear me over there, right?

These are the search engines, right here, primarily on the Internet. The thing is you need to know who powers who.

Look at this. Look how this works. Here's Google. Right? Notice, the green arrow notes who's powering Google. DMOZ, which is an open directory, it's a human-edited directory, it's

DMOZ.org, powers Google. So now we have DMOZ powering Google, Google powering either primary or secondary results for AOL, Go.com, Ask Jeeves, HotBot, Alexa, Netscape, Yahoo – that’s changed, we’re going to talk about that in a second – and Lycos.

So how important is Google? Extremely important. If you can get your sites listed in the top of Google, then you’ve basically covered most of your bases on the Internet.

The change that I just mentioned was Yahoo. Yahoo just made a change on Tuesday of this week. Yahoo is now it’s own self-sufficient search engine. It’s not taking results from Google anymore.

Now, people will say, “That’s a big shakeup. Everyone’s going to be in crisis. They’re going to be running around with their heads cut off.”

Well, I checked where I’m listed, and guess what? I’m listed higher in Yahoo than I am in Google. It was just amazing. We’re going to show you some of that and how it works.

But Yahoo is a whole new breed, and it’s just going to be more beneficial, utilizing the technique that we’re going to talk about today.

Can you get top rankings in the search engines – top 10 rankings in the search engines? Yeah, you can. And it doesn’t take a lot of work. Because, again, why? Because I am lazy. If I can do it, anybody can. So the answer is yes.

E-book Generator. This is my term, e-book software. It’s a piece of software that makes e-books, very simply. My main search term would be e-book software. Makes sense, right?

Well, I started at number 44 in Google, when I started this whole process of learning about search engines.

Now, I did a little bit of optimization and then, three weeks later, I was number one in Google. Not shabby. I could handle that.

Now, what does that mean, though? What is the difference between number 44 and number one? The first page versus obviously being lost in the search engines. But monetarily, what does that mean? That meant a 900% increase in sales on that product – 900%!

Now, that product, I was selling an average of maybe two or three a day. You do the math. That's a lot of money at \$97 each.

We settled down a little bit, at number four, and I'll tell you why that happened. I can go back to number one anytime I want. There's a reason. You'll see my reason in a little bit, as we go on.

Yahoo, I'm at number one and number two. I took both spots. I was a little greedy about it.

Five-minute fixes to your website. That's what we're going to talk about in the next section is five-minute fixes. These are the things that I did to get these number one rankings. And all you do is just do one a day. Anyone can do this, and you can do this. You can do this today. You can do this now. That's the whole purpose of this.

This is Google. I did this today, because I do my presentations at the last minute. This is e-booksoftware.com. That's my site. I own that. I bought it with a dash because it was a test that I was doing. I'm at number three on Google. This is on Google. This is my software here, this is number four. So I own three and four on Google.

This is Yahoo, again, today. Out of 1,830,000 people, I'm at number one and number two.

Now, we can't see number three, but what do you think is different about my search engine listings here? Can you identify what's different than the previous example? Anyone notice it?

Attendee: *Can't hear what's being said.*

Armand: No, no. It's much more simple. How many times have you seen an arrow in a search engine? If all the other listings didn't have an arrow, do you think it would make yours much more valuable? Think about it.

Okay, let's go back. Let me see if I can do this right.

This is what it is in Google. Google changes, so we can't do it anymore. This is what a normal search engine looks like, right here. You notice there's nothing next to my title. But now, with Yahoo, notice there's an arrow. Would you like to know how to do that? Do you think that would increase the responsiveness of your advertising and search engines? Yes, it would.

Here it is. Here's the secret. Here's the key. Write it down just like this.

There's what's called a title tag. If you look at any search engine, this is the title tag. In the title tag, this is the word that you're going to use at the top of your page. For example, at the top of a browser, that's where it would normally appear.

Well, this is what appears at the top of my browser. And then you have this arrow.

Right before your words, I want you to type this in. It's #9856. The pound sign. How about this? Do you guys know tic-tac-toe? It's like the tic-tac-toe sign. And then it's the ampersand. Is that correct? And sign. And. My interpreter's gone for the day.

Let's go over this again. You guys call it a hash? Is that correct? The hash. The ampersand, the and sign. And, that's A-N-D. It's above an eight on the computer, I believe. Is that correct? Above the seven on the computer. If you shift-seven, that's the sign I want, 9856. Does that make sense? Just do that. And that's how you get those little things in there. That will increase your responsiveness by about 400% alone, compared to other sites without it.

Attendee: *Can't hear what's being said.*

Armand: We'll show you. I'll actually show you in a little bit.

Any questions? I've got a lot of information here. No, not now, later. Later. Write your questions down. If we have time at the end, I'll answer them. Or, if we don't have time at the end, just grab me in the hall and I'll answer them for you, no problem. But make sure you write your questions down.

Okay, seven simple steps to do it yourself. The title tag is what we just talked about. I'm going to show you an actual website a little bit later. I'm going to pull up the actual source, so you'll see different things.

The title tag. Write these down. This is the most important part. I'll show you how to do them after.

The title tag is one. It's to have the proper title tag, which means if you look at an HTML source code. How many people ever clicked on a website and clicked "view source?" You've done that? If you look at that, the first thing that you notice is usually HTML, and then it will have a title tag. That's the title tag. H1, H2 and H3, that's what's called a header, a heading.

H1 gives you a big heading. H2 gives you a smaller heading. H3 gives you an even smaller heading on a website. The words, the size of the words is what I'm referring to. It automatically makes them bigger. You can adjust that. And we'll show you that in a moment, as well.

Image Alt tag. If you put your cursor on an image and wait a second, sometimes a little yellow box comes up. Whatever it says in that box is your image alt tag. You can put words in there, which means you can put your keywords in there.

Your H1, H2 and H3 should contain your keywords. That's why you need to understand this. The title tag should contain your keywords in there, what you want to be known for your site. What's the main topic of your site?

The first 250 words on your page count the most. Everything beyond 250 really doesn't matter that much. It should make sense, but it really doesn't matter.

The metatags. You can go on the Internet. I'm not going to bore you with all these metatags, but you can go on the Internet and put "free metatag creator," and you can find one in there. It's very simple. You just look for it.

But most important, the metatags is your description: what's the description of your site, what it is that you're doing, what it is that your site is about, what are you selling, even.

And then, the most important part is only use three keywords on a page. Three main keywords. Some people put 250, 500, 600, 1,000. Guess what? It's all bogus. That's the key is that most people don't know what they're doing. And only use three. We've done this by a lot of testing. Not only myself, but a lot of my friends.

Anyone ever heard of Stephen Pierce? Stephen Pierce is a great friend of mine. We've done a lot of testing together. As far as all this stuff goes, this is what works. These are the main things that make a difference on a site.

This is if you did it yourself. We'll talk about how to automate this.

There's a problem with search engine optimization. SEO stands for search engine optimization. I may use that term a couple times, as I'm talking today. There's a problem with it.

Number one, it takes forever.

Number two, you're competing with full-time people to get into the search engines. If you had a top keyword, like real estate, do you think you could easily go in and take your site and replace the number one person on that site? Not very easily, considering they're probably there forever and they probably are realestate.com. You can't get any more appropriate than realestate.com, no matter what your word is. So you're competing head-to-head with full-time SEO companies.

If you hire someone to do it, it's about \$2,000 to \$3,000 a month. That's expensive. I don't want to pay that.

Most people use the wrong keywords, because you don't really know what you're searching for. We're going to go into depth about all these different subjects today.

You need to become an expert. I spent the last six months of my life doing nothing but search engine optimization, just trying to figure out this game. I didn't have to go too far, because I realized that most of it was really bad and I don't need to know. But I had to become an expert at it, and it's boring. Boring as all heck. It's not an exciting thing. "What are you going to do today?" "Well, I think I'll just search for some keywords and put them on my site and fix my title tags."

Is that so much a great day? Or would you rather get up in the morning and say, "I think I'll go to the beach." That's a much better use of your time, to me.

You're not an SEO company. That's the most important part I want you to understand. And the other part is why do it if there's a better way? That's the way that you can do it yourself.

There's automated ways that we'll talk about.

The first thing, before you even get into your search engines, and you get into the search engine and you start optimizing your page for higher ranking, is just to get your site into the search engines.

Those of you that have websites, are all of your sites listed in Google right now? No, some of you aren't. Well, this is how we're going to get your site listed.

Those of you that don't have a website, this is how you get your site listed into Google.

The PageRank. Google has something called PageRank. It's unique. It's a unique animal that no one else has. No one else has PageRank but Google.

The only way that you know your PageRank is if you download Google's toolbar. And you need to have the reporting version. They're going to give you two different options when it comes to this. This reporting version sends Google information.

For example, if you go to a site and you have this toolbar – and I'll show you that in a moment – if you go to this site and the site is not listed in Google, this toolbar sends a message back to Google and says, "You're not in the search engine. We don't have this site. So we better add it, so we can spider it, which means include it into our search engine later." Does that make sense?

So what do I do? Sometimes, I just sit there and I hit refresh, refresh, refresh. I want to send as many of these messages back to Google as possible. "This site's not in. This site's not in." That's what I do sometimes. I don't know if it works, but it can't hurt. I thought of making a little program that just refreshed the page constantly, but I don't think that's going to work.

PageRank goes on a scale between actually zero and 10. Zero and 10, 10 being the best, zero being the worst. If you don't have above a three, then it's no good. They don't care. You don't exist unless you have a number three of a PageRank.

This is what a Google toolbar looks like. If you have it on the top of your browser, it has "Google," you can search with it. It has a pop-up blocker built into it, so it's kind of neat. I use that.

Then we have PageRank, that little bar right there. When you put your mouse over that bar, you'll find that PageRank is the Google's measure of the importance of this page, six out of 10. Six is good. Six is very good. Seven is better. But six is good.

With six, what does this mean? If we want to get sites listed into Google, what we need to do is we need to make sure that we have a high PageRank, because that will determine how often Google revisits our site.

For example, if Google was only visiting your site once per month, how often do you think you could get another site in? Well, maybe once a month. Probably about every three months.

Maybe even longer. Usually, what I find is it takes between three and five times to get another

page in, even once they've indexed your page, meaning once they've accepted the changes that you've made. So three to five times, they need to come back to you.

If it was only coming once a month, it's not doing you a lot of good. If you have a six, this means it's coming every day. So that means I'm getting new pages in, usually about once a week.

Now, if you have multiple sites that have a six or a seven, in some cases, or a five, guess what? If you have a five or a six on this, that means you're going to get multiple sites in and it's going to spider all of them.

Let me use an example. You have site A, site B and site C.

Site A, Google comes on Monday. Site B, Google comes on Tuesday. Site C, Google comes on Wednesday. But if you have a link to A, B and C on each one of these pages, effectively how many times are they hitting your site in three days? Nine times, right? Does that make sense? Sounds about right, because I just made it up. No, that's about right, about nine times. In some cases, more than that. And we'll show you some of that.

But if you don't have PageRank, borrow it; meaning ask a friend that does have good PageRank to put a link to your site on their site. Is that easy enough? That's pretty simple.

How many people don't have friends like that, though? If you don't have friends like that, buy them. Meaning you can just go to someone and say, "You got a high PageRank? I'll pay you X number of dollars to go ahead and put a link to me from your site." And there's companies that do it.

LinkAdage.com. I may be saying this wrong. I say LinkAdage. It could be LinkAdAge. But either way, go to that website and you'll see that there's an auction site. People with high page rank, with a PageRank of five, six, seven, eight, sometimes nine. If you have a site with a PageRank of nine linking to you, you're golden. I will pay you money. Just come to me. I will fund your whole campaign.

But the fact is, the PageRank of nine, you can buy it. It's going to cost you a lot of money, probably, about \$2,000 a month.

Do you have to do that every month? No. You just need one time. Do I recommend paying \$2,000? No, I don't. You can usually get one for about \$30 or \$40 and just do it for 30 days. And that's all you need. Their PageRank will transfer to you. Does that make sense?

Let me give you an example. If a site had a PageRank of seven and they link to you and you have a PageRank of six, let's say you had no PageRank, because a seven linked to you, you would instantly have a PageRank of six the next time that Google updates. Does that make sense now? That's the importance of PageRank. It's called the transference of PageRank. I like that. I just made that up, too. But we're going to use that.

But LinkAdOption, another site, same thing. It's an auction site. You're just bidding with somebody else. Sometimes you'll find these great deals. I don't recommend spending a lot of money doing this, because you only need it for a short period of time. If you do it, do it for one month and that's it.

Again, buy a link from someone else's site. Just like I said, this is just backing me up. Buy PageRanks for short periods of time. Works as an auction. Only bid on PR6 or higher, that's key. PR6 is the most valuable site.

For example, once your site is up for a while, some of you have a site and you probably have a PageRank of three. Some of you may have a four, if you have sites already. Some of you may have a five. That's fine. You're good. You don't have to do too much from there.

But a PageRank of six, if you don't have no PageRank when you find this out, is the best. The best to bid on, I should say. The higher the PageRank, the better, again. A high PageRank equals faster inclusion into the search engines. You get indexed more, which means you can ultimately get more pages listed in the search engines.

What we're going to talk about today is we're not going to talk about one site. We're going to talk about thousands of sites. What I'm going to show you, in a few minutes, is going to be how to get multiple sites.

Each week, I get an average of between 5,000 and 9,000 pages in the search engines. Not bad. Each one of those pages makes me money, without doing anything, without selling anything.

Add your own URL. This is really simple. People to pay companies just to submit their URL to search engines. They give you this big, “We’ll submit your site to 700,000 search engines.” Let me give you a little hint. There are not 700,000 search engines on the Internet today. Most of those are just what they call FFA pages. Free-for-all link pages, which are of absolutely no value to you. They mean nothing. Don’t buy into it. Don’t pay for it. Don’t do it, because you will flood your e-mail box with a bunch of spam that you don’t want, you don’t need. Just don’t do it.

The easiest way is to just go to Google/addurl.htm, and just submit it into Google. I do this once a week with my new sites. I just add one page, and you’ll see how this all works. But I just go to that. That’s one way.

But most importantly, do you remember that graph I showed you earlier, that little chart that showed you who powers who? Well, who powers Google? DMOZ. So we should submit into DMOZ. Google spiders or goes into and searches DMOZ almost every day. It may not update every day, but it’s going to search it every day and add new inclusions. So you will get ranked higher.

DMOZ is the way to go. If you go to Google.com right now and you click on the little path that says “Directory,” that is DMOZ. That’s it. That’s how closely they work together.

Okay, Yahoo. Submit your site into Yahoo. It’s a little more complicated, and you can just read the directions. It’s very simple, but it’s a little bit more complicated to submit your site into Yahoo. You don’t have to pay their money.

They’re coming out with something new in a few weeks, that you can pay them to get your site in again, which is going to give you some advantages. But don’t worry about that now. Just use this, it’s free. Alltheweb.com. Gigablast, a huge search engine. You guys ever hear of it? No one has. I found it by accident, one day. But they’re serving like three-billion pages or something like that, some crazy amount. Gigablast.com. Submit your site into there. They’ll list you instantly.

Again, as I said, no FFA pages. And the last part is no mass submitters. Don’t buy software to do this, to submit your site into search engines. They don’t work.

See, you need to spend your time doing only things that work. Everything that we're talking about and I'm showing you today, I do not spend a lot of time on. What I do is I just do this before I go to bed at night. I spend about 45 minutes to an hour every day, before I go to bed. I don't do all of this stuff. I'll show you more of what I do. But I usually submit a site into Google. I usually go create some pages, which we'll talk about, which is really how you're going to make money from this.

Automated optimization. Automated optimization. You see, there's a hard way and there's an easy way. Which way would you want me to explain to you?

Okay, let me put it this way. There's a way that makes no money and there's a way that makes a lot of money. Which one do you want to learn? The lot of money, right?

Doorway pages are what were created a few years back. Basically, they were pages just optimized for search engines, and they called them doorway pages. I'm giving you a little bit of history here.

Doorway pages worked great. Search engines changed, doorway pages were no good anymore.

Then came along a friend of mine, Stephen Pierce, who created something called Smart Pages.

Smart Pages work. Smart Pages are the deal. There's a product that's called Smart Page Generator. Anyone heard of that? I'm telling you, the guy that created that is a genius.

Okay, I created that. Smart Page Generator. I created Smart Pages. And Smart Pages are just optimized for search engines.

The way they work is we've created a formula that does all this for you. It keeps your information, takes your keywords, creates 10 pages, and then you take all of those pages, upload it to your server, and then they sit there. And they get usually a top 10 ranking almost every time. Pretty simple, right?

When a person gets there, they don't see anything. All they do is they transfer to the pages initially that you want the end user to see. That makes more sense.

Again, the Smart Page does this. Here's the end user. They hit the Smart Page. They don't even know the Smart Page exists. Immediately transfers them onto the site. It's just to get high search engine rankings.

That ebook-software.com site, that was a Smart Page site, number three ranking. It beat my own site, which is actually the site that it's redirecting to, which is number four.

It works. But Smart Pages are a way that we can do that.

But then there's something else. There's new optimized pages. You can have content on the page.

You know, one of the myths – I should say – on the Internet is that for high search engine rankings, you need to have a lot of content.

How many people are really writers here and you feel like writing every single day? I don't like writing every day. And I'm not good at it. I have misspellings. If anyone ever read a sales letter of mine, I'm sorry. I did the best I could.

I can write a sales letter, but when it comes to checking the spelling and all that, that's fine. I know ultimately I'm going to make money from the sales letter.

But to create content for the sake of creating content is time-consuming, and I don't want to do that. So these new optimized pages were designed to create their own content.

Number one position software, David Cavanaugh, you heard him talk, David's going to show you all about the software later. I'm going to touch on it briefly.

This new software is something that every single one of you have to have. This software will make you a lot of money. I'm going to show you what the software does, and I'm going to show you examples of pages that I created with this software. And I'm going to show you how the software's generated me – and is generating me – five figures per month.

Do you think you need that software? Okay. This is part of the equation that I'm giving you, so write that down.

Create hundreds of optimized pages in a short few minutes. Instead of creating one, instead of creating 10, it creates 100 of these pages. And I'll show you how to make thousands of pages with the same software.

If I do something on line, I like to do it in a big way. Hundreds are not enough for me. I want to create thousands. If one is good and two is great and 100 is better, I want thousands because I can make more money with it. And I'm going to show you how I stepped up the optimization on these pages. Because remember, I spent the last six months trying to figure out how this all works, to make money with it.

So I discovered that there are some tricks that other people didn't know about. When I did this, it just blew everything out of the water.

Here's what the software looks like. There's David. It's number one position software. And here's what it is. It's very simple.

You have a set of templates. You have an index template, you have a results template, you have a site map template. On the left-hand side. Your right-hand side. I'm from the states, so my left. Our toilet flows different, too.

We have an index, a results and a site map template.

Those three templates automatically come with the software. They automatically design to get high rankings in the search engines. Nothing wrong with those templates. We'll talk more about it in a minute.

But they're already there, so you don't have to do anything. The data source is your keywords. The keywords that you're going to use.

If you don't have any keywords, there's a little button – some of you in the back may not see this – there's a little button. All this says is "Suggest Keywords." That's all it does. And you click that button, a little window pops up and says, "Enter your keyword." You enter the keyword and it automatically searches and finds out about the keywords that are pertinent to what you typed in.

For example, if I type in e-book software, it would give me 100 keywords for e-book software, like that. So you don't have to think. See, the less thinking you can do, the better, if that makes sense.

But all you need to do is make money with it.

So what we need to do is we need to put in our keywords here. We create an index name, the amount of keywords per page, and then our home page URL. And we create it, push a button.

Let me tell you this. There's another section to this, which advertises a product. You have to have a product that you can market. If you don't have one, we'll show you how to get one. We can show you how to market someone else's product, and I'll show you that in a moment, as we go through.

But this is the software that we're going to be talking about, and how it generates the income.

David did a great job on it. He just added some new features that he's implementing into this. It's an awesome piece of software and I really do recommend it. This is going to be your next best friend for the rest of your life. Trust me, this is the one that will save the day.

What I did was I stepped-up the position on it. I created a secret template. Let's do this, because I want to show you this.

Let's do this. Pull up the browser and get rid of these cards. What was that?

Attendee: *Can't hear what's being said.*

Armand: That's a secret. Okay, maybe it's not. Hopefully, we have an Internet connection. Yes, we do. That's always positive.

Some people might be wondering what this little tool is up in the left-hand corner. Everyone see this, up in the right-hand corner? This is a product called RoboTool. I don't remember any of my passwords on my computer. This takes care of it all. It's just RoboForm.com. If you don't have that, you can download a free version of it. I paid like \$29 for it. But RoboForm.com. Just grab that.

But let's log into this. Now, what I want you to do is look at this. I had some keywords. These are the keywords I did for e-book software. They're just left in there.

But here's what happens, down below. Recommended site. Has a site title, description and URL. That's what we're promoting. That's the site that we're promoting right now.

What we're going to do is we're going to put in a title, we're going to put a description, and we're going to put a URL. The URL is simply where we want people to go.

And then there's something else that we have down here, which is the pop-up URL; which means when a person comes to the site, when they leave it, if they don't do anything, this little window's going to be popped up and it's going to be the site that we're promoting.

That's the whole software. But let's ultimately look at something here.

GoGenerator.com/insomnia. Anybody have trouble with insomnia? I sell a product. It's not even mine. But this is my site map page. It's just a bunch of keywords, right? Doesn't really mean anything. So when I click on these keywords, acupuncture, anxiety, insomnia. It gives me an ad up here at the top.

Here's our ad. Here's some Google stuff. We'll talk about that later, and then we have this down below. These are all results. Do you think I wrote this? The software wrote this. These are all results from other search engines. And it's automatically in there, and it's optimized.

Now, let's see this. We highlight acupuncture, insomnia and we go to Google. Now, what would you say they rank? I'm taking bets.

Attendee: One.

Armand: Number one. But Armand, you set that up previously. It was already circled. Yeah, I can control Google through the power of my mind.

Let's try this. Let's pick one. Carbohydrate, insomnia. Is that good? Or do you want me to pick a different one? I'm pretty sure I'm going to be number one for this.

What is this? Club, dance, insomnia? Let's try that. Who knows?

Now, before I do this... No, I'm kidding. Let's try it. Okay, let's see. Oh, yeah! Look at that! Everyone together, "Armand, you are the man!"

Who else wants to test me? Come on! No, I'm just kidding. But that's the page. When I click through that page, club, dance, insomnia, what are we going to see? Same thing.

Attendee: *Can't hear what's being said.*

Armand: I was on Australia. It wouldn't matter. Just pages in Australia wouldn't come up, because I don't have a .au extension on my domain. I don't know. This is my first time here. I don't know, but I would assume that if I had a .com.au extension, I would have the same results in Australia. That is correct, right, .com.au? But I would have the same results.

So you can optimize specifically by country. You can optimize by localizations under the different markets as well, too.

The directory. Remember the directory I showed you? That's the directory right there. And again, if you scroll down, to prove my point, there it is, open source directory.

Anyone know how I go back to it?

Attendee: F5.

Armand: F5? Oh, you guys are wrong. Anyone else have any other ideas?

Part 2 – CD 2 of 4

Attendee: *Can't hear what's being said.*

Armand: The big screen icon? Okay.

Attendee: *Can't hear what's being said.*

Armand: This one?

Attendee: *Move to the right.*

Armand: My right? I take it back. I take it back. But those pages are not the standard default templates that come with the software. Those pages were the optimized pages I created

specifically for the software. Due to the testing that we've done, the secret template, I tested it for six months. I know it works. It routinely gets top 10 rankings, just as we've seen, even on things like club, dance, insomnia, which I hang out there all the time.

Simply replace the results template. Remember there was three templates? Just replace the results template. I've modified it to make it work better. Once you replace that results template, all the pages now are 100% optimized for the best search engine positioning that there is.

For example, if you knew that you'd get top 10 rankings in the search engines by utilizing one template, how many people would like that template? Would you like that? Okay.

Possibly, later, I might show you how you can get one. But we're going to talk about why you're not listed.

This is the thing. One of the curious parts of the whole process is why you are not listed. If you understand the reasons why, it makes it easier for you. You can at least cry easier at night.

The number one reason why you're not ranked in the search engine is this. You are not using the right keywords. You're using absolutely the wrong keywords.

So you need to use the right ones. And why? Because we're trying to get the number one keyword.

If I'm selling microphones, I'm trying to cater to the whole microphone business.

The biggest problem people have is they try to cater to everyone on the Internet.

When I talk to someone – and some of you may come up to me later on, hopefully you won't say this now – you may come up to me later on and I'll ask you, "What's your market?" And you're like, "Everyone on the Internet." Yeah, that's great and that's idealistic, but no. Really, what's your market? You have to be very specific.

It's better to be a big fish in a small pond, in other words. Does that make sense? You see, you need to specify what people are looking for. And you can do that through the right use of keywords. Keywords are the key. Your keywords are obviously just too competitive, and that's the problem. You're not specific enough in what people want from their site, from your product. You have to cater to a niche market. I'm sure someone's going to talk about that this weekend,

about niche marketing, especially when you're creating products. They're going to tell you all about this.

But keywords are the same way on the Internet today. You can't compete with top companies with high PageRank. You may have an eight and they have that link; specifically backward links.

Backward links. What does that mean?

Backward links, when you have the Google toolbar, if you right-click on a page, it will show you the amount of backward links. Let's go out of this again. It's much easier for me to show this to you.

This is what I mean by pop-up. This is the pop-up that comes up from the insomnia page. We went to two insomnia pages, remember?

Whoever makes this pop-up software has just got to go. Anyone ever hear of Pop-up Generator?

Let's do this. Let's go to one of my sites here. E-book Generator. This is one of the sites I told you about earlier.

E-book Generator is my e-book software. Another pop-up. Those are the ones we like. They make me money. E-book Generator.

So I've got the Google toolbar. Let's look at the PageRank. Six, right? Pretty good. Let's put it over the image here. E-book software, free e-book software, e-book cover software, e-book creation software. This is an H1 tag. I'll show you more about that in a moment. But that's my H1 tag. H2 tag here. You notice they're the same size? You can resize these H1 and H2 tags. I'll show you that in a moment. And then I have different spots throughout this.

But most importantly, this is what I want to talk about: backward links.

If I right-click on the page, there's a spot right here, down in the last section, it says, "Backward links." That's how many other people are linking to me in the search engines. And let's just see how many people are linking to this site; 1,650. Diet, insomnia, that's me. Stock trading online. Canadian stock picks. Hot penny picks. Future trading platforms.

Remember I told you about a friend. That's a friend of mine, Stephen Pierce. Those are his pages that he's made. And 1,650 pages are linking to the site right now. That's your backwards link. But backward links are extremely important. So you need to have other people linking to you.

But what you're going to do is not only have the backward link, you're going to use the back door to create those backward links.

Here's what I mean. This is the same page we were just on. I said backward links, second part is very important. The other part I said is use the back door.

The reason why this is so important is you can create your own links to yourself. Each one of the pages that I create has other links at the very, very bottom. It links to my own pages. It's called internal linking. Write that down. Internal linking; which means I create my own backward links in the search engines. So I link to myself on all of my pages, and that's how we do it.

So you can link to yourself, and that's at the bottom of the template. But you use the back door in order to do that.

See, there's keyword tools. Let's talk about this for a moment.

Keyword tools, very simply, they allow you to create the proper keywords.

There's a piece of software called GoodKeywords.com. It's free. You can download it. And it's a very good piece of software. It's free. The price is right. So you can use that.

And then there's Word Tracker. Anyone ever use that, WordTracker.com? WordTracker.com is a monthly service. I think it's quite expensive for it, but it's a good service to get the keywords that you need in order to effectively compete in the search engines. It gives you a whole slew of them.

But the problem is – we'll talk about that in a moment.

There's another site that's free, also, Inventory.Overture.com. That's the keyword search tool. Inventory.Overture.com. But the big problem is this. Overture only gives you the top 100 keywords.

You see, I don't even want to compete with those top 100 keywords, necessarily. I do, but I don't. I may win, I may not, but I don't really want to.

GoodKeywords.com uses Overture, so that just ruled them out, too. They're only going to give you the top 100 words now. And WordTracker is way too complicated to use. Does that make sense? If it's too complicated, you are not going to use it.

I think it's too complicated. I don't use it. And it's too expensive.

So what should you do? Any ideas?

Attendee: *Can't hear what's being said.*

Armand: You know, that's a good idea. He said, "I would assume you have a piece of software."

This is the secret software I told you about earlier. It's not very fancy, but it's straight to the point. I didn't even title it, because there's only five people in the world that use it, and I'm one of them. I created the software.

We enter in the search term. Overture, by far to me, is the best place to get keywords. But again, remember, I said they're not very specific, because they only go down 100 keywords, 100 phrases.

Let's do something. Let's type in "e-book software." Here's what happens. Hopefully, it will happen. There we go. Okay, e-book software. These are the results from Overture right now. E-book software, e-book cover software.

But now, more importantly, look at the numbers next to them. Look at the numbers next to them. Next to it, it says, "4,008." That's the number of people that searched on this topic last month. 4,008 people searched on "e-book software." Another 2,234 people searched on "e-book cover software" last month. Another 693 people searched on "free e-book software" last month.

There's a lot that this information tells me. First of all, if I was creating a product, what should my product be? More people searched on e-book software than the rest, right? So it should be the top one.

Now, I don't know how far this is going to go – we might have to do another search, just to make it easier – is dig all. It would expand all those listings. And I'm not sure there's even enough listings to do this, so we may have to do this again.

But what will happen is it will expand all those listings and dig down deep into Overture. In our case, right now, there's nothing there.

So let's do something a little bit more, so you can see how this works. Let me show you this actually on Overture. Inventory.Overture.com.

Now, let's do this. Let's type in the word shoes. We type in shoes, and this is the results. I'll scroll up on the page, so you can see this. Last month, 771,000 people searched on the term shoes. That's a lot of people.

Now we have 108,000 type in the term walking shoes, 80,000 typed in payless shoes, 79,000 typed in shoes online, 56,000 typed in running shoes, 54,000 typed in diesel shoes, Aldo shoes, hiking shoes, Nike shoes, Jordan shoes, wedding shoes, women's shoes. It goes on.

Now, these are just 100 of those top keywords. But we said we don't want to compete.

So if I had to do this by hand, what I would do is I would go to shoes and click on walking shoes. Now, out of that 108,000, it's going to give me all the terms that submit with the term walking shoes.

Now, if I wanted to get more specific shoes, I could type in New Balance walking shoes, and I could click on that. And I could get even more specific and get all the way down to New Balance women's walking shoes, 91 people.

Now, if I had to do that with 100 terms on all of the different branches that each one has, how long would it take me? It would take me a long time.

But let's try this. Shoes. Okay, same results. Right? We're going to see it's moving now. It just expanded out safety shoes, and it's still going. It's going and it's going and it's searching all those. And it's finding out and expanding each one of those.

At the same time, what it's doing is it's also de-duplicating the whole list. And shoes is a pretty big topic, so this may probably take a while. But it's going to keep on going through this whole

process until it does. See it keeps on expanding? Now it's branched out. It has another one, Kenneth Cole shoes, it looks like, and it's branching that out.

And by the time we're done with shoes, I would imagine that we'll probably have – this is just a guess – I would say probably between 57,000 keywords from that.

Now, look at how specific it is, though: 80 people typed in rack shoes store. Now, if you had a product that was a rack shoes store, what you would do is simply... Would that be a targeted person? 90 people on the whole Internet typed in rack shoes store. That's about as targeted as you can get on the Net.

So it's going to continue on, fetish shoes. Okay, time to go back to the presentation. You don't need to see that part.

We have the good keywords, everything. We have that software, which is still running in the background. So what should you do? The top secret dig tool, that's what I call it. Overture dig tool. No one has it. I'm the only one that has it in the world.

The secret to making this process work. It truly is. Because everyone else doing this process is only using 100 keywords. I'm using 9,000, 4,000, 3,000 at a shot to get pages in.

So every week, I'm getting thousands and thousands of pages in. So it digs into the Overture results. It brings back all the results into that keyword. Not just one or two, but all of them. It turns 100 into 2,000, 3,000, 9,000, whatever. And it's real results.

Literally, this is what people are searching for. This is what makes this so special. It's the real results. It's the exact search terms they're using, in their own words. And the last part is it uses their own words. That's the key.

You see, if I communicate to you utilizing your own words in the way that you talk and the way that you type and the words that you use, it's much more appropriate rather than the way I'm doing it now.

That was a joke, by the way.

So here's what happens. These targeted pages can actually bring you traffic.

Now, this is this morning. This is this morning and the last few days since I've been here: 24,000 people, 23,000 people, 20,000, 15,000, 19,000, 25,000, 25,000, 19,000. Before I came up today, before I woke up this morning, I had already 6,009 people already hit my pages. Before I woke up. 12,886 people clicked on those links, those programs that I was promoting, and I probably made sales off that.

So far, this month alone, I've brought in 329,435 people to my site utilizing this method.

Question: does this work?

Okay, now there's the other part that I can't show you, because there's one more column here which Google does not allow me to show, so I won't do it, which is how much money I've made from Google. All I can tell you is this: most of the time, most people work several, several weeks to do what I do in a day on Google, and Google sends me that check every month. Let's put it this way: it's over five figures. Let's put it this way: it's enough money where I can hire a person full-time to do this for me and pay for it, and I'll probably add two more people on, then three more people. Why? Because I'm greedy.

I see this income generating from this as a way that I can almost replace... Let's put it this way. I'm almost replacing my income I'm making on the Internet now. Do you guys know how much money I made last year? It was a lot. It was a lot. Between my seminars and everything, I think we did a little over a million dollars last year, online. That was between my products and sales.

This will replace my income online.

Now, do you think I'm serious about this? Yes! Again, five people in the whole world know exactly what I'm doing. So I'm very serious about how this works. Like I said, I'm hiring people to do it for me now.

I want to make Google your cash partner. This is how you can do it. Remember, it's not about me. It's about you. Make Google your cash partner.

Contextual advertising. That's my new word for the day. Contextual advertising. It's fun to say. It's the Google Ad Sense Program.

Google came out with their Ad Sense Program, which takes their ad words, when we do a search on Google, on the right-hand side of the page is people advertising. They're syndicating their ad words. It syndicates the Google ad words program. Okay? And it allows you to put advertising on your site.

Anyone can sign up. It's free. It doesn't cost anything. And the words that show up are based upon the topic of your site. Okay?

Ads pertaining to your topic, again, it's very, very relevant as far as what you're doing. But that's the highlight of it. That's what Google does. But the cash partner, meaning that they're going to put little advertising... Remember those pages that we pulled up with insomnia, that right-hand side? That was the Google Ad Sense Program. That's what's generating me a lot of money every month. And that's what will generate you a lot of money every month; 100% targeted advertising, which means all those words are very, very relevant. And it's only going to show ads based upon what the topic is of that site.

So when you saw the site, on my insomnia pages, on the right-hand side, guess what? Those are people advertising under the term insomnia.

Some of you may have advertised in Google Ad Words. It's not cheap, in many cases. What they do is they pay you a percentage.

For example, for example, popular drugs, Centramine, or whatever it is. Sounds like that. You're advertising that. That's a pharmaceutical, right? People are paying \$5 and \$6 for every click that they get from Google. Google will pay you a percentage of that, which means you can make like \$1, \$2 or \$3 for one person clicking on that link off of your site.

Now, if you had thousands of people coming to your site a day, do you think that would add up? Pretty quick. I've had clicks ranging from 5¢, what I was paid, all the way up to where I was getting paid over \$2. In one case, \$3 one time, for a click.

So it depends on the topic, what's going to be paid more.

For example, if you were advertising gambling, do you think it costs more to advertise under kitchen utensils or mortgage sites? Who do you think is going to pay more money for the

advertising? Mortgages. Why? There's more money in it. And there's not a lot of money in kitchen utensils.

So if you advertise a thing on mortgages, which I'm driving maybe 10,000 people a day right now, just under the term mortgages, do you think you could make money from that? Do you think you could sell the leads from that? Do you think people would be interested in buying those leads, automatically, without you doing anything? Yes, because that's what I market. I market mortgages like that, and I don't do anything. I have another company that pays me \$36 for every one of those clicks that I get to my page to theirs if a person just fills out a form. It's free. And I get paid \$36. So I would do maybe a few of those a day. It doesn't take much.

How to implement Google Ad Sense. Simply add it to your site. Add it to your sales letter. You could add it to your thank you pages. But no, no and no.

Remember, you don't want to put this on your regular sales letters. You don't want to put this on your normal sales site that you're trying to make money from, that you're trying to sell things from.

So do not interfere with the sales process unless you want to totally depreciate the sales that you're currently getting. So don't put it on those pages.

What you need to do is you need to make optimized pages. So this is the best way to add Google is to drive traffic to an optimized page, just like we've been talking about, that I've been showing you. Not only do that, but drive a lot of traffic to an optimized page.

And then, have a themed page, which means everything is relevant to a specific keyword, so you'll make more money from that Google Ad Sense on the right.

Optimize for search engines, optimize for click-thru's. You want the click. You want people to click on the Ad Sense money.

The Ad Sense on the right-hand side, people click, you make money.

You want to promote a product. You need a product to promote. We'll talk about that in a moment. We'll talk about how to make a product. But you also want to make sales, as well.

So how would you do that? Well, we have the Google Ad Sense template that I showed you earlier. It's tested for over six months and ranks high in the search engines, tested for optimal click-thru's. It out-performed our previous test that we were doing, that template I just showed you, by 338%.

We have Ad Sense on the right. Do you know that by having it on the right-hand side of the page, you will increase the amount of click-thru's? Simply because it's easier for a person to click. The mouse is on the right-hand side of the page, that's where your scroll bar is, so therefore it's easier for people to click and they will click on it more often.

Tables are set up properly for search engines. If you understand how search engines work, when it comes to HTML, it makes kind of weird. If you noticed that page, there was a distinct two tables in it. I had everything on one side, then I had this little tiny table on the right-hand side that had Google.

Well, the search engines read everything down the left-hand side, which is all those keywords optimized for that page. And then it goes to my Google. So it doesn't interfere with my search engine rankings and how I'm getting optimized.

Currently, it's generating over five figures a month. How many people would like to generate five figures per month? You've already answered that, right?

How many people want to generate more than that?

You can create a huge additional income, though, by not only Google Ad Sense, by adding other products to market. You see, I do make sales from all this, as well. See, every page I have promotes a product. And that's what you need to do. You need to promote a product, because people will click on it.

Remember, this is targeted traffic. They're looking for something specifically. They're looking for something to buy.

So it can be yours at first, if you have a product already. I promote some of my own products this way. Pages can literally, though, promote anything. You can promote affiliate programs. You can promote ClickBank. I use ClickBank for affiliate programs, to get things to market. I

use CommissionJunction. I use LinkShare. I use AffiliateWindow with 2Tier.com and AssociatePrograms.com.

Add .com to those previous ones; ClickBank.com, CommissionJunction.com, LinkShare.com. If you add those to all of that, you'll see that those are all programs you can promote. You can sign up to be an affiliate for free and you have access to literally thousands and thousands and thousands of products that they'll pay you anywhere between 5% to, in many cases, 60% and 70% of what you're currently making... what the sale price is, I should say.

So AffiliateWindow.com and AssociatePrograms.com.

If you don't have a product, though, here's how you create one. It's very simple.

Think of a topic. Let's pick a topic right now. Someone mention one. Yell one out.

Attendee: Dieting.

Armand: Dieting. Dieting is a good product. We'll take that one, because I always go to the low-hanging fruit, the one that's really easy.

Think of a topic. We have dieting.

So if you wanted to create a dieting product, what would you do? Well, you can do it yourself. That would take weeks, and sometimes months. You can become an expert in dieting, again, in months, if not years.

But what you can do is search for articles on that topic. How many articles do you think there are under the term dieting on the Internet? Millions. Millions. So we search for articles on the topic. How many articles? Let's say between 25 and 50; 25 and 50 articles. That's all we need to make a book. But we've got to do this all right. We've got to compile the articles into an organized format, which means we have to make sense out of the articles, arrange them in the proper way.

Then we're going to produce a PDF or an e-book.

Now, you didn't write the articles, so there's one step that I left out, that I need to mention because it's very crucial or you can get in big trouble. You have to e-mail all those people that

wrote the articles and say, “Hey, I’m putting together a book and I found your article on dieting. And I think that it would be very appropriate for my book and I’d love to leave your information at the bottom, so you get some free publicity. Would it be okay if I used your article in my book?”

Most people will say, “Yeah, sure, no problem,” because they want the fame of being in a book, they want some traffic back to their site, so they will allow you to utilize their articles. This can be done very, very, very quickly, with just a few e-mails. In fact, 25 to 50 e-mails.

You can produce a PDF or an e-book. PDF, if you have Adobe Acrobat, you can find free PDF software online. There’s a product out there that I heard is really good. It’s called Instant PDF Generator. We’ll talk more about that later. Or there’s an e-book. You already know where to get good e-book software.

But you also have to create a sales letter for it. Again, just telling a little bit about it, upload it to your server after you’ve created the sales letter, and drive traffic with the secret pages.

You can do all of this in 48 hours. It doesn’t take long, if you want to do it. This is the quick way. If people tell me they can’t create a product, this is it. Anyone can do this. You don’t have to be a rocket scientist in order to do it. You simply do this. In 48 hours, you’ll have a product that you’re able to market. It’s not complicated. People will buy it.

Question?

Attendee: *Can’t hear what’s being said.*

Armand: It’s a way to complement it. Remember, on the left-hand side, there’s an ad. So what we want to do is we want to make money from that ad as well, too, with our own product. So let’s continue on, because I’m running out of time.

And the last part is collect the money. That’s the most important part.

So let’s talk about buying products to market.

The first thing you have to know is resell rights. Resell rights are one of the biggest things on the Net. I used to buy resell rights all the time, and still do. Resell rights, e-bookwholesalers.net. Tom Hua. I got that one right. Tom Hua is one of the promoters of our event here. Tom has e-

bookwholesaler.net for products. They're good. They have a website, they have an e-book cover, they have a header graphic. There's everything. There's a sales letter.

All you have to do is take that, change the link at the bottom and upload it to your server. You are now done.

Is that pretty easy? I've been a member of Tom's site for I don't know how long. That's what we're doing now. We're taking all that. He has products on golf, on real estate, and all this other stuff, on being a caterer, all these great niche topics that I can use to promote on my pages.

Ebay. You can search for resell rights on Ebay. You can buy cheap products. How much on Ebay? Take a buck. You can usually get a product you can sell for like \$1 on Ebay. It's very inexpensive. Do a product search under resell rights on Google. Just type in the word resell rights, and then search on Google. You'll find all kinds of stuff.

Basically, you just edit the site, if the site's already there. Change the order links, upload it to your server, drive traffic, and then collect the money. It's the same process. Wouldn't you agree? It's always, always, always, always the same.

So here's what we've covered so far today. We've covered the true secret of the Internet, how search engines work, simple optimization, how to get any site in the search engines, all the stuff that we promised. Right? Plus, we also covered how to create additional income. We covered affiliate programs, we covered affiliate resources, product creation, resell rights, turnkey system anytime you want. It's suppose to be you want. I told you my writing's bad.

Have you heard about this before? Do you think that this is something that you could do? Is it easy? Is it simple? Do you see the potential in it? I sure do. And anyone can do it. You can do it.

Here's what it is. How many people thought, before we came here today and before I got up on stage, that I was going to make an offer on something? Show a raise of hands.

Well, I've never been one to disappoint anyone. So just for you, I traveled 7,000 miles to actually just tell you about this. This is something new. I've taught this program one time before. I showed 15 people at a small event, about three weeks ago. It was just phenomenal. Some of those people are already doing this. One of the people from that class, right now, is

currently doing over \$5,000 a month in this already, in just a few short weeks. So we're really excited about that.

This works. And I'm going to share this one more time this year, and then I'll never share it again with anybody. Why? Because let's be honest – if everyone knew how to do this, how often do you think this would be effective? Is that true? It wouldn't be. It wouldn't be effective at all. I'll always continue to do this.

What I have is I have a six-week coaching class. Also, I have the ability to take the coaching class unlimited times for the next 12 months.

See, the six-week coaching class is this. Do you think I was able to cover everything that I knew in the last hour and a half? That would sound ridiculous, wouldn't it? I'm going to jam six months of this stuff into you in an hour and a half. That's impossible. No one can do that.

I've shared with you as much as I possibly could. But I also gave you the ability to take the classes unlimited times. Throughout the year, I'll do one or two other classes. I know I'm doing it at least one more time. But you can take that as many times as you want. Every time I bring it up, for the next year, you can take it again. And other people that we've previously had attend the class will be able to take it again.

You're going to get the secret optimized page template, the secret Ad Sense template, one link from my website.

See, here's the thing. Remember that whole thing about buying PageRank? What if you didn't have to buy PageRank? What if I just gave you a link to get you into the search engines? How often does Google search my site? Every day. How often? Multiple times per day. What do I mean by multiple times per day, 10, 12 times a day? Some cases, in one instance, 6,000 times in one day. So I can get pages in very quickly.

So you get a link from my website, so you don't have to buy it.

But what I'm looking for, I'm not looking to be someone's mentor. I'm not looking to be your coach. What I'm looking for is I'm looking for a business partner.

What's the difference? Let's ask ourselves the difference.

You've heard of a mentor. You've heard of a coach. What's the difference between that and a business partner?

You see, the business partner, the mentor and the coach will tell you what to do, they'll tell you how to do it. They may even help you with it a little bit. But a business partner has a vested interest in you, meaning this. The way I have this set up is that I only make money when you make money. Does that sound fair? Because if you don't make money, then guess what? I don't get paid. That sound better?

Do you think I want you to succeed, at that point, as being my business partner? That's what we're doing.

The way it works is very simple. It's an easy split. I show you how to do this. My guarantee is this. Using my methods, we will drive 10,000 visitors to your site every single month. We'll continue on coaching with you, until you get 10,000 visitors per month.

Now, whatever you make off those sites – meaning your Google Ad Sense money – we split, 25/75. You get the 25. Actually, it's 25/75. I get the 25, you get the 75.

Now, here's the deal, though. The deal is that, anytime, you can buy me out. Buy me out for 50% of one month's income. Does that sound fair? Do you think there will be a certain time where you maybe know what you need to know and you don't need me anymore? Does that make sense? No, it doesn't. Just kidding. You'll always need me. I'm Armand Morin.

Came 7,000 just to say that. And it's \$1,997. That's the price of it. But I'm not finished yet. There's a couple other things I want to tell you about.

To make your own products, you need some products to do it with, right, to make your life easier? We have E-book Generator, Instant PDF Sales, Letter Generator, Header Generator, E-cover Generator, Pop-up Generator, Pop-over Generator, Smart Page Generator, Psychological Tactics, Insider Marketing Basics, Flash Pal Generator as well, too.

Do you think you would need these things to make your life easier? Okay, Pop-up, Pop-over, Smart Page, all those products.

What I would do is I'll actually give you all of those free. These are the products I sell every day. These are what I make the majority of my income online with right now. Those are all free. It's \$1,044 worth of products.

Oh, how to double your sales in 60 days. I forgot about that, down at the bottom.

Those are all the products I currently market online. You get them free.

My personal guest, I want to invite everyone that does want this package, who wants to work with me, to actually be my guest at my big seminar that I'm holding next month in Orlando, Florida. Come to the US, mates. It just doesn't sound right, not with me. It's the whole accent thing.

But it's \$1,497 if you had to buy it from my site. Some of you here are already coming. And you paid \$1,497, I can tell you that.

Mark Victor Hansen is going to be there, wrote *Chicken Soup For The Soul*. Anyone ever heard of that book? He wrote *One Minute Millionaire* with Robert Allen. He'll also be there. My good friend, Alex Mandossian, also one of my business partners, is going to be there. Yanik Silver's going to be there. Stephen Pierce, you heard me mention. Jimmy D. Brown, Michael Forten, and certainly plus many, many others are also going to be there.

I'm giving away a brand new 2004 Mustang Convertible at the seminar, and you have a chance to win that, as well, too.

But again, you're going to come to the seminar, again, all free. Does that sound better? I just gave away like \$2,000. Does that sound better?

Okay, here's the whole deal. The six-week coaching class is \$1,997, normally. I'm going to do workshops, secret keyword software that we talked about, that I showed you, which I don't sell. You can't get it anywhere else. Two optimized templates, all my software, big seminar, plus my partner protégé program as well, and it's \$1,997.

You see, the Internet's like this. You have to consider this. The Internet itself and life itself works this way. It's kind of like a minefield. Think about it.

Let's assume that every morning that you wake up, you have this road right here. This is the road that you need to end up on at the end of the day. Right down through here. And at the end of the day, you start at that end down there, and all of a sudden you come strolling through the road. But every day, there's obstacles, there's problems that you face.

Do you think that this really is easy? I can make anything look easy when it comes to the Internet. I've been doing it since 1996. I can make it look real easy. But do you think there'll be problems in doing this at all? Let's face it, let's be realistic, there's always going to be problems. Nothing that I haven't had happen to me myself, because I've done it more often.

But when you wake up in the morning and you're at the end of this road, and you're on your way to success, and you're trying to achieve success, you're trying to achieve a successful Internet business and you start down there, all of a sudden you find out that the road is paved with minefields. And you have to manage your way through the day and get to the end to get to that success, get to that successful online business itself.

Well, the key to it all is not that you find a different road, because it's not a different road. The different road does not matter. You see, everyone has to go down the same road to success. Everyone. Not a single person. It doesn't vary. Everyone has to go through this same road.

But the thing is do you think it would be easier if you were going down this road and you could actually follow in the footsteps? In fact, if you could follow in my footsteps, I've already done all the work – I've already done everything – and you actually went through, followed-up, followed my footsteps through the minefield? And then, at the end of the timeframe, you achieve success. Would that make it much easier?

Well, that's what we're talking about today.

Now, think about this, though. I didn't take away the minefields. The minefields are still there. The minefields will always be there. The thing is if you follow someone that's already done it, has already paved a path ahead of you, it makes life easier.

So the last thing I want to end with is that the Internet itself, some of you may be starting for the first time. Some of you have probably been on the Internet for quite some time. The key that you need to remember and what is most important is you have to just do something.

There is a movie. I'm not sure if you've ever seen it here. It's called *City Slickers* with Billy Crystal. Did you ever watch that movie?

Well, Curly, in that movie, Jack Palance in the movie, said that the secret to success and the secret to life is just one. Do you remember that? And he never told them what that one was.

Well, I'm just going to interpret that for you.

The secret is just doing one thing at a time. You see, what we've talked about here, we've talked about several strategies. I've made your mind go in several different directions throughout this timeframe that I spent with you. But the key, ultimately, is this. It's to concentrate on one thing to become successful.

You can hear many different people here this weekend. Obviously, the way I'm talking about is just one simple option. It's very easy. It's not complicated. And literally, if you have a website you can do it. If you don't have a website, you can do it.

Can you just pass out those forms while I'm talking, while I'm finishing up here?

There's some sheets going around, free as well, too. And it's just basically what I told you about here.

But the thing is remember just to do that one thing. It's not complicated. It's not hard to do. And anyone can do it.

What you also need to understand is that, sometimes, what appears to be an overnight success online happens many, many years.

You see, I was one of those fortunate few people that actually made money online very quickly, \$4.2-million in 12 weeks. That was even better, because it was me. But there was a sad part to that story, which I have never told anyone. I shouldn't say I've never told anyone. I've told a few people.

But the sad part is that I was on track to do \$155-million that year. At the end of that 12 weeks, I had a phone call from my credit card company. And that credit card company simply said this. They said, "You are processing too much money in too short a timeframe, so we're going to cut you off." Oh yes, it happens.

Oh, they added one more thing, which is kind of important. They added this little piece that said, “Oh, and by the way, we’re going to hold \$2-million of that \$4.5-million.

Okay, everyone at one time, “Aw!” Don’t feel too badly. Remember, I still had \$2-million.

But the thing is that you don’t know what’s going to happen. Anything can stop at any point in time.

This whole system that I told you about today could go away tomorrow. It could go away tomorrow. But you know what? What we talked about earlier was Napoleon Hill. He interviewed 25 people – I’m sorry, 25,000 of the wealthiest people – and discovered this one thing. What he found out was that people who have the ability to make a decision, that they could take advantage of an opportunity.

The second thing that they also talked about was this. They decided that one factor, the one thing that was most important to them, was their decisiveness.

So, if you see an opportunity, you grab it and run with it for as long as you can. I don’t know what’s going to happen on the Internet. I’m not a futurist. I don’t predict what’s going to happen. All I know is that what’s working for me now can work for you. And that’s the most important part.

So with that, I just want to thank everyone for taking the time. We had an hour and a half to enjoy together. Hopefully, I’ve taught you one or two things that can make a difference in your life. With that, I’ll be around here all week and I’ll talk to everyone soon. Thank you very much. Goodbye.

World Internet Summit, Sydney, Australia

Sean D'Souza – CD 2 of 4

Announcer: Okay, who had a nice lunch? Sorry to interrupt while you were all talking. Who had a nice lunch? Oh, that's better.

Mike Stewart, what are you doing? No one gives credit to the Internet audio guy over here. So everyone, after the count of three, "Mike, you're a legend." One, two, three.

Attendee: Mike, you're a legend!

Sean: Did you like that? Remember, I used to be a deejay in a few clubs. When I was a deejay, they always thank everyone when you're in a wedding. And they're looking at me and they forget the deejay. And they never say anything. So I see the guy at the sound desk and I think, "Good on yah, you're a legend," even though he's got this strange accent. You know how he says, "Did you eat? Geet?" Fair enough. He said, "You Aussie's have got a strange accent. Shoot, you guys have.

If Tony Robbins can swear, I can. Sorry.

Okay, thanks for coming to see me. Okay, ladies and gentlemen, boys and girls, strap yourself to your seats because move over gurus, move over America, step aside Australia, I'm not Ted Ciuba.

Buckle yourself in for 40 minutes, folks, for action-packed fun and entertaining. Don't look at me like that. I'm up here in a full monte. Knowledge about your brain, how your head works.

Does anyone really know how their head works? A couple people do? That's alright. I feel good. I'm going to already introduce my product. I feel great now, I don't have to do anything this afternoon.

Okay, I've got a little bit of an insight to tell you about this, gentlemen. Why does some communication work so much better than others? Well, first thing they say, it's not technology. It's all about psychology, because psychology hasn't changed in thousands of years. Psychology that unlocks the working of your customer's brain. Does everyone agree with that?

Okay. And today, Sean D'Souza, the driving force behind psycho-tactics, will show you just how to look into a customer's brain and literally see what they're thinking. Who would like to be able to do that by the time 40 minutes is up? Seriously. And I know, I used to be a hypnotherapist. No, I'm not going to zap you. I look from the point of you, folks, if you can really tap into the number one thing on your prospect's mind and find out exactly what they're thinking, how they're thinking and all that, all you have to do is give them back what they want to eat. Feed them the food they want to eat. Am I right there? Okay.

So Sean has worked with one of the best advertising agencies, named Leo Burnett. In this part of the world, his clients have included a division of Flight Center, which everyone knows Flight Center, of course, Bedpost, you know what that one is, and Spotlight.

Sean, who is based in Auckland, New Zealand, now offers the skills to others through e-books such as his insightful *The Brain audit*, his seminars, which he gets paid thousands upon thousands of dollars to talk at, in his free newsletter, and via his website.

Now, as I say, get ready for 40 exciting minutes of brain surgery. I'd like you to put your hands together and give a real big Aussie welcome to the Cleveland Warrior. Put your hands together for Sean D'Souza.

Attendee: You know what? You came here to learn about the Internet, didn't you? I'm going to tell you a story. It's story time.

A few days before I left from Auckland, someone just like you, someone who's an Aussie, wrote to me. And he said, "I got this invoice from my ISP," and he said, "it was six times the price that they normally bill me for. So I called up the ISP." His name is Andrew.

So Andrew calls up the ISP and he says, "Hey, you guys have got it wrong." He said it with a different accent. But he said, "You've got it wrong. You've over-billed me." And they said to him, "Andrew, we haven't over-billed you. Have you looked at the stats on your website?" And he said, "What stats?" And they said, "You have had 250,000 visitors in less than 30 days!" And Andrew went, "Huh?!"

And you know why he went, “Huh?” Because he hadn’t sold one product and he wasn’t signed up for any service or anything. So 250,000 people came to his website and guess what? Nothing. Absolutely nothing.

So you’ve come here and you’ll learn about Google Ad Words and you’ll learn how to get people to the website, and you’ll learn how to get them to your sales pages. And guess what? You’ll be like Andrew. Nothing. Because nothing happens until a sale is done.

When a sale is done, that’s when everything happens.

So what we’re going to do is I know you’re here to learn the tricks of the trade. I’m not going to teach you the tricks of the trade. I’m going to teach you the trade. How’s that? Okay?

I’m going to give you a little brief background on psycho-tactics. What is psycho-tactics?

Psycho-tactics is simply psychological tactics. So is it going inside your customer’s brain and living inside? No, it’s not. It’s a language.

So if I were to say something to you in German right now, I could be saying exactly what I’m saying right now and half or more of the audience wouldn’t understand.

But because I’m speaking in English, you understand exactly what I’m saying. And that’s exactly what you need to do. You need to get straight into the brains of customers, speaking in their own language. And once you do that, it’s just magic.

So what we’re going to do today is I’m going to introduce you to the Brain audit. You can start to look inside a customer’s brain and you can start to audit your communications. You can look at a communication and go, “Bing, bing, bing,” like an accountant, and go, “Wow! I really can do this!” You’ll find out that you can.

So what’s the structure? I’m going to speak for approximately 40 minutes. I’m going to cover three main concepts, because that’s all I can cover in 40 minutes. If you have any questions, I’m going to at the door after this.

And finally, if you need to access anything from this presentation, you’ll find it on the website. There is a website that’s going to be set up. So let’s go straight into it, because I’ve already run out of time.

The three things I'm going to cover today, the first thing is what is the Brain audit? The second thing is how do you activate triggers? And the third thing is immense applications.

So, the first part we're going to cover is what is the brain audit.

When I got into Auckland International Airport, I got seven red bags onto the flight. I put in seven red bags, and then I got off at Sydney International. And there I was, waiting for the conveyor belt, like everybody else, just waiting for the bags to come on. So my first red bag comes off. Then the second red bag comes off. Then the third. Then a beige bag, then a blue bag, then a green bag, then the fourth red bag, then the fifth red bag, and then the sixth red bag.

So I'm going to ask you, when do you leave the airport? When do you leave the airport? When you get the seventh red bag. That's what everyone says. You leave the airport when you get the seventh red bag. That's exactly what goes on in the customer's brain.

If you don't take all the red bags off their brain, they don't buy. So if you don't take even one red bag, even if it's the littlest bag, they don't buy. Today, I'm going to show you three of those main red bags that you need to cover.

The three main red bags – and take this down – are the problem, the solution, and the target audience. These are the three main bags that you need to attract the customer in the first place.

Let me explain a little bit about the problem.

I don't know if you've noticed how people walk. I stand around and I watch how people walk. They're walking about. Can you see me? I'm just so excited all the time. They go, "I wonder if my partner is going to find out about my affair? I wonder if my kids have ___ in school? I wonder if I've got lunch in my box? I wonder if I've got any money in my bank. Oh, please, please, please, let that ___ go through."

And they are consumed, the whole time, with their problems. What they are consumed with is they have problems. Notice how people are. When you got here, your biggest problem was, "How do I get on time? How do I listen to this?"

You are consumed with your problems. The brain is focused absolutely on problems.

So what they did was they had a little test, and this doctor, Katchiopo, in the United States, did a test, and he had three objects flash in front of an audience. And he had them all hooked up to these little wires, and stuff like that.

So what he did was he flashed the first image in front of them, which was a plate. The thing went beep, beep, beep, beep, beep. You know, the heart monitor kind of thing. And then they flashed a red Ferrari, a sexy, red Ferrari. It went zoom, up like that. And then, they flashed a dead cat, and it went higher than the red Ferrari.

The brain is a very, very dangerous thing. And look at you. You're driving down the motorway, you're driving down the highway, and you're doing 120, way over the speed limit. And you're a little concerned, but you're not that concerned. When was the last time you got caught, right? Never!

And then suddenly, your heart starts beating really quickly and you press on the brake. Guess what's right ahead of you? The radar. The red and blue flashing lights.

So what is your brain doing? It's focusing straight onto the problem. It forgets all of those blondes driving fast and all of those hunky guys driving fast, and it focuses on the cops. The problem.

I want to give you one more example, before we go on.

How many of you read the newspapers, watch the news, read *Time* magazine? All of you. No need for a show of hands. I know all of you are literate. And if you look at the last five, 10 issues of the *Time* magazine cover, look what's on it. Problems. What's on the 6:00 news? We have the 6:00 news in New Zealand, but what's the news? What's the first thing on the news tonight? Disaster. What's the second thing? What's the third thing? When do you get the puppy dog stories? Right at the end.

These guys have to communicate with millions of people day after day after day. Do you think they've got it ___? They've got it ____. They know exactly what attracts you day after day: problems.

Why does the brain act like that? Why does the brain act like a radar? It's very simple.

Remember when you were a child and you were walking down the street with mom and dad, and you were going, “La, la, la, la, la,” and splotch! And you went into dog pooh. And then you go, “Ew! Yuk!” And then you go scrape, scrape, scrape, scrape, scrape, scrape.

Your brain remembers it. So the next time it sees that, it ignores the sidewalk, it ignores the trees, it ignores the pretty birds in the trees, and it goes, “La, de, da, da, da,” because it’s focusing on the problems.

Yet, how do we communicate day after day after day? What do we do? How do we communicate? With solutions. Look at what you’re doing everyday. You’re communicating with solutions.

Now, don’t get me wrong. Solutions have their place. What does a problem do? A problem gets your brain locked in, like a radar. And the solution? It brings down the heart rate. The problem picks it up, the solution brings it down. Up, down, up, down.

That is the place of a solution, right after the problem.

And the third part is the target audience.

Now, you’ll hear about it a lot, but if you don’t have a very specific target audience, you’re going to struggle in all sorts of communication, not just the Internet, not just in your business, but in any sort of communication.

For instance, in this room, are there any women over 40? I’d never get them. I’d never get them.

Women over 40 want to look like 20. I’ve got the secret. Still not around. You can probably go to the Internet site.

So do you understand what I’m saying? Instead of targeting all the women, you just go women over 40. Because once you have a very specific target audience, you know that they will lock into your problem. The problems that women over 40 have, the same problems the women after 20 don’t tell.

Someone’s mobile is going off. They always do this to me. They tell the misses, “Just call me. If this talk is boring, I’ll just step out.”

So what we've done so far is we've identified the main three facets of the brain audit, which is the problem, the solution, and the target audience. But you've got a better understanding of the problem.

Now what we're going to do is brain alchemy. We're going to take the problem, the solution and the target audience, and we're going to mix them together and see what we get. We get what's called the second section, which is the triggers.

Now, what is a trigger and why do you need triggers? It's very simple.

You open your in-box every day, you get thousands of e-mails or hundreds of e-mails, or 50 e-mails or whatever. You look at the newspaper, there's too much. You sit in this Internet conference and you're getting way too much information.

What happens to you when you get blown apart with information? When the brain is faced with too much information, what does it do? It shuts off. It just does.

So what you've got to do is you've got no options. You are now living in a world where you've got no options. So you've got to go ahead and get someone's brain moving.

So what you've got to do is you've got to get them to say four or five words, which is, "How do you do that?" or "What do you mean by that?"

That is a trigger. That is a measurable trigger. If you don't get them to say, "How do you do that?" or "What do you mean by that?" you're struggling. So, "How do you do that?" or "What do you mean by that?"

The first thing is when you get to a website, right at the top, that's what people see. If you don't have a problem, solution and target audience where people say, "How do you do that?" or "What do you mean by that?" then you're losing out.

So let's take a little look at some of the examples.

This lawnmower guy came up to me and he said, "Can you get me a statement that says, "How do you do that?" or "What do you mean by that?" So I said, "What do you do?" And he said, "I mow lawns." And then I said, "What problem do you solve?" You know what he said? "I mow

lawns.” “What problem do you solve?” “I mow lawns.” We’re so focused on the solution, that we can’t think.

So I asked him, “Tell me, when you go in, how does the lawn look like?” And he says, “It’s a mess. And I go in and I give it a facelift.” Cool. So we’ve got a problem, we’ve got a solution. And then I asked him, “Who do you do this for?” And he said, “I do it for everyone,” because that’s what we all say. “Who’s this for?” “Everyone.” “Who’s this for?” “Everyone.”

I asked him, “Do you do this lawn mowing for schools?” He says, “No.” “Do you do it for hospitals?” “No.” “Then who do you do it for?” “Homes.”

So I said, “Do you do it for the large houses on the hill?” And he goes, “No, they don’t pay on time or they have dogs.”

So we identified who his real target audience was, which was really small homes. And from that, we got this: Wrinkle-free home gardens.

So he puts it on his website and he says it in his conversation. People say, “What do you do?” And he says, “I do wrinkle-free home gardens.” What are you going to say? What is your brain going to say at this point in time? “What do you mean by that?”

Did anyone have another question, other than that? “What do you mean by that?” Because the brain is very, very specific. If you throw a trigger at it and it’s random, it’s like where do you go for dinner and it’s anywhere, but if you say very specifically, you throw a specific trigger at it, then what comes back is a specific response.

So what you’ve got to do is if you’re not getting a response like, “How do you do that?” and “What do you mean by that?” then you’re not attracting your target audience.

So this is measurable. This is what you can guess without any money.

Same thing with a computer repair guy. Problem, solution, target audience.

I said, “What do you do?” He said, “This is what I do, I fix computers.” So we went into the whole discussion, until we got to a point where he said, “I take the fat out of computers.” “What do you mean by that?” He says, “You know what? When you get a computer, it’s going at a

million miles an hour. And then it goes chug, chug, chug. And we put that computer on a treadmill and we get it moving really quick.”

Now, that’s an explanation that you can live with.

So I’m going to give you some examples of how do you do that, but I’m going to go really quickly through it. And you can get these examples on the download.

Small business pain relief. That was for an office doctor kind of thing. Corporate surgeons, not doctors. This was for a PR company.

This is for an accountant. “Legitimately ripping off the tax department.”

The bed guys, “Taking the middle man out of your bed.”

“Elusive employee search engine.” This is for a headhunter. “Reactivating dormant business clients.” And here, I want to put a little clause. This is the sub-clause, which is “Recession-proof business principles.” Both of them were done for the same business. But one worked 10 times better than the other one. The reactivating dormant business clients would always get people to say, “How do you do that?” The recession-proof business principles would get people saying, “That’s nice.” And you don’t want “that’s nice,” you want “how do you do that.” You want to measure it time after time after time. You want a response every single time. You want a trigger to work.

So a trigger is a specific response that goes bang, between the eyes, just to the brain. And it goes, “How do you do that? What do you mean by that?”

We finished the trigger section. We’re moving on to the applications now. So I’m going to give you some real-life examples.

Here’s a headline that says, “Delicious recipes with Teagles range of frozen boneless chicken.” That’s an e-mail that you get. It’s all solution.

Look at the next one. “Having trouble deciding what to cook tonight?” If you were to get an e-mail at 5:00 saying you were getting recipes, versus “What am I going to cook tonight,” which one would you choose?”

The problem.

“Double-helix communication delivers high-profile customers to consulting firms.”

“Is your business drying up?” It’s not specific, but at least it’s there. It’s not very, very specific, but it’s there.

“The marketing mastery workshop for professional service businesses.” It’s a solution.

“As a subscriber, are you still missing some pieces of the puzzle? We’ll put all the puzzle together in two days.”

These are just very simple headline changes. I’m going to show you more, though.

This is an advertising campaign from Apple. “My PC wasn’t plug-and-play, it was plug-and-get-mad.” They had whole TV commercials on this, where Janie says, “My father got a computer for Christmas and he was going to spend Christmas Day downloading drivers. And I saved Christmas. I got on my Mac and we were going.”

So that’s a problem and that’s a solution.

I’m going to very briefly go through these two, which we covered in the brain audit rip, where we rip apart websites.

This was my own website. I wrote the book, but I made the mistakes that everybody else makes. That’s what I want to be very clear about. You’re going to make mistakes despite having instruction manuals, even if you’re the author. And this was all solution. It was all solution, and this page wasn’t getting any hits because it says, “Before you invest in the brain audit, here is a special surprise for you. And you will really love it. Just read it below.”

It was all about me. It was nothing about you. And it had no problem, it had no solution. It had great testimonials. It had testimonials from David Garfinkle, Kendra Cleveland. It had all of that stuff. It wasn’t selling.

And then we just changed the headline. “Have you seen a customer back out of a deal at the very last minute? Don’t you feel like tearing your hair out every time that happens? Is your next website or business card going to be a huge waste of money? Do you know…” And we go on

and on and on, with problem, solution, problem, solution. And it's like a roller coaster. You get to the top and you drop. You go to the top and you drop.

You can learn to do that. Very simply, concentrate on the problem that the customer has, and you will start to see results.

So where are you going to use all of this? You'll see, in the examples onscreen. You can use this in your e-mail. You can use this on your website, on your front pages, on your sales pages. If you go to PsychoTactics.com, you'll find most of the pages adhere to this kind of formula, if you want to call it, which works, which is good. And you can apply for your own marketing.

Offline, you can do it with letters. You can promote workshops like this.

Remember when I started speaking, what I first said? I gave you an example of Andrew. What was Andrew's problem? He had a quarter of a million people come to his website, and no one bought. Did that get your attention? Did that get your attention? That's what I'm saying to you.

Now, what you've got to also understand is that consequences come right after the problem. So you've got to tell a person that there are going to be consequences if they don't buy, if they don't do anything. What are the consequences? What is the price they're going to pay if they don't buy into what you're selling? And this could be any communication. It doesn't have to be off your website. What are the consequences.

And finally, this objection comes up almost inevitably. It's are problems negative? "We grew up to be like that, and we were told that we had to do benefits. We had to do benefits, benefits, benefits. So I'm not going to do the problem because it's very negative and I'm not going to do it, not going to do it." It's your choice. It's your choice because it's been tested scientifically. We've tested it on the website, we've tested it everywhere. We find and we know that problems work better than solutions.

You can walk from here to home or you can drive. You can drive or you can fly. It's your choice.

So with that, I want to complete today's brain audit. Let me just wrap up what we've covered today.

The first thing we covered was problems, solutions and target audience. Lead with the problem and you'll find results.

The second thing is triggers. Triggers are measurable. If you don't get people saying, "How do you do that?" and "What do you mean by that?" go back to the drawing board and start again. Put a problem, solution and target audience together and you get a trigger every single time.

And finally, applications. What is your communication? Don't take anyone else's word for it. Take the steps of the brain audit and put it in your communication, and you'll start to see how it really, really works.

So the next step is the sales pitch.

Now, does everyone have this sheet of paper? It's a little pink sheet of paper. Everyone has it? Okay.

Let me just explain these concepts in detail.

What we have here today is we have psychological secrets of successful websites. That's the first thing you can see. In this, we cover the psychology of a powerful website, the psychology of selling products and services successfully, and the psychology of creating loyal, raving fans.

With it is three hours of bonus on web matrix, which is how to measure everything on your website, search engine optimization and the forum.

I'd like you to consider this, because this doesn't talk about technology. It doesn't talk about how to set up your website. You'll learn that from others. This talks about a psychology. Why do people trust you? How can you get them to trust? And we cover subjects like sequential marketing; how to continuously have business from 1,000 customers. Why do you need 100,000 customers? What if 1,000 customers could give you \$100 every year? That would make you \$100,000.

So that's what this psychology of successful websites covers.

The second special offer is the brain audit, which we've just covered three steps. There are seven steps, so the rest of it you're going to find in the book. I'm sorry, but that's all I could cover today.

You're also going to have psycho-branding. Psycho-branding will simplify your branding. It will bring it down to one little word.

You'll also get the brain audit rip. The brain audit rip is what we just covered, but in greater detail. There's an audio and there's also an e-book, which you get with the brain audit rip.

Finally, the last thing you see out there on that same screen is the brain audit website. This is all one package. You can make a choice today. You can choose between package one, package two, or combine the whole lot and take package three.

Now, everything is 100% guaranteed. And I promise you, you don't like it, just give it back.

My recommendation is for you to take package three; not because I want you to buy it. We have a lot of buyers. But this will give you the psychological tools that you need, just like you have felt today, where you learn something which is so simple, so fundamental, and costs no money to implement. The cost is your education. You've got to pay in advance.

And that's the biggest rule of most millionaires: pay in advance and then you get it.

So with that, I'll leave you. If you need any examples, as I said, or you need the PowerPoint, you get it on the website. I'll be outside to answer any queries. And remember, do an audit on your communication today.

What is the biggest thing that you learned today? Solution or problem. Problems rule the world. Come on, go for it and order your website today!

Thank you very much for being here!

Announcer: Okay, folks, put your hands together for Sean D'Souza.

Sean: If you need to ask me any questions, I'll be right outside the door. We're going to have a 10-minute break.

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David: As Sean was saying, he's got some excellent products. So as soon as we've actually finished everything, you can see Sean and I. Because, of course, I've got a little program I'd like to talk to you about as well at the end.

Now, what I'd like to you to do, if you don't mind, I want to talk very, very straightforward to you. I won't pull any punches, I won't give you hype, I won't give you bullshit. Is that straightforward? Okay, that's what I'd rather talk to you about.

Please, after the count of three, in your loudest voice, I want everyone to yell out their first name. One, two, three!

Okay, now that I know all you, my name's David.

Now, how many people are sick and tired of all the techno-babble and crap that they read on the Internet? I'm going to do that again. How many people are sick and tired of all the crap that they read on the Internet? They don't know who to trust, where to go, all that kind of stuff? Okay, right. Same with me.

I'd like to ask you a few questions. How many people here can open up Internet Explorer browser? Geez. How many people can open up Internet Explorer, honestly? Okay, good. How many people can type of teach someone to type on the computer for them? Good. How many people can click their mouse button? You've got a problem if you can't do that.

If you answered yes to those questions, you're overqualified to use my software. So you already know the price of \$147. I'm not going to leave a sales pitch at the end. If you want it, fill it out, give it to me later. It's easy. No big sales pitch, no blurb.

The bottom line is to get into search engines, as Armand said – he's already done a big plug about my product; I've given it to Stephen Pierce, I've given it to Armand. They've tested it for months. It works. If you want it, fill it out, grab it, and you'll get a copy sent to you straight away. It's only \$147. On the net, it will be \$197 US. That's \$147 Australian.

Okay, I don't want to go into a sales pitch.

First of all, I'd like to thank Armand for choosing my product as number one, endorsing it, because it is. That's the truth. And it's not just because I did it. I bought all of the software out there, and a lot of them are very good. I'm not going to knock anyone, because that only makes me look bad. But a lot of them are very, very good products.

I picked the eyes out of the best of them, and I honestly feel I've come up with the best.

The good thing about my program, which I'll show you in a minute, I'll show you live, if search engines decide to can some pages because keywords are in different positions, I've got a little edit function. You press it, move it around a little bit, save it, it's different. And it's all done live onto your server. You don't have to upload, download, you don't have to do anything. I'll show you in a second.

What I wanted to say, I told you on the conference call, if anyone listened, I would let you know how to get listed in databases and search engines within 72 hours. Who'd like to know that?

Yeah?

First thing is Google is the number one in the world. I target most of my stuff to Google. But I also do use the Inktomi database. I use that a lot because it feeds a lot of other ones and it still gets you a trickle of traffic that gets you money. And it costs, \$30 bucks a year to promote your URL.

I've got, with HotBot and all those kinds of things, number one with just a general page within about 72 hours.

So write this site down or you'll make nothing out of this. It's called www.positiontech.com. Go there, check it out. It's \$39, I think \$39, something like that. You're allowed to put a URL in there. You just put your domain name, press it, and as long as you do the things I'm about to say now, you'll get good results. You don't have to worry about software or nothing. You just go and do it within 72 hours.

It doesn't guarantee that they'll list you number one, because if you've got a real botched-up title or if you've got no title but just index written on it, of course. The thing is to use your brain.

But they will definitely list you within 72 hours, no problems whatsoever.

Okay, that's the first thing I'd like to tell you.

You'll see, on the screen here, how to dominate the search engines with number one position. I started this back in the year 2000, before any of the smart page programs were on the market.

Now, I think it's the ultimate solution for grabbing heaps of targeted traffic, to bring in the big bucks each and every time. That's what we want.

People say to me, "But I've got all these hits!" So what? My version of the word hits is how idiots track success. "I've got a million hits." "Did you make a sale?" "No." "Shut up."

I drive 10 people to my site and nine people converted to make a sale. Is that logical?

So I don't give a bugger about how many people. So what? Don't show your stats, show me your cash. And a lot of web designers – and I'm not knocking them, because there's probably a lot of web designers here that are very good – I'm not going to knock all of the web designers, but there's quite a lot who cost you money because they don't optimize the site. They make it look lovely and flashy, but flash ain't cash.

You saw what Tom Hua did last night. He gets FrontPage, puts a table, puts a background, puts in some copy, presses submit and it's done. And he's made \$1,100 or whatever it was. It's pretty simple, if you've got a good list or you joint venture.

People say, "How do you make a list?" How do you think you make a list? Go and talk to everyone else. If you talk to everyone in this room, how many people have you got already on your list?

You see, it's only logical. I'm not trying to be rude, but use your brain. Seriously. As Sean was saying a minute ago, just talk with each other, network with each other. That's why when I'm out here, I'll talk to everyone. I never shut up all day anyway.

But I'll talk to anyone. Because, really, I'm here to help you. And indirectly, you will be on my list. So we all help each other.

So that's what I want to tell you first thing.

Have a look at this screen shot. The reason I put this up there at the first, I'm just going to want to go into a little bit of detail, which Armand showed you this morning and then talked to you about the program. So if you don't buy, it's up to you. It's your loss. But I look from the point of view it will work and it will make you a lot of money, if you use it properly.

The first thing is you'll see HTML head and all that kind of stuff. The only reason I put that there is because of the fact what I'm about to tell you, this will fill in the gaps for you.

See where it's got "Title, new page one, title?" Everyone see that bit? Just say yes, so I know you're here. Good, thanks.

Where it says, "New page one," when I say to you the words "title," that's where you write in your title. And, of course, what is your title? Your main keywords, as Armand was saying.

Where you've got "Head, body" and all that, I just took that just to show you. I'll go on the next screen.

Title tag. Write some of these down. I'm going to give you a URL to go to later, which you can download this, but write it down.

Once you've got your website, even if a website designer has done it for you, these are the things you must insist get done. I'm going into a lot more detail than Armand, but I thank him for covered it very, very well this morning. He knows a lot.

Your title tag must have your primary key phrase in it. I, myself, this is only my own personal opinion, I say key phrases, because no one searches a word.

I live on the Gold Coast, but if you want a Gold Coast accommodation, you're not going to put the word accommodation. If you put the word accommodation, millions come up. And your chance for getting number one for that is ludicrous. And you're not getting targeted traffic.

I would rather put Gold Coast accommodation, have less searches, but the ones that get there are targeted and they get a click-thru and buy your product or book at your venue.

Okay, you follow where I'm coming from so far?

If I was doing Italian restaurants or anything like that, I would put Sydney Italian restaurants, or Italian restaurants Sydney. You will get less hits, but the ones that get there are specifically looking for you. Am I making sense?

Okay, what I put there. In your title tag, I put up to five words maximum. That's only me. And what I've done has worked. It might come out tomorrow that Google changes. So what? Take a word off, add two, whatever. But at the moment, I find the best strategy is about five words.

Okay, the next thing. Put a different key phrase in your title on every page. If you've got your index page, then it goes through the contact us page, and then about us page, whatever, don't have the same title on every single page. Try to maximize. And don't just have "contact us." That's a real good thing for Google, "contact us."

For example, I put something like "Gold Coast accommodation contact page." At least it's still got your keywords. And on the other one, "family, holidays, Gold Coast." You see what I mean?

As Armand said, you can get them through Word Tracker, you can get the things through my program, you can get them through Overture, whatever works.

But sometimes, I've actually made up words myself that I know I'd search for, and I still got good hits. And you can also tell, by looking at the stats package, and your computer will tell you where the people have come from and what they searched. So after a while, you'll know the words.

Okay, I think that's a really important tag. And as I said, do it right and you could be number one.

Now, make sure you search Google, Overture, Word Tracker. It doesn't matter what you search, realistically, but make sure they're relevant words to your site. That's what I really stress here, make sure they're relevant. It's no use having irrelevant words, as Sean said, on your site when you're trying to promote something. You try to promote an Italian restaurant, you don't put Mexican in your title. I know it might sound really stupid and basic, but it lacks common sense.

Same as copywriting. I do a lot of copywriting, as well. And as I say to people, don't try to be clever and funny. It ain't going to work. I used to do all invisible pixels on the cover, do white

text and put a white background on it. Still do some of those. I don't know if I should tell you that anyway.

But the thing is I've tried and I've tested, and I got my sites banned. That's the truth.

But the thing is, honestly, I've found the ones that do stick the most are just ones that you do basically, really good quality, basic – and as Armand said – with good quality links and content, and good quality words. Because after a while, whether the search engine picks up your title, your words on your page, your links, your icons, whatever it is, the bottom line is whatever's happening in that is working. So why not do what's working?

And then later on, if you get my software off me, if anything happens and they change, I'll change your algorithms and I'll give you a new copy for free. So it's like buying a car, and every three months I'll send you a new one. Is that alright? Cool.

The thing is I'm using the same software, and Armand's using it. Stephen Pierce, he wrote *The Whole Truth*, is using it. I was sitting in my room and I saw these and I'm going, "This makes sense." So I started doing all these smart pages and all this kind of stuff. It took me hours. Next thing, I find this little guy with black hair, called Armand Morin, and he's made a program he does it in about five minutes. So I thought, "I have to beat him one day."

So that's what I say with the title, on the title tags, anyway.

Okay, description tag. You always put the description tag in your pages, as well. I find – again, my own personal opinion – if you start the description tag with your keyword or your key phrase, as I like to get into your head, your key phrase, basically it doesn't say to pick it up as well. But if you put "offers Gold Coast accommodation," or, for example, what I've put underneath there, "features the World Internet Summit and Australian Internet Summit, resources for Internet marketers." You see I've used three phrases there. That's what I try to do.

So, for example, use your phrases in the description. Is everyone following so far? Okay, good.

Because the thing is I think if they pick up your title, if they pick up your description, I see people, for their description, "We've been in business for 10 years now and their name is so-and-so." All the words aren't even key phrases.

So I stress the point key phrase. Use the phrases, what they're going to search for.

But as you see there, "features the World Internet Summit and Australian Internet Summit, resource for Internet marketers," you've got a lot of terms they can kind of pick from.

Now, keep your description tag less than three sentences. It doesn't have to be a big blurb. It's only a description on your site which they list on the search engines.

Make sure they're enticing enough; something that will really grab you and say, "Wow!"

I've seen sites above me, number one and number two, and I might be number three on some, but the thing is how many people honestly have seen the top 10 and they go down and they might only click on the fourth one? Seriously. If you've got a really good description, you'll get that much better than some guy at the top that's got a really irrelevant one.

So as Armand said, garbage in, garbage out. It doesn't matter if you're number one, they're not going to click on it.

If people want to buy food, they like Italian, feed them Italian. With a search engine, if they want good quality content, feed it to them, and let the people come and buy. Soon you'll have a good restaurant.

So that's what I say. The people will click through if you do it properly.

Okay, keywords. And, as I said, I'm going to upload these to a server later on. So if you don't write them down, it's no big deal.

Okay, put key phrases into your metatags. And again, I'm saying the key phrase, not just a word. What I'm saying here, not individual keywords.

Like I see people, for example, I'll pick on accommodation. Metaname=keywords, and it's got "content: gold/accommodations/holiday." Who's going to search for individual keywords like that? They search for the phrases. So I just put three or four phrases, that's it. And it works. It's not rocket science.

Put all your key phrases, what I find, in lowercase text. I'll answer questions at the end, if you don't mind. Thank you.

All your key phrasing in lowercase text, and don't put all capitals. When you're doing it, it's like shouting at someone. I just put them all in lowercase.

Different key phrases, again, on each page, in your keywords, etc. And do it for what the users are going to be searching for, not for what you want. Just think. It's no use having a red pen, walking out in the marketplace and saying, "Do you want to buy it?" "No, I wanted blue." Why not go out and find they want a blue one first, make it, and go and resell it to them? Isn't that logical?

So I find out the keywords through Word Tracker, whatever, Armand's program, the Digger program, or my program. Use something that will give you the words, and then give the people the words they want.

And the great ideas for key phrases, I find, I go to Google, type in the phrases, press search, and I see other competitive sites. And some give you really good hints. That's copywriting really good. But the thing is they do really give you some very good hints. So your competitors can give you some good, easy, if you just kind of cut and paste all the tags, and paste them in and work well. ____, so don't do that.

Everyone follow so far? Okay, thank you.

Next one, alt tags. What alt tags are, are what Armand said. When you've got a picture, you right-click and just put picture properties. If I took a picture of this gentleman here and I was promoting Italian restaurants, I'd call the picture Italianrestaurants.jpg or Italianwaiter. Seems to work. But the thing is I want to relate anything. So no matter what they look on my site, I've got something that's very, very relevant to the site. And I label every photo or every image with a relevant key phrase. Just one.

Make sure your alt tags are one short little key phrase, like Armand did. E-book Generator, e-book software, number one, whatever. If it's something short. Don't have a whole blurb. How many times you ever run your mail server pitch and you see this whopping big thing with a million keywords come up? Has anyone ever seen that before? Yeah. That's something that's crazy. You don't need it.

I put no repeating allowed on the page. You don't want to see e-cover, e-cover, e-cover, all over the page. After a while, people aren't stupid.

Okay, place your tag descriptions on every page, not just the index page. I see a lot of people go and do some nice search engine work on the index page, their home page, default page, and then the rest of them they don't do anything. They just leave them. They think the search engines are just going to get the first one.

If you've got a good whole site map, the whole site's laid out like a theme, it will help you a lot better than just your one index page.

Okay, when finished, what I do for the alt tags, I run my mouse, I look at it in preview mode, run my mouse over all the pictures and just see. Because sometimes, you might have spelt the words wrong. It's no use trying to optimize something if you find out, "Oh gee, I've got a spelling mistake." It's better for you to pick that out before you put it onto the web. So check your spelling.

Okay, your content of your page. When you're writing on your page, don't write about we, we, we. Wee, wee, wee, all the way home. As far as I'm concerned, people want what they want to buy, as I've said to you. So give them key phrase-rich stuff, stuff that makes them want to buy.

Make sure it makes complete sense. Don't just put a whole stack of keywords with ands and buts. Your page looks ridiculous. Just put something that's really good-quality content, as Armand said. Put all your main points towards the top and keep them relevant to your pages.

Make sure all of your internal pages link. When I say internal, that means about us goes to your about us page. They're all internal, to your own site. An external one is where you link to like Yahoo.

Even when you're linking to ____, I don't put about us. I put "about Gold Coast accommodation" or "about smart pages." Just try to keep all your relative terms, as well.

As I said, check Word Tracker, Google, Overture, Armand's new product, for the best key phrases. And when in doubt, don't. If you don't know what you're doing there, leave it. Even if you call me and ask me, I'll help you about as much as I can. There's no problems whatsoever.

All this stuff about guaranteeing you top position in the search engines, the truth of the matter is I won't guarantee anyone because I don't know what they're going to change tomorrow. No one does. But I guarantee I'll do as much as humanly possible to get you at least as high as I can, based on what I know. And if I don't, I'll keep doing it to get you there.

But all this stuff that says, "I guarantee you'll get top 10," and pay him to do it. If I ever get a refund, he pays it. Is that logical?

What I'm going to say to you here, my software, just to show you, it's the world's first point-and-click software to get you huge results. As I said, as long as you can open Internet Explorer, as long as you can click your mouse button, as long as you can type a little of text, you don't have to know too much. That's all you have to know.

It's very easy to use. A kid who's 10 years of age could use it. I'm serious. Do you want to see how it works? I'll show you a live demonstration on the net, as long as we've got a connection here. Does everyone want to see this? Alright? Okay, cool.

I'll just show you quickly. There's a screenshot of the program. There's my ugly head on it. Armand's shown you all this. I'm sitting in the back, thinking I'm doing a presentation this afternoon, and he's showing everything about me. And I'm going, "What am I going to say?"

Anyway, that's the main screenshot of the program.

Okay, the first part, and I'll go through it when I show you live, this is the first part that you come up, if you decide to invest in my script today.

The main path is you just put in a password. That's it. Simple so far? Okay, the password's number one. I'll tell you that in advance, all letters.

Again, you press login. Tell me if it gets hard.

Second thing. When you get inside the script, the first box you see is that. Password, ____.

Password, you just change the password so it's not number one. Otherwise, anyone can go to your site and change anything on you. So just change it. Put in your e-mail address. And when my program makes up all the pages, it e-mails you, telling you it's done, and gives you the link.

Pretty simple, while you get a coffee. And then you press update. Is that easy, so far?

Okay, next one. Keywords to use. Either one, you can make up a keyword list or key phrase list, and keep it on your computer called accommodation.txt or whatever you'd like. Or, where I've got the words suggest keywords, you click on that. And basically, I've got it searching. But anyway, I've got it searching the top 100 words. I've done it to 100. Armand has other thoughts. I do it to 100.

But basically, both systems work very well. But I want to get the relevant top 100 search phrases. And as soon as you press that, say, for example, you want Internet marketing. You type in the words Internet marketing, press enter, and it will pull up the top 100 words for you, or key phrases. Then, it will make pages for you.

Is that simple? Okay, cool.

Next bit. Recommended website. Now, my pages are getting made up, as you saw with Armand this morning, they make up a page for you, with a lot of links on it. But your link, it looks like a search engine page, but your link is always the top one. It's always the highlighted one, with the rest underneath.

So when people get to it, it looks like a search engine page. And there's a lot of people out there who look at it and go, "I'll click on that one." And even if it doesn't, it doesn't make any difference because I let the pop-up page click them back to yours anyway. So I don't care where they go.

So the recommended site, in the title there, I would put Gold Coast accommodation and Gold Coast family holidays, for example. And then description, features, Gold Coast accommodation and family holidaying on the Gold Coast. URL? Your domain name.

Follow that so far? Okay. Then you just go on to the next bit.

The next bit, there's three templates. One is the index page it produces. It's just an index page. The next one is a results page, and it's got a site on that page. It does all the work for you.

If you're techno-savvy or you want to go and alter the script, like Armand does, or if the search engines change and the algorithms change and you want to move a keyword down, you just press edit, copy it, paste it, press save and it's done.

If you stuff it up, press restore default on any of them, and it restores them back to the original again. So you've always got the program.

It works live on your server. And what I do, I install it on your server for you, so it's easy. Or you can, if you know just how to upload a couple of files. That's how simple it is.

Next one, the output screen. This is just to show you what's going to be on your pages. I just put an output, like Gold Coast accommodation or search engine optimization. I put my home page URL. And you have to choose just a little file, the way you want to hold those pages. It's like a filing cabinet. If you make up all these, you have to hold it in a folder.

Either one, I've done two things. You can type a name on that folder. So if you're doing Gold Coast accommodation, I'd call the output directory, I'd just type in the word there, accommodation. So it will make a file called accommodation and store all the files. So then you've got your website, GoldCoastaccommodation.com/accommodation/index. So no matter even if they look at your website, they've got all the words.

And then or you've got a select directory with an arrow. You just click down, pick one of the little folders you've already got made up, click one of those, and it will store it in that folder for you. Whichever.

Okay, next one.

Just in case they miss your site and click through to someone else, I've done a pop-up. Put your site in there, as well. Or if you're promoting affiliate programs, put your affiliate link there. As soon as they click somewhere else, the back button, up comes the pop-up with your page or your affiliate page to try and sign them up. And if you're smart, make that page have a pop-up coming off it.

So it works well.

And then, all you do after that, on the button down on the bottom, generate and build smart pages. You click it, you'll make 100 pages for you within three minutes.

Is that simple? Seriously? How many people can follow, honestly, what I just said? Very easily.

Okay, I'll show you on the web. I'll have a look at it right now. Just go back to the last one for a second.

Okay, does everyone see that stuff on the screen? That's live on the web now. I don't know what my password is. I can't remember. I'll show you in a second. Last night, I changed it so you guys couldn't get in. Money, that's what it was.

Okay, can everyone see that so far? That's live on the web, in front of you.

Okay, let's pick a subject. Anyone pick a subject. One person.

Attendee: Finance.

David: Okay, cool. Finance. Is that alright? Everyone accept it? Hands up if finance is cool. Okay. I'll sit down for a second, so I can show you. Tell me if this is hard or not.

What I'm going to do, I could have made a keyword file already. And I just press on browse and it uploads it. Of course, I've already put in my password, changed to money. Don't worry, it will be changed this afternoon. You can't get in my site.

David@davidcavanagh doesn't go to me, it goes to spam filter. So don't try to e-mail me.

What I've done there, if you've got a long list of pages you want to be made up with key phrases, put a key phrase, next line key phrase, next line key phrase, next line key phrase. Save it as a text file, and you just press browse and upload it.

Or, alternatively, I'll show you the easiest way. Watch what I do. Click on suggest keywords. See the little box come up? Everyone see? Just answer me, so I know you're alive. Thank you. What was the term, sir? Okay, be more specific. Okay, thank you.

The only reason I said that if you can understand what I'm saying, if you put just the word finance, what's going to happen?

Attendee: *Can't hear what's being said.*

David: Thank you. Yeah. Exactly. Exactly. Australian finance. Of course, you can go back and do these and store it in 100 different directories. You can make 10 different directories under pages, or whatever.

Australian finance. We all agreed on that? Or finance Australia, whatever. And you have to check.

Generate related keywords. As you see there, when it searched, it only found two. So really, Australian finance. But I'll just show you, just for the sake of this exercise. If I was to go back and do what the gentleman said and just use the word finance – I'll show you this one here – see what I mean? 99. So it is broad.

But I'd go back in those 99 and pick out the ones that I really need.

But as you can see, you haven't gone to Word Tracker, you haven't gone anywhere. And basically, as you'll see, there's all your keywords. If I run down here, there's all your keywords straightaway. See them all?

But take out the ones that you don't want. But just for this example, I'll leave those ones in.

Okay, recommended site title.

If you were to do a title with Australian finance, what do you think a good title would be, sir?

Attendee: *Can't hear what's being said.*

David: And?

Attendee: *Can't hear what's being said.*

David: That's your domain name. Okay, I'll show you something. Is it alright with you if I put finance Australia financial advice? Okay, thank you. I wonder if Google's that clever.

So for example, again, ___ your titles. Go and check the search engines. Find out the other kinds of titles and do something that's pretty relevant.

But again, just for the exercise, we'll do that.

Okay, description. What I said there, we'll put offers, info on Australian finance and, for example, financial – tell me if I spell it wrong. Oh, yeah, I did. I got that one. It's hard when I'm trying to talk to you and type at the same time. Okay, offers info on Australian and financial advice, for example. You might put one more sentence.

Okay, URL. Where are we going to? Is that yours? I thought it might have been. I thought you might have meant something there.

Okay, what was it, sir? [www.finance-australia](http://www.finance-australia.com). I just picked up a good one the other day. What do you think it is? Howtogrowrich.com. Do you like that one? Anyone want to buy it? Okay.

Seriously. Anyone that's got any problems with what we've done so far? I want you all to get this and take it home. Seriously, you need it.

Okay, you've got a problem. You've got a website, you haven't got search engines, you're not getting traffic, you need it.

Okay, next one. Off the top.

The templates. People say, "What do the templates look like?" I just go, "Restore default" on the first one. Say, for example, I've messed all my templates up. Go to the next one. Restore. Bang, it's restored. So if you ever mess it up, you go and try to alter it and be really HTML literate, there you go.

Just to show you if, for example, you know HTML, I just go here. And you think, "Oh, the index one. I want a few pictures around. I want to add some color." I press edit, there's your HTML.

So you can go in and do it, press update down on the bottom. Do you follow what I'm saying?

So if the search engines change or you want a different color, go and change the border color. Go and change the index. Take the word resource out and put index, whatever you want. It's up to you. And then go back and change it.

If you mess it up, press restore defaults, the whole lot is restored back to original.

Okay, I'll just cancel that screen for a second. We're running out of time there. The same for the next ones, your results and your site map.

Okay, index name. Just for this one here, I'll put Australian finance. Google usually likes 50 or less keywords to a page. I would say 30. That's what I would honestly say. So I'll put in there say 30. Results per page, I put about 20. The site, again, I'll put the same thing.

But just remember, if you've got another site, you can probably have two or three on this. This one, for the gentleman. What was it called again? Finance-Australia.com? Okay.

Then we can put it in a directory. We can put it in a directory. Or, for example, we'll choose one.

Now, just for this sake, I'll choose a directory I've already got, so I can make it quick for you. Okay. Where's the one I've got? I've got 100 directories.

Okay, I'll put it under promotion. I hope I don't write over everything I've already done. But I've picked the directory promotion, so I'm saying all these files it makes, chuck it in the promotion folder. Is that easy?

If I want a pop-up URL, who else has got a domain? Anyone else? What's your, sir?

Attendee: *Can't hear what's being said.*

David: Wildlywealthywomen. What a good domain name. Seriously. That's a good one - .com? Have I spelled that right? Is that right?

Say I want the pop-up, you can put the dimensions. Say, "I want an 800 by 600, for a normal screen size." Say, for example, that's an affiliate program. You've got another financial side, you want a pop-up. Because just in case they click on something else, they'll still get this one come up.

Okay, now, see down at the bottom? Generate. How's that? How hard was that? Anyone tell me, honestly, you can't do that? That's right. That simple.

Now, my script will send you an e-mail. "Hi," and it says my name and all that kind of stuff, and my phone number, just so if you've got any problems. But don't ring me unless you've got something major. Send me an e-mail.

But the thing is, what I say to people, it tells you. It's specific. What it will actually do, see up at the top it's got numberoneposition.com/promotion/index.php and the address file? I'll show you what really happens, because I don't want to have to go and check all my e-mails, because I'm not on my computer. I'll show you where the pages are.

Okay, they're just starting to make them now. See that one there so far? And you saw, that's the same as Armand had this morning, as you can see. Except you might place Google Ad Sense in the side, into your templates, and things like that.

There's a couple other programs out; Ranking Power, Traffic Equalizer, which are very good too. But my main thing is really I want to get number one on the search engines. I don't give a bug about search engine feeds and revenue piles. That's just me. But I am making up some scripts and I really think Armand did a smart thing by putting Google Ad Sense. That makes you money. Google is the ultimate.

So yes, I endorse that 100-million percent. When my next version that's coming out, I'm going to include that as well. And Armand, I guess, hasn't given me the templates just yet, so I want a copy to see what he has really done.

Okay. If I was to click on that now, the first one, boom, there's some of your words, sir. These were naturally the ones we picked. But we said we'd use just a whole list.

So say, for example, the first one there. We click on that one. And as you can see, on the top, in the blue, Australian finance and financial advice, resource one.

So whether they pick up the title, right up the top, underneath where you've got the address bar, whether they pick up that, whether they pick up the keywords on the page or whatever, there's still a lot of words there.

I click on the first one, look what it makes up for me. Looks like a search engine page. Have a look at the top words. Australian company finance. Again, you can alter the template, make it centered, or you can put blue borders or anything.

Now, sponsored site. I even have a little sponsored Australian company finance website. So you've got your title, you've got your H1 tag, you've got your sponsor site, and your next link is your site.

Now, sometimes, I've had the number one position search engine. Google hasn't picked up my description, it's picked up someone below me and used his description and my title to give me number one. I think, "Sorry, Chris." I've got a first-rate copywriter, as well.

But if I go into here, just to show you something, click on that one, look what happens? You're going to get a free _____. Looks like a site-builder site. Oh, is it?

See what I'm saying there? He's got everything. Get rid of that bloody thing. Click back.

Now say, for example, I was to say, "Now, click on this one instead." I think Sean's going to pop a blocker on this, block the pop-up. Normally, a pop-up will come up, as well. Yeah, he's got a blocker on this, the bugger.

But as you can see there, and please notice what did Armand say to you about internal links or external links? Please notice, when we go down to the bottom, all of them are relative. They're all very, very similar. And look down at the bottom. See how it's linked three other ones there for you?

So if I go back to these other ones, look at this one. Australian finance group. Guess who's number one again?

Now, all you do, if I had my e-mail address here, it would have, "This is the link to your pages." You grab that link, you just paste it onto your index page, leave it, like Google Spider, and that's it.

How many people find it easy? Very simple. If you need help in that regard, I'm here to help you. It's very, very simple.

The thing is, those pages, I pick out 20 turns, put 20 different directories to make 100 pages each, that's 2,000 pages. If you want to make more or less, that's fine.

But just remember, some industries, if it's really, really specific, you might only want one or two words. That's true. But you could put Internet marketing and it could come up with thousands.

I don't want thousands myself, personally. I just want really key, specific ones just for me, so I get targeted traffic. That's all I want.

But anyway, that's my product. If you would like me – and I'm only doing it for the first 20 people, if you want – if you decide to get my product today, what I'll do, I've got an offer there for you. If you get out the yellow sheet for a second, just grab a yellow sheet, what I'd like you

to do, up the top, the normal price I'm selling it on the Internet is \$197, which works out to \$250. I'm selling it here today at \$147. That's only while you're here.

I will also give you 12-months membership to my newsletter, which I'm charging \$199. I'll give you two website critiques. I don't mean I'll go and redo your website. I'm just saying I'll look at it and give you suggestions, which will help you a lot. I normally charge \$1,200 when I do that, because I really go through with a fine-tooth comb and tell you exactly where to change things and how to change things.

If I don't know, I'll get onto Ted, Brett or someone, and really find out for you. So I'll give you a very, very good critique.

Sometimes the critique hurts. But the thing is, I'm only doing it to help you. I want you number one, as well. I want you all as my joint venture partners. And if anyone wants to be a joint venture partner with me, because I'd like to be with you, yeah, definitely.

If the software needs to be changed, I will change it. You don't have to do anything. What I'll do, I'll personally e-mail you all and send you a new copy. So as I said, it's like driving in, buying a Honda or Ford, and every three months the place you went to giving you a new one. And that doesn't cost you a damned thing, because I want to see you, because it's only natural if I do this product correct and you get great rankings and you get great search engine results, when I do my next product you'll all buy that as well.

And please notice, I do what Armand said. I've got my picture on there and I've got David Cavanagh presents. I'm going to be the Australian Armand Morin, you know.

But the thing is, if you'd like that, what I'd like you to do is fill that in now. Make sure that you take it out back to the desk here, because I've got down on the bottom it's \$147. I'll tell you what I'll do. I've put down on the bottom if you want me to install it for you, I'll charge you \$30 extra.

I know a lot of people will get it, as Armand said to me. The first 100 people who do decide, out of the crowd, to order it, I will install it onto your server for free. So I'll make sure I test it and measure it to make sure everything's working, and I'll charge you \$147 total. But that's only for the first 100 people.

And if you've got a very good site that you want to optimize, you don't care about scripts or anything and you want me to do it, I charge \$2,500 a year to do sites, as in the optimization. I only do 20 a year. That's all I do.

So the thing is, what I want to do, I'll do everything for you for \$2,000, but you have to see me privately. And I'll talk to Brett and we'll negotiate something just to help you out.

I don't do sex sites, pornography, anything like that. Just normal marketing sites. I don't believe in promoting anything like that on the net, which is logical.

So if you'd like the product today, as I said, the first 100 people who do decide to get it now, I will install it on your server or your web host. There's no cost whatsoever. And I'll make sure it's working. I'll even do a test to make sure everything's right for you.

What I do, I give you the software and I'll also send you out a PDF thing, step by step, showing you exactly how to do what I've told you today. If you've got any problems, you can always e-mail me and I'll go through it step-by-step with you as well.

Any questions now? Yes, sir?

Attendee: *Can't hear what's being said.*

David: That's fine. It doesn't make any difference. It's web-based. I install your service. Whether you've got a Mac, whether you've got a PC, whatever, it will work. And the programmer I've got working with me, he's got different loaders. So if you need be, I'll get things changed to help you.

Can we have the microphone, the gentleman just in the middle? Thanks. Thanks very much.

Put your hands together for these guys, too. Honestly, they've been doing a great job. They've been really good.

Attendee: I was just wondering, I'm installing this site-builder ___?

David: What I usually do, I kind of install it onto a site-built site. But if you've got a site like that, I'll give you a directory, I'll stick it in, and I'll promote the page off my server to help you,

to direct to _____. So I'll give you some free space to help you. There's no problem, because I want you to benefit from it, as well. No need to cancel our kids.

Sandy?

Attendee: You say you give two website critiques valid for six months. Is that two of the same or have you got two different ways?

David: If you've got a couple sites, I'll go right through them for you and help you out. No problem.

Mr. Hans Jacoby?

Attendee: David, if you've got multiple websites on multiple servers, do you need to buy the program for each of the servers?

David: I'll help you out there, don't worry about it. Don't tell anyone outside of here, because I'm selling it for one-server based. But I don't mind. It doesn't make any difference. The bottom line is, let's face it, my program's encrypted. So if you got it copied, you can't. Armand didn't even say the latest version. That's the latest version. So the bottom line is if you try to copy, you can't. It's encrypted. So I don't care.

Attendee: More joint ventures there for you anyway.

David: Because really, if I was to charge you for 10 copies, for 10 different servers, you wouldn't buy it. So I just do one you can install on two or three _____, as long as you be honest and don't go giving it to friends and reselling it, please do me the courtesy there and I'll do you.

Attendee: This is just to optimize your site. You still go through the manual submission process that Armand described?

David: That's correct, sir. I never go and submit. Like that one there, numberoneposition.com/promotions/1, please notice the extension it makes as well. Australianfinancegroup.html. See what I mean?

It even does your directory, the name of your pages, the top, it's got everything that Armand said to you. But I go and get a link, the main one, where you saw those first two, stick that onto your index page and let Google spider it.

Go to Google, addurl.html, and put in your main index page and leave it. Don't go trying to be smart. Because as Armand said to you today, and he's a smart gentleman, he's tested and measured everything he does. He's not an idiot. He's a very, very smart, educated man. And he tests everything.

I ring him at 6:00 in the morning, US. I said to him last week, "Armand, it's Dave. How are you doing?" "Yeah, man." I said, "You sound tired." He said, "Yeah, I am." I said, "Did you just wake up?" He said, "No, I haven't gone to bed."

Like the guy works 64-million hours a day. And he earns a couple of dollars more than me.

But the bottom line is listen to people. To me, the only truth is the result. What's the results? There's the truth.

Armand's got the results. Steven and Alicia Pierce got the results. Yanik Silver, all the boys, Alex Mandossian, they've all got results.

I'm going to talk at the big seminar in Orlando. I don't care whether he likes it or not, I'm going to be there.

But the thing is, seriously, listen to the guys that got results. Do what the guys who are making money. Don't listen to the other guys in free-for-all links pages, who haven't even got one index page in Fred's free-for-all blog site in the middle of Egypt.

Listen to people who got the results and are making heaps of cash. Armand did \$4-mil in 12 weeks. I wouldn't mind doing that in my whole life.

Who's got the next question, please, before we wrap it up? Come on, ask me one.

Wildwealthywomen, I like that domain.

Who else has got a quick question? Okay.

What I'm going to do, I'm going to wrap it up now. Fill in your forms when we finish, because you've got one of Australia's best speakers coming up right now, Mal Emery. He's brilliant. Make sure you take notes. But fill in your form.

As I said, the first 20 people who want me to do everything for them, I'll do that. There's no problem. But the rest of you, fill in your forms, take it out there, and I'll make sure it's installed.

Thank you very much for listening. I hope I've really helped you out.

World Internet Summit, Sydney, Australia

Mal Emery, Part 1 – CD 2 of 4

Ted: Let's welcome, let's make him know he's welcome, Mr. Mal Emery.

Mal: Thank you very much. What's that cliché? There's nothing like a good introduction? That was a ripper of an introduction. So thanks, Ted. Thanks very much. For those in the audience who know a bit about me, thanks for your kind words, as well.

Who wants to really get the best out of the rest of the weekend? I mean the absolute maximum. Who will admit to coming along to a few seminars in the past and taking home copious amounts of notes, and you finished up in some cardboard box somewhere and they're gathering a bit of dust and maybe a few other things, and they haven't gone back to them? Who admits to that?

Well, that might be part of the process, folks, but the bottom line is only 5% of successful people, when presented with a solution to a problem, act upon it. Take a look around the room: 95% of you are wasting your time coming to this seminar. And more importantly – well, not more importantly – less importantly, your money. 95% of you are going to do absolutely zero. That's the cold, hard truth.

It did bother me once, though. But I got over it, fortunately. Don't try and change the world anymore.

But there is a tool I'd like to share with you. And the people who come to my boot camps know this works, because when they left my boot camp they went away with a list of things to do that they previously wouldn't have taken action upon. This is not anecdotal, folks, this is a fact.

Do you really want to get the best out of the rest of the weekend? Get your result, what your result is, which is unique and different to you from anyone else here today. Come on, folks. It would be really good if you participate in my seminar and my presentation with us.

The major reason is you'll learn a lot more. The more you participate in this process today, the more you'll get from it. And guess who we're here for? You.

Is it okay for me to stand up here, and other presenters, and tell you how we've been successful and for you to leave here and not be successful? No, I don't think so. You've got just as much right and just as much opportunity out there than ever before.

In the wide audience out there, people have the opinion that there's very little opportunity and this is my lot. That's the bad news. Who would agree with that? I would say you guys are very unique, in as much as you parted with your hard-earned money. More importantly, you've come along today and given up your time, which is more valuable.

But you're part of the 80% who should take this information out of here and get a result that's different and unique. But I often get staggered why some people come along to a seminar or a boot camp, or get my mail order packages. I'm going to give you some examples of some people who have had success beyond your wildest dreams, yet so easily. Easily.

Why is that those people succeed ___? The cold, hard truth that I've come to recognize is that you are unique and different. And how you interpret information and how you act upon it is going to be totally unique to you. That's why you can get this stuff this weekend and have a totally different result than everybody else. You'll take action in your own unique way. In other words, you'll perform every task to your level of incompetence.

So some people come to the knowledge with certain experience, don't they? Life, probably, in some cases. Or, more importantly, they might have some special uniqueness.

For example, Chris Bloor may have been already a good writer. So it's natural for Chris to identify the greatest product on earth. Who'd like to know the greatest product on earth to be selling, the number one product to be selling? Who'd like to know? Not enough enthusiasm in this room, is there? Am I the only one experiencing?

This is the number one product, right? The number one product is money. Let's have the breakthrough. The breakthrough is the opportunity to make money.

What does Frank Lowery, who builds shopping centers, sell, in reality? Opportunity for someone to rent the space and make...? Finish out the sentences, folks. That will really help me. Save me from talking so much.

What does the stock market represent? Is it a chance to buy shares or is it a chance to make...?

Attendee: Money.

Mal: And how big is the...?

Attendee: Money?

Mal: Huge. Isn't it? So we want to be what? This seminar, this weekend, I'm going to talk about the sweet spot. I'm going to talk about the magic pill. Who wants a few magic pills? Because there are secrets. I can buy and sell businesses anytime I like, and make lots and lots of money. Does anyone else in the room know how to do it consistently, predictably? No. So it is a bit of a secret, isn't it?

But when you know the secret, suddenly it's not really such a secret anyway.

The number one reason you guys came here is because these guys were selling what? The best product on earth, which is money. That's why this seminar sold out.

But, of course, the advance breakthrough or advance secret on top of that, is that we're selling a magic pill. And the magic pill is this. Come along to the seminar, come along to our boot camp, pay us \$2,495. And before your very eyes, we'll construct a website. We'll not only construct a website, we'll find a product, we'll create a product out of thin air for you. We'll put it on the Internet. When we put it on the Internet, we're going to give it away. And we're going to make someone a ton of money this weekend. Who came for that reason?

Isn't that what drove most of you here? By god, that's what I want them to say. And that's exactly what these guys did in the very first day, which was fantastic. Who's convinced that that isn't possible? Anyone not convinced that they can't do that? At least that it's not possible?

Whether you'll do it or not, because you're unique, is unique to you. But you've been given the information. How you act upon it... What all the presenters here this weekend will do is create one thing for you, and that's called awareness. That's all I'm going to create. That's all the rest of this presentation is about. In my opinion, folks, and this is my time on stage so I can say how I see it, the rest of the equation is up to you.

So awareness, isn't that interesting? How can that work for me, in my business? If you want to sit there in the rest of my talk and the rest of the weekend and figure out why something won't work in your business, guess what? It won't work.

Instead of just missing it, say, "Isn't that interesting?" I've had people sit through my seminars and from the first moment I start talking, and the presenters I put up in front of the room, they sit there and think about why it will work for them. And that's a distinction for you. Instead of just sitting there saying, "It won't work in my business," because it won't, the distinction is "How can I adapt it?"

I am a professional plagiarizer. Call it what you like. My first business, at 22 years of age, what did I know at 22? Not much of anything. But the truth was I got myself a model or a mentor. I'll tell you more about that tonight. But I simply said to someone who was a leader in his industry, in my viewpoint, who was qualified to coach, I asked him would he teach me how to do what he does."

And the thing about models and mentors is they understand there's an abundance in this world for all of us. Can anyone own all the real estate? Anyone own all the stocks and shares? No. Can anyone own all the businesses? No. Is the Internet infinite? You bet you. There's tons and tons of opportunity.

We live in the information age. It's never been easier to get rich, and that's proven by the fact that most of the world's millionaires have made their money rapidly, through this phenomenon.

Now, I've got a problem with the phenomenon. For one, I'm a technophobic, aren't I? And I can't really drive this stuff. And I'm pretty concerned. I've got someone just over here, ready to come and save me. And you might have to bear with me a little bit on that.

But you don't have to have the skill. You just need to know what you want to do with that theme and how it needs to work for you.

My very first website, MalEmery.com, which has made me hundreds of thousands of dollars as a total technophobic, has not changed apart from a processing adjustment or whatever, a new testimonial or two. No breakthroughs have been on that site. It hasn't been rebuilt in seven years. And we still get thousands and thousands of dollars of orders, every week, every month.

So the distinction is this, also. It is a great opportunity. Suddenly, we have all this technology at our fingertips.

Did my parents know about credit cards? Could they use a credit card? What was Australia post like, back in the 1930's or '20's? It was a problem, wasn't it? We can process people's money. It can be instantly transferred into your bank account. We've got more communication tools and more informed what I call an experienced buyer. That's something you've got to ____, folks, in your business. Because our buyers – that's you – have never been more knowledgeable and informed and experienced in history.

What did my parents know? Very little, indeed. I know a little bit more than they do, and my daughter knows twice as much as me because she's more informed. We're suddenly an experienced consumer. So that means there's a whole bunch of things you've got to do when it comes to making sales.

Now, the Internet is the most distrusted media that exists. And it's created a new rudeness that I've never experienced in my life before.

Who's got one of those e-mails from someone, when you ring them up on the telephone they're like putty in your hands? Who's experienced that? It's an amazing process, this e-mail. I'll just say what I like, because I can. I'll push a button and off she'll go.

But all the Internet is, folks, and don't get mixed up, all the Internet is, is a media. It's not a business, it's a media. My opinion.

It's no different than radio, media, print, any other media. It needs to be understood and used as it should be used correctly. That's why there's no accident whatsoever, that the people making money on the Internet are experienced direct marketers, which is what I was first.

First, when I decided to change what I did in life, I went and spent \$25,000, \$40,000 on how to be a great direct marketer. And that emerged when my level of incompetence rose, didn't it? I write my first ad. We all have to start somewhere. But I was in the same business.

So it's easier for you to transfer to the Internet, which is only another media, when you know how to use it. And direct marketing is the tool you use. That's copywriting and these formulas.

Everything you're hearing over the weekend are basically formulas. My formula's going to be different than someone else's. I don't want to depend upon any one media. Why? Because it might disappear.

Number one is a very dangerous word in the business world. Depending upon any one product, any one person.

So I want to use what? All the medias correctly, based on the formulas of direct...? Yeah, marketing. Call it what you like. We'll call it direct response, because I want a... response. I want someone to do what I want them to do next. A clear, simple, precise message on any media.

So this is where I differ from probably the rest of the speakers, in as much as I use lots of media. But the magic spot is what? The magic pill is everyone wants to do it on the Internet.

But what about if you do it on all of them? Is that okay?

Attendee: Yes.

Mal: Is it okay if I stick a product in a bag and post it out to you? Is that okay? Do I need to do it myself? No. No, I don't. A lot of hard products are what we call hard products. People enjoy receiving something in the mail, unwrapping it, packing it and going through it.

I remember when the e-zine thing was going to be, "Oh, you've got to have an e-zine! You've got to have an e-zine!" Who's got 50,000 e-zines in their e-zine box? They never end? I ain't going to play that game. I want to be the welcomed guest, not the uninvited pest in the sales and marketing process. And whether you seek me or I seek you will determine the ease with which I do the business, on my terms and my price.

Isn't that interesting? Do you all think it's interesting in the room?

Okay, so we want that tool. I haven't forgotten. And the tool is this. I'm going to say some things during my presentation, and so are the rest of the speakers, and you're going to have what I call an aha moment. Has anyone had a few of them this weekend? I would hope everyone. I'd be surprised if everyone hasn't been sitting there going, "Hmm. Aha! Isn't that interesting?"

I've had some. I definitely have.

So I want you to write down those aha's. I've provided you with a page in this book. Could you please get out the workbook, please? That's my work. Is it going around? That's okay. We'll get it out to you right now, as I speak. I'm going to move on.

In the workbook, when you get it, there's going to be a page a little way in. First, there's going to be a bit of stuff about me. It just gives you some idea about where I've come from. You can read that or you can choose not to.

I'm also going to talk to you in the front here about aha's.

By the way, questions. Can I not field questions during my talk? It will throw me, it will throw the audience. I'm going to be here for three and a half days, and I'll answer anything I'm capable of answering over the three and a half days. Is that okay?

Attendees: Yes.

Mal: Okay. I'm going to say a few things that offend you and things you disagree with. Can we also have another agreement that we won't take it to heart here? We'll actually put it off and dismiss it as what it's meant to be: a learning experience for you today. And instead of buying into the problem or the process that I may have sworn, I'm going to be here for an hour and 20 minutes and two or three hours tonight. It's hardly unlikely I'll be on my best behavior the whole time. But I will do my best.

So it's just a little bit of stuff about that in there. This is not a scripted speech for me, folks. This is not like word-for-word verbatim I've practiced out in back somewhere. This didn't happen.

What you're getting is how it is for me and what has worked for me consistently and predictably, and it's what I call high probability of success. There is no need for failure.

I heard Napoleon Hill's 16 laws mentioned earlier on. One he says is the most important is called accurate thinking. And that's what I see very little of. Very little accurate thinking. What I see is no thinking or, shall we say, we ask the wrong questions.

What do you get if you ask the wrong questions, folk?

Attendees: The wrong answers.

Mal: So that's what these aha's are about. These are aha moments, and truly aha moments that you're going to get as I talk. I want you to write them down on this list when it comes around. If you've had some already, start your list.

When you leave here, or preferably tonight, when you can't sleep after my presentation, I want you to number those aha's in order of their importance to who? You. Because you're unique and different. And your particular goals and outcome will be different from the next person's.

So I want you to get what you want out of this weekend. So number them in order of their importance to you. This is a defining moment of the weekend, folks. You've got two and a half days to go. This is the difference between going out there and nothing changing, and something changing.

Would you do this for me? No?

Attendee: I'll do it for me.

Mal: Great, do it for yourself. But I don't mind being an unreasonable friend, so can you show me a full list of two pages before you leave this weekend? Is that okay? We're doing this for each other now.

So folks, now I want you to number them in order of their importance to you. And go to work on number one. Because the next page is a 30-day to-do list. And I promise you, mysteriously, if you go to work for 30 days and do one lousy thing each day, that's all I'm asking you to do, a 5% achiever, but 80% can when this system is used.

Have we got more handouts, please? There's more to this side of the room.

So then put those in there, that item, and work back and do one thing each day for 30 days. And I'll tell you what, folks, mysteriously, magically, you'll become part of the 80%.

Who's seen the 5% factor? The 5% factor is one person will turn out wealthy, four people will retire rich, 36 will be dead, 24 will be dead broke, depending upon handouts from well-meaning friends and relatives and Social Security Department, and blah, blah, blah. Who's seen that?

That was ascertained in 1958, in the United States Social Security Department. And you know what? All that technology, the Internet, Tony Robbins, Ted Ciuba, Brett McFall, all these gurus

walking around the planet, and guess what? It hasn't changed. The insurance company still uses that stat to work you out and me out.

So you've got a choice, folks, for the weekend. Your choice is to leave here the same way or leave here with something useful, and something you can go and take action on.

So that's what I want for you, and I'm sure I speak for everyone else, as far as the presenters in the room, as far as that's concerned.

So will you do this for us?

Attendees: Yes.

Mal: Great, thank you. The wealth is not in the thing. This is an aha moment, folks, believe it or not. There's no money in the thing. All the money is in the marketing of the thing.

So you don't sell shoes, you don't sell the opportunity to make money, you don't do whatever it is that you do. From this moment forward, you're a marketing company that just happens to – what do you do?

Attendee: Sell something.

Mal: Sell something? Okay. Whatever it is you sell, whatever products or service you provide to the marketplace. But the breakthrough thinking is in becoming a marketer of the thing. The money is not in the thing.

Who's got the greatest product on earth? I hear that one all the time. "This is a really great product. If only I could find a customer who'd buy it."

Truth is the marketing is where the money is. That's how you collect all the money that gets left on the table. That's how I've locked out my competition in any chosen field I pick. Because I'm a marketer of the thing.

The number one thing you're here to learn this weekend is marketing. Was there a ton of marketing on that website? Did anything happen on Ted's website by accident? No, you bet ya.

In fact, the sweet spot was on the website, in my opinion. You know why that thing's going to sell? Could anyone create a product like that? Yeah. Why is it going to sell? A couple reasons.

But the main reason is this: the opportunity for reprint rights and the affiliate program. The opportunity to make money. Make money. Have everything done for you.

Who's heard that Earl Nightingale saying, "Give a man a fish, feed him for a day; teach a man to fish and you feed him for life?" I don't agree with that one, either. People no longer want you to teach them how to fish, they just want you to give them a...?

Attendees: Fish

Mal: All chopped up on a silver platter, ready to eat with... That's all we want anymore, because we're an experienced consumer. We don't want to do the...? The work. We don't want to do the work.

So I know that about you. And what does that do for me? I know you're a lazy bastard. Okay? So I then design everything I choose to do based on you.

Who wants to be a marketing expert in the next 30 seconds, other than me? Ask your clients, because they're already experts. They're already experts. You don't have to know. You don't need the answers. All you need to do is ask your clients these questions: what did I get right? What did I get wrong? How can I improve it?" And ask them be honest, not kind.

All the answers are with your clients right now; or your future clients. On the break there, I had someone who said, "I've got 50 people that called me up for my product and they haven't bought yet." Well, the answer to that is what? You haven't given them sufficient reason to buy yet. They're interested, but not ready to buy. And we don't know when they're going to go from interested to ready to buy. So we're going to have a system that ensures that I get 80% of them and my competitors don't, by having a system. Because what, folks? A system will make you rich? No, sir. A product or service can make you money, but it's a system that makes you rich.

Formulas, systems. I'm going to be sharing formulas. The rest of the speakers, they're sharing formulas with you. It's all laid down. It's very precise. I am egoless. I don't care if I get it wrong. I don't mind if I make a mistake. Because it's getting me what? Closer to success. You're just giving me hints, folks. You're telling me what you don't want, so I can then change my message to convince you that you do want it. Right?

Is any of this complicated? No. You need a well-crafted, simple message, based on a slice of life of your clients. So you've got to know what they're about, so you can communicate them in relation to their wants, desires, needs and frustrations. That's it. Wants, desires, needs and frustrations.

The advanced secret on the money's not in the thing, the money's in the marketing of the thing, is this: these advanced secrets products I've only shared last weekend at my own seminar. No one's hear them anywhere from me.

The advanced secret is this: the wealth is in the customer, not even the thing or the marketing of the thing. I'll prove it to you.

Who's bought something off of me? Please keep your hand up. Keep your hand up, folks. Who's come along to this seminar on some recommendation or in some way from something they heard from me?

Okay, you guys are worth about \$40,000 to me in commissions, that all of us were able to get as part of signing up people to the seminar.

So was the money for me when I originally got you interested in what I do? Or was the wealth in the customer? It's in the customer, but it's in the customer for you, too. It's what you do with them after the sale that's more important than what you do with them before the sale. It's called lifetime value of a client. And it's the eighth wonder of the world.

Do I go into supermarkets, folks? Well, I don't. But do I go to restaurants? They all treat me like I'm never going to buy again.

The wealth is in the customer.

Now, this is an Internet marketing seminar or success summit, but it's all in the marketing and in the customer. The wealth is in the customer. I've got 50,000 in my database. That's where my wealth is. It's not in the products I create, although I need a vehicle. It's in my database.

I don't know of many businesses that get the names and addresses of their customers. But I teach people how to do it in industries where they thought it was impossible. Then they send a simple message, based on their fears, frustrations, wants and desires, and what happens?

The biggest bang for your buck that exists is direct mail; turning your postman into your solid, unpaid, no ____, no sick days. A salesman. Is that a good idea?

Attendees: Yes.

Mal: Is there any limit as to what you can put in your message? No.

I've covered a lot. That's good.

Attendee: *Can't hear what's being said.*

Mal: I can't help you with that, I'm sorry. I've done all I can do. There should have been sufficient handouts for everybody. Brett?

Attendee: *Can't hear what's being said.*

Mal: I'll have to move on. I'm sorry. What I guarantee you is if you call me or contact any of the organizers, we'll fix it for you at a later date. Okay?

The breakthrough's in the thing. We covered that.

The advanced secret to wealth is in the customer, I've explained that.

Customization. The more finite your niche, the more you can increase your prices. I prefer big-ticket items to small-ticket items. How many \$2 products do I have to sell to make a million bucks? Lots. And it takes the same effort.

So I like bigger-ticket items. And I'll get a bit deeper into that when I bring some sales letters up on the Internet for you, in a moment.

So add value and customize your niche. If you're a snorer and I've got a snoring product for you that improves your sex life and everything else and saves you a fortune in divorce, is that potentially a good niche? Can I charge a lot for that? Sir?

Attendee: *Can't hear what's being said.*

Mal: Advanced secret. The one factor. I've covered that a little bit. What's the thing that bugs your clients? What keeps them awake at night? What do they worry about? These are things you have to answer. These are the sweet spots in your marketing, the thing you have to hit.

Would anyone like to know about a website that sold for \$180-million? No, you're not interested in that. Okay, we'll move on.

Advanced secret: don't try to sell people what they need, sell them what they want. Preferably, sell rich people what they want. I get a lot of people coming to me with their product ideas, and it's going to save the world. You can't save the world, folks. If you want to save the world, does the money stuff have to work in order for you to have an impact? Yeah.

It's much easier to sell things to people who want it and are rich and can afford it, than it is to sell to people who need it.

People who need your stuff won't buy it. Has anyone else ever said, "All these people need this, but no one's buying. They need it so badly." You're wasting your time. Your client's are voting with their silence.

Identify a hungry niche, preferably finite, that requires, has the capacity and the money, and wants your product, doesn't need it.

I'm going to let that secret out of the bag anyway. Give away part of your profit. Here is an advance secret, folks. This is how I sold a website for \$180-million. And here's the marketing breakthrough for you. Give away part of a profit you never had, in order to get to the profit you never would have had.

What was given away on the website? The reprint rights. Was that giving away something we never had? Give away part of something you didn't have, to get a profit on something you never would have had.

What are you actually giving away? Nothing. Nothing at all. If you understand that strategy, you'll never have a competitor in your life. Let me explain it a bit clearer for you.

There's a very famous infomercial selling a people cream. Number one, people selling cream in the States, on infomercials in 1999 and 2000, here's what they said – not verbatim. "Buy my pimple cream, one tube of pimple cream in the next 30 seconds for \$19.95, or buy two tubes of pimple cream in the next 30 seconds for \$29.95, and we'll give you a terry toweling bathrobe."

Why did pimple cream, that you can buy on a shelf, and a chemist right now, become the number one infomercial in the States two years running? Because they wanted the...?

Attendee: *Can't hear what's being said.*

Mal: That's the sweet spot.

So how can you make your bonus your product? That's the advance thinking. So it was the bonus, the reprint rights. Yes. Was the bonus the affiliate program? It was, wasn't it?

So what's your bonus? What part of a profit you never had, can you give away to get a profit you never would have had? Advanced strategy.

Who wants to know about the \$180-million website?

Attendees: Yes.

Mal: Some people have enthusiasm now.

Well, the site was owned by a fellow called Bill Phillips. And he hired a marketing guy, and the marketing guy came up with this tactic, which I just shared with you. He gave him a brand new car, a Jaguar, as a present, as a bonus, after he sold the site for \$180-million. I think I might have bought him a Jag too.

So here it is. Come to my website, where I'm selling bodybuilding supplements, that I know aren't better than the bodybuilding supplements you can buy from the local health store, I know aren't better than the bodybuilding supplements you can buy outside. This is me now, folks, adlibbing. No better than the ones you can buy at the local fitness place, gym. Not superior in any way, shape or form, because it's not product, it's marketing.

Stay with me. It's not product, it's marketing. So they're selling the same goo, no better than anybody else's.

Buy three tubs of goo for \$495, protein building formula plus, or whatever it is, for \$495 and we'll give you three bonus tubs of – I don't know – bodybuilding plus-plus formula. It's the same goo, isn't it? It's the same protein stuff, normally valued at \$300. Or buy six tubs of

bodybuilding formula plus and we'll give you six tubs of plus-plus and we'll enter you in a competition to win a free Ferrari.

I'm a bodybuilder, folks. What's my fear and frustration? What do I need? I'm a poser, aren't I? They got really, really, really clear on the want, desire, need and frustrations of their clients. And that's all you've got to do.

Now, who's sitting there thinking, "How the heck can they afford to give away a Ferrari?" It's based on science. He sold the site for \$180-million. Who's prepared to give away a \$500,000 Ferrari in order to sell their site for \$180-million in the room? Thought I might have had a few takers.

So can you see what I'm getting at, folks? You've got to begin with the end in mind. You've got to know where you're going in business, what your outcome looks like.

I subscribe to cashing out. I've sold my other companies. I've sold 16, maybe 20 businesses, if I admitted to everything I've sold. Sold one last week.

You should make your business for sale – not from day one, in the sense that you don't know where you're going, but from day one you've got to know what you want to sell that thing for and what it needs to look like when you cash out in that end and lie on the beach, and sell your business to your ultimate customer. Who's that? The one who put you on the beach.

That's the secret I discovered as a 22-year-old. I could make more money selling businesses. Who wants to know more about that tonight, how to buy, build and sell businesses? I'm going to cover that this evening.

I'm going to get really clear, because I've only got an hour and 20 here to get really clear on what businesses are hot and what's not. Who's interested in that? Great. Fantastic. So that's a bit later on this evening.

So can you see how giving away part of a profit you never had can be enormous? But it needs to hit that thing, the one thing that made bodybuilders order that product from all over the world, over the Internet. So you don't need to have this product, folks, you just need the best marketing based on some of this science.

Whoops, I need to go somewhere else now. How do I get there? That's a website, my StreetSmartMarketing. You can write that down and go to it, if you choose at some stage, if you want to subscribe. But I need to go back to my slideshow thing. Sorry to waste your time. Hang on. Hang on, don't go away. Hang on. Alright. I'm okay.

I'm going to take you through some of my sites. And I'm going to tell you how my first business was selling a video and an audio, if you like, called the Secret of Sacred Six. Is that a good subject? I was able to sell that business for a substantial amount of money sometime later.

But I wrapped a system around that product. And today – because this is about creating high-profit products that sell like crazy – here's a product that's turned over hundreds and hundreds of thousands of dollars in the last year or so. Absolutely hundreds. And I'm going to let you in on my very difficult secret as to how I'm able to create it. Would you like to know that? It's called how to start an import/export company.

Well, I did a little bit of research and I found that there's an import/export product that had been operating in the States for about 40 years. There's another one in the UK operating for about 50 years.

So I thought, "Hang on a minute. That means there must be a market for products such as that in Australia. I was also aware that there was a couple of them being sold. But was their marketing any good? You don't want me in your category, folks, because tigers starve last in the jungle, and I'm a tiger. You need to become a tiger.

So what I've done is dominate this industry, how to start an import... What do I know about importing/exporting?

Attendee: *Can't hear what's being said.*

Mal: Absolutely. Zero. What I did, this is the secret bit, I picked up a telephone and I rang a night school, one of those ___ courses. And I happened to know they were advertising an importing and exporting course, seven nights or something like that. And I asked for the name of the person that was teaching it. And they said, "His name is Frank More." And I said, "That's great. Could I have his telephone number?" They gave me his telephone number at Emery Worldwide, where he was still working.

He doesn't work today, he's retired. Took me out to lunch, my wife and I at Christmas time and said, "Mal, we just want to let you know that it's a fantastic thing, retired. I make more money retired than I ever made working. Because you were sending me money while we were having coffee in France. I went away for nine weeks. Because I did what's called a joint venture. And that's what you want to be looking at. You don't need to be it. You just need to know how to market it and who wants it.

So I rang up Frankie. Frank came and saw me. I explained what I did, and Frank went away and did what he does, which is wrote a manual on importing and exporting. Here it is. It's just absolutely breathtakingly sensational. It's that boring, to be quite honest with you. Who wants to know? Somebody does, because where is it? On the floor?

Attendee: Under the table.

Mal: It is, too. Who knew that. Do you want to pass that around? Here's a multi-million-dollar product, in reality, going around the room. Pass it around and have a look at it, actually see what one looks like.

Frank's manual is in there, and I've added a bit of what? Value, haven't I? The number one prerequisite of the buying market is added value. That's how we choose to shop where we shop. That's why the bonuses work. We want added value. In some way, we will choose you based on the value we perceive you deliver.

Does much of that stuff cost me much to make? No. But it has a high perceived value. That's why information's a great product.

So pass around a few more. I'm going to show you some websites, as I talk about them.

This is Johnny McIntyre's product in the room, here. Jamie, I'm going to share some stats that I'm aware of, and you correct me if I'm wrong. Where are you, Jenny? This is your real estate video, your lead generator. Want me to share some of the information? Doesn't sound too confident, does he? You okay? Okay.

Johnny and some of his licensees run ads for this lead generation video, which is really Johnny's presentation that he does when he tools around the countryside, that goes for about two or three hours.

But is it fun catching airplanes and touring around the countryside, Johnny? Not really, because you're away from where you really want to be. But can you leverage, by putting this thing into a video or DVD? And then can you let your marketing do the work for you, while you're at home? Is that okay?

So what happens? I picked this one up by accident. The bottom line is what happen is they buy the video for \$107 or \$108 off the page. That means an ad gets run in an appropriate magazine, appropriate media, or lift-out or feature in a newspaper, that's about what? Making money or real estate. Correct? They order this and they pay \$108 on the front-end, which is the first contact. And Johnny and his team make money on the front-end. And 11% of the people that buy it, that paid to have it delivered, buy the \$3,000 pack on the backend. Is that okay?

I'm aware that Johnny then ran an ad and gave it away for free; 500 people rang up and asked for this. Correct, Johnny? And your sales were 15 people out of 500 bought, at \$3,000. Correct? Sir?

Attendee: *Can't hear what's being said.*

Mal: Okay. Because we don't know when they're ready to buy, do we? So you might buy three months later, but Johnny was in contact with them. It's called farming.

So Johnny was in contact with them. He picked up how much? 10% of 500 is 50, times three is what? 150. What did the information pack cost to make? Don't know, \$150, \$200. Can anyone do the sums? The ad was \$2,000. Can anyone do the sums? Oh, that's a shame, isn't it?

Let's send that around. There's an added value in here, as it goes around. You'll see a winning product. Someone went up to Johnny and said, "Johnny, why don't we send this out – because Johnny's used to running around doing something else – joint venture." It was one of my clients that approached Johnny, who I taught direct marketing to.

Send them around, folks. I'll send a few more.

Who saw the Pilates video ads? Just pass that one around. You'll see there's a bounce-back in most of these. A bounce-back is another offer for another product that you paid for the _____. Is that okay? Good.

There's a vinegar book and a fruit and veggie book in here, and some tablets for people that buy the fruit and veggie book. Is that a good idea? Do you think they might be interested in the bounce-back? We offer them one product on the front-end, which they pay to have delivered. So they paid for my marketing material to come out to them, and then we send them another offer, which they also paid for. Is that okay? That's okay, when you're a great marketer.

So importing and exporting. Just pass those around. If you can return those to us, that would be nice, at some stage.

Importing and exporting. Here's the quickest and easiest way to start your own. These guys stole my headline. Did you see it before? They didn't really. I stole it from somebody else. But one of the things they missed is this bit: "This turnkey home-study package gives you a proven, step-by-step plan. In fact, everything you need to cash in big in your own import/export business, whilst working part-time, if you choose."

So I'm appealing to who? Full-time, part-time. But step-by-step plan. You don't want work. Remember, folks, you just want the fish cut up into bite-size pieces.

Elvis Presley, when he ordered a steak, asked for it to be cut up in bite-size pieces and put back to look like a steak. Can you believe that? True story. When he was in his hotel room he'd say, "Can you give me a whopping great steak, but chop it up for me?" He just wanted to eat the steak.

Your customers just want to eat the steak. The more you know and understand that about him, the more money you get to collect based on delivering what your clients want. They wanted the Ferrari; \$190-million worth of it.

"Plus, read about our new upgraded package that includes the free, exclusive access to your very own export expert, and a new three-hour seminar on video." What did I do? I said, "Frank, you've written the book for me. I want to charge more for this thing. I want to put a \$5 video in there and put the price up \$100. And I'm going to create a basic and a deluxe pack. Basic and a deluxe. That's called a yes or yes close. It's the most powerful selling close you'll ever hear. And I needed it on that website.

What we want them to say is, “Will I buy or won’t I buy?” If I just give you one choice, what do you say? You say no. You want yes or yes. I’ll buy the gold or I’ll buy the silver. I’ll buy the basic or I’ll buy the deluxe. Never offer one item. And put all the big stuff in the ____.

If you bought three tubs of the protein, could you get the Ferrari? It was in the...?

Attendee: *Can’t hear what’s being said.*

Mal: But it wasn’t – here’s the dollar stuff – never double the price. Make it less than double, usually around 50% of double. Don’t break the signs, folks. Don’t ask me why, don’t care, it just is. If you double it, put all the value in package deluxe, package premium, package gold, whatever, so everyone buys.

How many of the import/export basic packs do you think we sell? Half a dozen a year? 10,000 of them? Go up? Basic? Never. Everyone buys the deluxe. We will want the deluxe.

So I put my prices up and gave you the deluxe. And not \$100. I just make my media, overnight, work harder. I made more money.

So I said, “Frank, can I put you in a room? I’ll invite some of my clients. Can I film that?” It cost me \$900 to film it and put it in a video. Is that a good idea?

The strategy is what? Never, ever have one offer. Never, ever have more than three, though. Show you why.

Who am I going to pick on? Don’t you just hate it, in the front row? Here we go. Ma’am? She’s a bad example, isn’t she? I didn’t give you a warning. All I needed was a warning. Okay, we’ll try again.

What about if I do that? Confusion, folks. My sites are all dedicated to one task. There ain’t no pop-ups, there ain’t no this and there ain’t no that. I’m just going to sell you the one thing I wanted you to go to my site and buy. That’s it. I’m very clear on this. I dedicate my site to one task, whatever that task is. And I believe you should, too.

In this case, it’s selling this package. So it’s a basic and a deluxe, and it does one thing.

The formula. Can you how formulaic this is with the other sites you've seen? But I'm a technophobic and my sites have looked like this for six years. Nothing's changed. MalEmery.com looks like this. There's the testimonials on the side. There's the FAQ's. Why have I included frequently-asked questions? Because I don't want to talk to you. Nothing personal. It's not a personal thing. It's just that I want to do what I want to do. I don't want to particularly spend my time yakking on the phone to you. I just want you to send me the...

Attendees: Money.

Mal: Money. So I can have a life and I can own me, and you don't own me.

So I answer every little question on the tip of your tongue in everything I sell, whether it's \$27 or \$2,000. I don't break the system. Every site will have an FAQ, right down to a Pilates video. Because that way, you won't call me up. You'll just send me money. And we'll agree this is okay.

Support that's needed. About Frank More. Here we go. Here's a huge page about Frank. I couldn't have that about me in a lifetime. So I leveraged off Frank's knowledge and ability, and I sell lots of them. And Frank critiques people's work. Do I want you ringing me and asking me how to bring something into the country? You bet you, I don't.

So Frank does that. And we pay him a 10% royalty for every sale, regardless of whether they send in their questionnaires to Frank or not. Is that okay? I gave him part of the profit. Let's think about this. I gave him part of the profit I never had to get a profit I never would have had. Is that okay?

Attendees: Yes.

Mal: You bet you.

So there's a whole ton of people out there who've got great products and don't know how to sell it. And you're in the room that's about sales and marketing, using the Internet as your media.

So there's testimonial pages. But let's have a look at a couple of others. Let's look at an ad that ran for import/exporting. You need to know what's behind all this, as well.

I know this one, because they taught it to me last week. It's that thing there.

So there it is. Thank you. It appears in magazines, where people are looking to how to make money. There's a 1-800 number, non-confronting. Non-confronting, 24-hour, free recorded message. People were upset, "Now, do I really need a 1-800 number?" Yes! You do. Follow the system. A system of letters come out to you, because I don't know when you're going to buy. But you put your hand up and I'm a welcomed guest, you're waiting for that to arrive in your letter box. Not you, the person who inquired.

So I've got a system, and the mailing house handles it and I don't do anything. Is that okay? It is to me.

So it all happens without me. And it's scientifically designed, because it's a system that makes you rich. Out she goes, people request it.

Then we've got smaller ads. Some of you may have seen them.

Here's a full-page ad in Johnny's product markdown. This one, I think. This is out of the Victorian newspaper, if my memory serves me well. Have I done it right? Thank you.

Hang on.

Okay, that's what it looked like. That's actually out of the newspaper.

Now, the sort of things that make ads work, this is in a business and finance investment section of the newspapers. Every paper in Australia runs them. On a Sunday is when you want to advertise. This is the best spot on the page – top right-hand corner. That sells it. Put a photo with it and you get more calls.

So in this case, that was my daughter's product, real estate product, "How to renovate your house." Was that a good product? But when the block was on, it was unbelievable. Because timing is...

Attendees: Everything.

Mal: Yeah. And the block's coming back. Real estate got a bit of bad press at the moment, but renovation hasn't. Has it? Renovation is still good.

Before and after photos. Is that any accident? Your photos must be meaningful and specific, not vague and general. So must your testimonials. They must be real. Real people. Thank you very much.

Just want to quickly show you just one or two other sites. Here's your fruit and veg. There you go. Does anything look similar? There's your Johnson box there. Mr. Johnson must have designed that. There's the testimonials on the side. There's proof. There's all the bullet points of everything in the product. There's your offer. There's the tablets. I upsell them on the side.

My daughter did this site herself.

Now, here's a breakthrough. I always put these – what's that, a chart, a graph or...?

Attendees: Table.

Mal: A table. I break it down to its lowest common denominator, so I make it really clear. If you confuse them for half a second, you've lost them.

Just want to ever so briefly run through...

This one, if you go to that website, StreetSmart, I'll send this to you. It's not in your handout, I'm sorry. These are the 24 critical points that I make sure all my websites do. People become engaged in words. This is going to come out to you, so you don't have to write them down. Just go to that site, if you could. I'll show it to you again, in a moment.

If I can have a list of the people here, or whatever, we'll arrange it.

People become engaged in words, so you need make it look like a letter. Notice how it just scrolled down in one scroll? I think 50% of people leave if they have to click.

So I don't care if the letter is 32 pages long, make it one scroll. However, you can put little gaps, so it looks like a page. Do you see what I'm saying?

So break these laws at your own expense, folks.

Don't use all graphics and pictures, but a few will help. There's a problem with the loading of graphics. Someone said to me recently, "Yes, but we've got broadband." I said, "You have to make it work on the worst computer in the world." Who hasn't got broadband? Right. I want to

sell to you. You're a client. So he said, "Oh, broadband." No! Make it work on the worst, ugliest monitor that exists, the lowest-quality computer.

When your guy creates it at home or in his office, or you do, on your big-screen TV or monitor, it's got to work.

It is in a pack? Oh, I apologize. Great! I couldn't find it in mine. I've got it in this book, you see.

Make it easy on the eye. No sense in a lot of white space. Make it look like a sales letter. Make sure that it's laid out, so that no user, no matter what the size of the screen. I'll cover that.

Use borders around it, so it looks like a page on the screen.

Just because you have unlimited space, don't waste a word. Although on the Internet, you've sent a qualified buyer. You see, my style is to sell them. There's lots of ways to skin a cat. I want to send a qualified buyer to my site, predisposed to buy. But I want to do it all. I want to do Internet stuff and I want to do that.

Try and get your copy on one scroll. If you interrupt the flow, make it at a distinct point.

By that, I mean lead it over to the next page. Give them something tantalizing to go over.

Only have pop-ups when people go to leave. And that's Mal Emery from seven years ago. I don't want to interrupt why I sent you there. I don't want you getting aggravated, because you will. So the pop-up is only when you got to leave, and it gives you an incredible bonus just to give me your name and details.

Never use links unless it's 100% related to the process.

Use your headline as the most important thing. The headline's most important because it makes you read the next thing.

Use only three colors. Don't care why, those are the facts. Blue, red and black on white background. Make it look like a page. This is the system. Don't break it. And that's exactly what Ted created, because he's a direct marketer, like I am and the rest of the room.

Use proven testimonials, scientific data, before-and-after photos, use bank statements if it's money. Prove everything you say is true, because that's the barrier that exists between you and your clients. It's invisible.

The Internet is basically distrusted, so you need to work harder and sell it on solving the proof of what you say is true.

Build credibility. Think more story.

I didn't read a book until I was 41, folks. I filed everything at school. So I've got a good reason for not being able to read – I can't.

Include an about us. So that's about you, telling the story about yourself. Always include frequently-asked questions. Include a dedicated testimonials section. Don't only have the testimonials down the side, but have a page of even more to go to.

People love testimonials, don't we? But they've got to be real. Don't make them up. They've got to be real.

Anyone wondering how they can get testimonials for a brand new product that no one's tried yet? Would you like to know how?

Send it to someone who would like your product and ask them to give you an honest evaluation of it. Not kind, honest. Is that okay? That's how you get testimonials.

Test your site on the worst possible screen.

I recon I can do this. That's StreetSmart-BusinessIdeas.com. I'll need to go to the next one.

Matthew, I'm not going to the next one. I'm going back to the start. Hang on.

One of the most powerful products we've discovered is a product called Site Builder, as far as building websites. There's a spot where you can see it. StreetSmart-BusinessIdeas.com. SiteSell, html, that's a brilliant tool for building websites. We've seen nothing better. We use it all the time.

Advanced secret, we covered that. 5% factor.

Here's testimonials, folks. Just before that, could you play a video for me, please, Michael? A bit of darkness in the room, if you can. If that's possible, it would be nice. I just want to show you a video. Because I can stand up here talking all day, or I can have someone say it about me better than I can say it about myself. But we're going to have a bit of fun, as well.

Mal Emery, Part 2 – CD 2 of 4

<video>

Mal: Not yet. Not yet.

Video: ___ from ___. What I first discovered Mal Emery's materials, I recently lost an 18-year marriage, I was living in a cockroach-infested hovel of a home on the west coast of Australia. I had more financial problems than you could shake a stick at. And ___ if this little bald guy really had something to offer. So I read the material. It was ___. I saw this great potential that I could actually write copy, I could do direct response marketing.

Just a few years later, today, when I'm recording this, I'm currently one of the most sought-after direct response copywriters in Australia. I've written simple two- and three-page sales that have generated literally millions of dollars of combined extra sales. I've become, believe it or not, a sought-after national and international conference and boot camp speaker on the subject of Internet marketing.

One of our brand new websites, SucceedAtMarketing.com, is attracting dozens and dozens and dozens of people every month, who are paying us \$22 US a month for the privilege of accessing the materials on that site.

And one thing that's absolutely brilliant, the term succeedatmarketing, if you look on Google, the world's biggest search engine, you'll see there's 1,300,000 people that are vying for that search engine term. Guess what? We're number one and we're number two and we're number three.

Thanks, Mal Emery. You were the catalyst that started all this wonderful ball rolling in my life. I owe you one, mate.

Mal: Thank you very much. We had a bit of fun with that. But the truth is there's a marketing message there. Firstly, what your clients say about you is far more important than what you say about you. But that's a marketing ploy, if you'd like, as well. Could you create a widget like that in your business, a demonstration of what you do for your clients or what the outcome is? I'll share with you, tonight, the formula for creating that sort of marketing. I haven't enough time right now.

Can we go back to the testimonials? How do we do that? It's still on here. Could you do that, Mike? Thank you.

There's some testimonials. One of my clients just won 2003 Business of the Year for Telstra. People say, "Does this work in my business?" It works in any business. They hired me in '90 and '96, and they've won this.

Another one of my clients won it for women under 30.

It's worked for ordinary, everyday businesses. This does work. Don't think why it won't work for you, think why it will work for you.

But more importantly, what I'd like to do at this point is do an auction, folks. I'd like to auction a Mars bar. This is a real auction. We're talking about real money. Money's going to change hands here. It's a demonstration; a very real demonstration, because these guys are expert marketers. They're so good – thank you very much – that they've created the best-selling chocolate in the world.

Can anyone make a chocolate like this, a gooey chocolate bar? Yes, they can. But Mars do is they understand that this is a widget. They're just a marketing company and they just happen to sell chocolate. They put "Win \$2,500" on the side, "Win one of three cars, win \$250,000, win one Mars bar free in six."

What has that got to do with chocolate? They're making their bonus their product. But they've got two clients. Who are they? Well, they're you, those chocolate bars, but they're also the storekeeper.

Has anyone else, other than me, wondered why in the shops, the Mars bars are stacked near the counter? Well, I have, and I've asked the question. "Why are the Mars bars near the counter in such quantity?" And you know what the guy said to me? The first thing I said was, "What's your best-selling chocolate?" He reached under the counter and pulled out – this is in Queensland – two shopping bags full of returned wrappers. The rep comes in and changes them. They're the freebies.

Then I said, "So how come these are stacked all around here?" He said, "If I buy 200 boxes of Mars, they give me 40 free. The margins on chocolates are 23%. I own a business, I have to get profit."

What's my major fear, frustration, want, desire and need?

Attendee: *Can't hear what's being said.*

Mal: That's how this guy's number one in the world. That's how. They're a marketing company. They know they've got two clients. Work out how you can get your client to be the number one product for your people and provide their outcome.

So anyone else got a chocolate bar in the room? Anyone else a chocoholic, other than me?

Well, we'll auction this Mars bar. But it is no ordinary Mars bar, it's an extraordinary Mars bar.

Personally, what I'd like to do is throw in how to be the ultimate million-dollar marketing expert. In fact, what I'll do is I'll actually throw in the whole mail order pack that a fair number of people in this room purchase, because I haven't got much time, folks. So I need your help here.

We're going to sell this package right here, sell this for \$719. It's got about \$3,500 worth of value in the pack. Can I have some prices on the Mars bar, please? This is a real Mars bar.

Attendee: \$10.

Mal: \$10?

Attendee: \$20.

Mal: \$20? \$50 out in the back. I need some help, folks.

Attendee: \$100.

Mal: \$100 down in front. \$100 down the front? It's not an ordinary Mars bar, it's an extraordinary Mars bar. Included in that pack is how to create low-cost, high-profit products that sell like crazy. That's the type of products you guys need to know about. So that's included in that package as well.

What I'm also going to do is include my complete boot camp, folks.

Attendee: \$120.

Mal: Thank you. The boot camp was \$3,000 a ticket just on that. In here, we've covered all aspects of marketing. There's 18 audios, 14 videos. We covered in detail about marketing breakthroughs. We had a 200% money-back guarantee in two states, and I challenged any marketer in Australia, in any industry, to match me.

Attendee: \$150.

Mal: Thank you.

Attendee: \$300.

Mal: Thank you. No one at the seminar or since has asked for their money back.

Attendee: \$320.

Mal: I've got 400, cheapskate. \$400 out in the back. Didn't I? Or did I?

Attendee: \$300.

Mal: I apologize. So we've got 70 ways to get more leads and generate new customers. We've had to do with the telephones. We've got the Internet. We've got marketing lead generation breakthroughs – and I don't say that gently or lightly – also included in this package.

So what have we got, folks?

Attendee: \$350.

Mal: \$400 in the back?

Attendee: \$450.

Mal: \$450 down in front. Okay, it's no ordinary Mars bar. It's an extraordinary Mars bar. What I'm going to do is throw in the whole of my Internet marketing seminar, where Chris and I presented the breakthroughs and the methods that we use to achieve our outcome on the Internet. That's also included.

It's got five or six DVD's, an audio and another DVD. That's included, as well.

I'll tell you what I'm going to do. Where are we? We're at \$600, sorry.

Attendee: \$650.

Mal: \$650 down in front. Let me tell you what else I'm going to do. What I'm going to do is throw in reprint rights to all of those products, as well. But I'm going to throw them in like no one else has ever thrown them in before, because I'm going to give you the option to break all of my setup. I'm going to give you the option to write all of your own marketing, to take a niche – I've got bodybuilding selling there, I've got how to get leads, how to generate any number on the Internet. I've covered everything we possibly can.

But you can break it up, you can write your own material, you can hire someone, you can have a niche within a niche. You can do the same for any of this package. You can't have the reprint rights to my mail order package, that's all. Sorry.

So we've got the reprint rights to serious money and this one, but I'm going to do something else. I'm going to throw in a coaching day with me.

Attendee: \$1,000.

Mal: Thank you. I normally charge \$3,850 per day. There's someone in the room that flew me across Australia and paid me \$7,000 a day.

So what have we got? Folks, I'm running out of time. I need some help. \$1,002 down in front?

Attendee: \$1,500.

Mal: \$1,500 once. \$1,600? Thank you.

Attendee: \$10,000.

Mal: \$10,000? Thank you! Truth is, at the boot camp I got \$22,000 for it, but that's another story.

Thank you for that, \$2,000. So I'm also going to throw in all the marketing materials of my own, for the reprint rights to those two products. So you're going to get my websites, according to my formulas.

But more better still, you're going to get all of my marketing material, you're going to get a video that's a compilation of all of the best parts of the seminar, of the boot camp, and you can send that out just like Johnny does, if you like, with his package.

You're going to get a testimonial CD from my clients, both on audio and video. You're going to get an interview with them two months later or three months later, their successes.

These are the widgets that you need to make the sale happen, that may take you longer to do yourself.

There's also the marketing arsenals for both of those products, full of all of the ads, the phone scripts, the testimonials, everything you need, that I provide for all my own products. An amazing amount of testimonials.

So what have we got? \$2,500? It's an extraordinary Mars bar. One last thing or two last things. This is a bonus thrown in, as well. It's from one of the attendees in the room, Helen Bessett. Helen's got this product called Head Start. It's how to get results when you come along to seminars like that. Normally sells for \$500. That's also in.

And on top of that, we've got the fellows that were on earlier on. Have Jessie and Bryan been on? Not yet? Well, they've got a program that sells for \$8,500. And they're going to be talking to you later on. They've thrown one into the auction. So that's in there, as well.

And on top of all that, we've got \$1,000 worth of consulting from Chris Bloor.

So I'm going to sell it, folks. This Mars bar is for sale, and this is for real. It's real money. What have we got?

Attendee: \$2,600.

Mal: \$2,600 going once? \$2,600 going twice.

Attendee: \$3,000.

Mal: \$3,000 once. That's \$3,000 twice.

Attendee: \$3,100.

Mal: \$3,100 once. That's \$3,100 twice.

Attendee: \$3,500.

Mal: \$3,500 once. A coaching day with me, folks. \$3,500 once? \$3,500 twice?

Attendee: \$3,700.

Mal: \$3,700. \$3,700 once, \$3,700 twice.

Attendee: \$3,900.

Mal: \$3,900 once. I'll tell you what I'll do. \$4,000 once. I'll tell you what I'll do. Is it okay, the other presenters in the room, if I split that and allow both people to take it at \$4,000? The people that made their products available, is it okay? Chris? Bryan? Jessie? They've disappeared. Helen? Done.

So there's \$4,000. Folks, it's sold. Are you happy with that? Okay, \$4,000 each. Thank you very much.

Okay. Sorry, what's your name, sir?

Attendee: Fabian.

Mal: Fabian? And out the back? The buyer? Your name?

Attendee: Leann.

Mal: Leann and Fabian. Leann, how high were you prepared to go? How much would you have paid for all of that? Be honest, please. Maybe \$7,000? Yep.

Attendee: I was going to drop out at \$5,000.

Mal: Drop out at \$5,000? Okay. Who's gone to an auction before and paid a lot more than they ___?

But the bottom line is this, folks. An exchange took place. Most of you in the room valued me less, and what I had to offer, than the money in your pocket. But these folks, Fabian and Leann valued what I had to offer at far greater. In fact, I sold it too cheaply. Most people are selling their products and services too cheaply.

What you've got to find out by testing is what, when the money in their pocket – this is the marketing tactic, strategy, breakthrough – when the money in their pocket is worth more to them than your product or service. Most people never know. I just did a test in the room and found out. I saw the picture.

Attendee: What if you don't have money in your pocket?

Mal: We take credit cards. All of them. So if the organizers could please look those people up.

But what I'm going to do, folks, we're going to make an offer for all of you in the room.

Obviously, those folk deserve to have what they bid for at \$4,000. So obviously, no one can get that same offer that they stuck their hand up for and purchased.

But we have got an offer for everybody in the room. I'll just ever so quickly run through it. You can just pass out the handouts while I'm talking.

Dang. How do I get out of that? I need to go back to the screen, Matthew. I just want to go back to the original screen.

By the way, folks, I've got a book that's about to go in the bookstores. It's being picked up by Taylor Books in three days. They said yes, they want it, and who the hell is Mal Emery?

So it's going out in the bookstores very shortly. I'm selling it here. It's called *You're Right To Be Rich*. It's \$20 on the desk out in the back there. So please feel free to go ahead and make a purchase, if you like.

The guarantee on what I'm offering this weekend is this. As far as the World Internet Summit is concerned, the agreement I have and all the other presenters have with everybody is it's guaranteed for 30 days. They've got the money thing logistics to handle. And we've got a 50/50 split as presenters on everything that happens this weekend.

But that's an unconditional 30-day, money-back guarantee on anything you purchase from me this weekend, and also from the Summit organizers.

On top of that, I'm putting in a conditional 12-month – I think it is – money-back guarantee, if I can find it. Is it? No, it's not on that one. Can we bring it up on that one, please? Thank you.

Here's the guarantee. Get the package. Do just a few things I ask you to do, which you'll want to do anyway if you're serious, and if you don't make in excess of \$25,000 in the next 12 months I'll write you a check for 50% of the purchase price. That's what I'm making out of this deal.

So I'm writing you more than my profit. I'm writing you that back.

So there's the deal folks, conditional and unconditional guarantee.

So in here, could you just turn to the page that says "Product Order Form?" In there, the first one is my best-selling mail order package that has sold thousands and thousands.

By the way, folks, I've got a 96% satisfaction rate with my products in Australia. And 37% of people who buy from me once buy from me again. So there's some confidence in that.

There's serious money in there for \$267. Where is that? Matthew, I need to find that page again. Sorry. Front page.

Then we've got a combination of both products, at \$1,597. That's the World Internet Summit package. That's all of us joined together for the one price.

And down at the bottom, of course, there's a free bronze membership for three months to my coaching program. You'll hear about that tonight. So that's also thrown in.

Now, if you turn the page over, we've also offered you the reprint rights. So you can purchase, from the front page, any one or a combination of those products. That's products only that we mail to you. On top of that, we've offered you the reprint rights as I've described to you earlier on, including all the marketing material necessary to sell them.

So it's the reprint rights to my "How To Make Serious Money On The Internet," which has got an absolute ripper of a website attached to it, that's proven and selling really well. I did a small test when I wrote it. It's absolutely fantastic. So that's a winner.

Like I say, it's all been tested. Also, you'll get all the marketing material and your own Internet website. Not up online, but we'll send it out to you on a disk, ready for loading and customizing.

We'll do the same thing for the boot camp as well for you, but there's the kicker. The mega pack, we'll also throw in six of the packs, ready to sell at \$1,497. So you're grandfathered into the deal. You'll get six packs for free, the reprint right, that's the big one, the boot camp. And also, you'll receive the rights and the marketing material to both of them.

And the thing is, I've given you permission to add products to it, take products out, do what you like. Almost no marketer will say to you, "You can't do this and you can't do that." I'm saying you can do what you like, this is yours.

So if it's not clear, folks, I'm rushing a little bit. Please have a quick read there. But I'm going to make it time-sensitive.

For the first 27 people that go up to the back of the room – 27. Okay, 28 – rules can be broken. I'm going to take the microphone with me. Does this microphone still on when I walk outside? I'm going to make my way out, folks, right now to the desk where all the orders are taken. I'm going to personally sign them. But I'm only going to sign the coaching half-day with myself as an extra special bonus to the first 27. And all you have to do is purchase something off the page.

And I'll tell you what else I'm going to do. One last thing. I'm going to make the bonus your product.

For both of the people who beat today, I'm including a free ticket to the World Internet Summit. I'm sorry, you're already here. A free ticket to my boot camp. Okay, folks, that's approximately between \$2,000 and \$3,000. I haven't written the sales material yet, but it will be around there. There will be one on the east coast, one on the west coast. And you can bring a friend for free.

Fair enough? You happy with that? And I'll also throw in one ticket to the first 27 at the back of the room – I'm on my way.

Announcer: Mal Emery, folks.

Mal: First 27, folks.

Announcer: First 27. That's a fantastic offer, folks. We're going to take a half-hour break. Start back at 4:30 with Tom Hua. Do not miss this session with Tom Hua. It's going to blow your mind. See you, folks.

I thank you for your time. It's been a pleasure to be with you. That's the end of me for the weekend.

Announcer: Ladies and gentlemen, put your hands together for Mr. Mal Emery.

World Internet Summit, Sydney, Australia

Tom Hua – CD 2 of 4

Brett: Okay, are you ready to go again?

Attendees: Yeah!

Brett: I like that. Tom Hua is the man that's going to be appearing today. Where is Tom? He's hiding. As you know, this guy is amazing. If you haven't had a guru session with Tom, you should book yourself in. There's only tomorrow to go. There's some spots left today with Tom today. I'll tell you what, it is wasted time.

His brain is amazing. What he's going to show you today, he's going to tell you how he did it. His brain, on search engines – and he also makes it simple, too – is simply amazing. He actually hosts the websites and everything like that. And he's built a business from nothing. Wait until you hear his story, it's fantastic.

Folks, please welcome Tom Hua.

Tom: Good afternoon, ladies and gentlemen. I'm still a bit nervous. I'll try my best.

This is my absolute pleasure and a privilege to be able to speak to you guys. This is my very first time speaking in public. Thank you.

I'm not one of those professional speakers. I hope, during the next hour or so, I can share with you my very personal experience of building an Internet business. And I hope that it's useful for you.

Let me start with telling you a little bit about myself.

I came to this country in 1990. That was quite a while ago; two months short of 14 years ago. And \$300 was all I had. I spoke very little English. And as you guys can tell, I still speak broken English today.

I had no formal Australian education. I was going to English school, just learning English. And, at the same time, I was working very, very hard, making very little amount of money. I'm shaking.

Until 1994, I started my own business – offline business. What it is, embroidery. Anyone here heard about embroidery? Right. You're putting stitches onto garment caps, t-shirts and all that. A very demanding industry.

I used to work from 8:00 in the morning until 11:00 in the evening, every day, until 1998.

Not only wasn't I making the money that I wanted to make, but also I didn't have any time at all to enjoy life. And I was lucky enough to meet this beautiful Chinese lady, who is my wife now, in 1998. The very beginning of '99, we got married. I mean I meant her before. We had a family in 1998.

And in October, the sixth of October, we had our first child. We didn't waste a lot of time, did we?

That night, I was in a hospital with my wife and I witnessed this magnificent process of giving birth to a child. Now, that was my very own child, for the very first time. And I was there with my wife for the entire period.

Now, I got back home alone, because I had to get up and go to work again the next day. And I asked myself, "You are going there 8:00 in the morning and come back at 11:00. Is this the life you want?" And I told myself, "I have to do something about it, to change my life."

So I went on the Internet, did a lot of research, and I started what I called an online adventure. Still nervous. Thank you.

You know I'm trying until March 2000. We had our second child. On that exact same day, I made my very first sale on it. And I never can forget. It took me 17 months. That's a long time.

The reason being I was still working very hard writing my offline business, because I could not afford to give up my best income while I tried something different. I've got a family to support and I have responsibility to take.

Well, that was my personal approach. You guys, according to your personal situation, you can take a completely different approach or similar to mine. It's all up to you.

By then, we didn't have a lot of information available, like what we have today.

It took me several months. And I believe if I had to do it over again today, I can make it happen in a couple weeks time and happen big. And I hope that the information I'm going to share with you will help you to make it happen for you.

Okay, now this is where I am now. I drive a brand new Mercedes C320. I live in the most prestigious area in Melbourne, a big house. And I also have five properties and I have rental income and all that.

Most of the money was generated from the Internet, for the past few years. And I confidently make \$1,000, at least, on average every day, without having to work very hard at all.

This is what makes more nervous, because yesterday I was on a stage Internet challenge. I was, like today, ____, I don't normally do this. If I was at home, I would be in my pajamas, and I go to toilet and have a cup of coffee and have a smoke and come back any time I wanted to.

This is why I love Internet business. And I have a happy family. My wife goes to work. That's not because she has to work for money, because she got her degree after we had two little kids. And she wants to prove that she can do it. And I've given her the opportunity and I take my kids to their kindergarten. One of them just went to the pre-prep – is that what you call it – this year. And I pick them up, too. And I'm proud that I'm able to do that.

People might think I'm a single father or something, but I really enjoy it much. Not only the money, but also the lifestyle. And I enjoy it very much.

How many people here heard about ClickBank? That's good, quite a few.

A couple of years ago, I think it was, when I started Internet business, not long after I started my Internet business, they had this affiliate contest. What they did was they invited every one of

their ClickBank affiliates. There are two different types of accounts you can have with ClickBank. One is as a seller. That is you have an account with ClickBank and use their plug-in to sell products online, they process your payment and they send you a check every fortnight.

Or you can choose to sign up for a free account, to become one of their affiliates. Then you can promote other sellers' products by getting a commission.

We had that contest. ClickBank wants to promote their business. They asked every one of their account holders go out and get more accounts for ClickBank. And amazingly, I didn't really realize I was doing so well, and I won that contest. And they had 10,000 merchant accounts, plus more than 100,000 affiliates. And many of them were already very big players in the industry. And I did it. I beat them all, including many, many Americans. And I loved it!

And I didn't believe myself when I received that e-mail notification from the vice president of ClickBank.

What did I do to make it happen? I wrote a book called *Working With ClickBank*. It's very simple. Actually, it's not even a book. What I'm telling is I went through the whole process of creating an account with ClickBank and how to put it together to be able to work with your website, step by step. And I took some screen shots, put them into an actual e-book format. Anybody here don't know what an e-book is? You all know. That's good.

Then, I was giving that book for free. Now, because that book provided a solution, there were many, many people who were asking me questions, how to do this, how to do that, to set up an account with ClickBank. And that book provide solution to that problem. Helping people save time to set up their account and website and start saving.

And in that book, I got my affiliate link. We call that backhand sales. I say, "Sign up for your account with ClickBank. It's free. And here is the steps, one, two, three, that you have to do to get your account up." And I was giving that book free.

Not only was I giving that book for free to everyone, also, I let every one of those guys got my book give to the others. Give a valuable solution to a problem. That is a value. And if you give that for free, there's no reason why people are not going to get it. We call that a viral marketing mechanism online.

I don't know if it can be done, but you won't see this kind of methods in the offline business. You give something free with value, and people get it. But when they utilize the resource and information in that product, you are actually making money from the backend. And that's what I have done with the *Working With ClickBank* book.

How many of you heard Host For Profit? Anyone heard of Host For Profit? Okay, that's good. Again, Host For Profit, I think they started a couple of years ago. Is that right? They were providing a hosting service to online businesses, and they were charging \$25 US a month for hosting a big business account. And they were giving \$10 each account, each month, to their resellers. And again, we had many people. That's after I won the ClickBank contest.

We had many, many big players in the industry also promoting the Host For Profit opportunity, website hosting service, basically. And again, I became number one reseller for Host For Profit. And I still receive \$2,000-plus check each month, just for reselling their hosting packages to the rest.

It's a very similar idea as what I've done with *Working With ClickBank* e-book. This time, I had an e-book package.

I'm sure that many of you have come across e-books, electronic books, a book that can be delivered online or can be downloaded without physically printing it.

What I'd done is to put a master e-book where you can download dozens of more of my other books online. So when you sell that package, all you had to deliver was one master book. Because the buyers, the purchasers and your customers, can download the rest of the package anytime they wanted to. And in that package, not only I packaged some quality electronic books, but also I was giving them resources, advisors, information.

That gives me an opportunity to recommend many programs and services. Of course, I don't just recommend just about anything, because I'm in the business. I know what's good and what's not good. I only recommend the good stuff to them. Of course, with my affiliate links. That gives me, again, backend sales.

Again, I give resell rights to that Free to Sell package, which means if you buy my package, you have the right to sell exactly what I sell to the others.

Brett: Hey Tom, can I ask a question?

Tom: Yes.

Brett: From that e-books here, where have the e-books come from? Did you write them?

Tom: Actually, this is amazing. You know that I don't speak very well English. Come to writing, it can be only worse. Right? But nevertheless, you don't have to be a professional writer to be able to produce an e-book. There many things that you could do.

Like working with ClickBank was easier for me, because basically it's not a lot of writing. But still, you have to explain a few things. So what I've done is I wrote everything, I put all the pictures, screen captures, and I just asked someone who speaks English. I don't think it's difficult for you guys, but was difficult for me. And they just go through and did proofreading for me. And not only that, if you go to Google, I guess, this is one of the most popular search engines today on the Internet. And you simply type in my name, Tom Hua. And I hope you can remember my surname.

You'll find, I think, more than 70,000 web pages with my name listed. And those are not my web pages. Those are other people's web pages. And often, you see my name, it's related to one of the books that was wrote by me, how it was done.

I purchased some resell rights. People wrote the book, and I purchased it and I have the rights to sell it. And I also have some telephone conversations with some primary English teacher, and I told him what I wanted to write. Just simply tell them. "This is what I want to write and this is what I want to write." And they write for me.

Of course, I go through everything and I say, "Okay, now this is not the way I wanted. It's not really what I wanted to say. Can you please redo it?" Or I can jump in and change a few things, and they do it all again for me.

And also, I used these couple of ghostwriters. And they have book prewritten. Of course, you need to know what kind of product is needed in the marketplace. Then you go and find those ghostwriters. They could product upon your request, or they already have prewritten books for you to purchase the marketing rights from.

So basically, that's how I got at least a dozen e-books written by Tom Hua without actually writing them.

Brett: Okay. So can anyone here do the same?

Tom: Of course. I don't see why. I think everyone here speaks better English than I do.

Through those viral marketing machines, those are only two examples. *Working With ClickBank* is a very simple e-book in the Free to Sell package. I still benefit from those affiliate program that I was promoting, I have been promoting. The last two months, in January, I received 38 commission checks.

The stats on my local common worth bank, they all know me because I'm there not every second day, every single day, to bag those checks. Sometimes they're only \$50, but sometimes there's a couple of thousand dollars. They all add up.

I also have an electronic newsletter. Again, I don't really write the articles, I help feature articles. I find good-quality articles to put into my...

Okay now, people say e-zine or e-zine. I never had to pronounce it. To me, it's an e-zine, because electronic magazine, why e-zine. Brett, can you tell me if it's e-zine or e-zine? Doesn't really matter, does it, as long as we can make money with it.

Okay, let's put e-zine. Now, I capture some screen shot to show you the income that I currently have. I use many payment gateways. ___ companies is one of the companies that I use. This is a report for the last financial year, from the beginning of July 2002 and to the end of June 2003. And I'm not sure if you can see it clearly enough, but for that financial year, I had \$289,907.54. I hope I say that right. Yes, US dollars. And that's net.

Is that good money?

To those multi-millionaires or millionaires business-owners we might have in this room this afternoon, or I'm sure among the speakers, this is nothing. But to a guy who had only \$300 to start with, it means a lot.

Thank you.

Now, PayPal. This is another payment gateway that I use. By the way, I don't even know how to use – what do you call it – PowerPoint. I never had to do this before. So I simply put a web page together. And at least I know where I'm going.

Now, these, I'm going to put on the website. The address will be at the end of the presentation anyway. And you can go back anytime to check the resources and links out.

Now, this is PayPal, one of the other merchant accounts that I use. This is a report for December 2003, for that month.

That's different, additional to the ___ account. \$13,027.06 in US, in December of 2003. Is that bad money?

Now, ClickBank. This is the third merchant account that I use. This is a screen capture for the first week of this year. For that week, more than \$2,500.

Do you think I'm doing alright? And do you want to do it too?

Attendees: Yeah.

Tom: That's great.

Now, I tell you what, I actually make more than that, because I have lots of other affiliate checks sent to me. And I use also two checkouts and other payment processing companies, because they all provide different solutions. I have many websites and I use merchant payment accounts as I need. Different ones provide different solutions for different projects.

But I'm not going to tell you every cent I make before I talked to Mr. Ed Burton.

Now, what it takes to get where I am now. I keep saying this. You don't have to speak perfect English, although you all do. You don't have to be good-looking. You don't have to be tall.

You don't have to be a genius to be able to make money online.

What it takes is a very simple system. There are three things that you need to build a successful online business.

Number one, a product. You have to sell something. Right?

Number two is a website, speaking about online business. Everyone can do it. But there are some basic requirements.

A website is necessary to run a business online. Actually, to make a sound and long-term business, you'll need a website. You can't do online business without a computer, that's for sure.

And then the third component, you need quality traffic. Not just traffic, quality traffic. If you can put these three things together, you have a business.

Let's talk a little more about products.

There are many ways of getting products. First of all, this is what I did. I'm not sharing what I believe is right, I'm sharing what I have done and proved to be right.

There are lots of resale rights available. Now, when you choose the products, you need to evaluate the quality of that product because that's what you are going to promote. Yes, Internet is a numbers game. But still, quality comes first.

Also, you need a product that is needed by the market. It doesn't make any sense, no matter how good the product is, if no one wants to have it. Right? That's one way of getting products.

The second is join affiliate programs. The good thing about affiliate programs is you don't have to develop a product at all. And also, the best thing about it is that you don't have to provide customer support. Send the traffic through your affiliate link to the website, and you get commissions. End of story.

When you choose affiliate programs, you need to look at the reputation of that website. They are a number of ways of doing it. Go to search engines, see where they're listed, and also use ___ toolbar, Google's toolbar, to see how many visitors they are having. Then you know how well they are doing. Right? And I'm sure many of the speakers here this time will have quality affiliate programs for you guys to join.

And also, you need to look into the conversion rate and ask them, "If I send you 100 targeted visitors, how many of them would actually buy the product?" Because for you, it's the same

effort for you to send 100 people to that website. If they can convert five of them into customers, it's much better than if they had only converted three.

Number three is your very own product. I started without having my very own product. But now, I do have many of my own products. This is what you can do, too. Think about what do you want to do? What are the things that you love to do? Is there anything that you want to do even without getting paid? This is where your passion is. Right? And if you can do a job that you love to do, I'm pretty sure you'll do well.

Number two, what your expertise are, what you are good at. If you don't like to do any job, anything at all, and you are not good at anything, there's still this chance. Look around. Your family, your friends, or even a stranger. If they have the talent, if they have the knowledge to share with the world, Internet provide that vehicle and you can go in and help them to do that.

The best part is when you develop a product, make sure you make it an information product.

Now, when I say information product, not necessarily to be in an e-book. E-book is a format of knowledge. Right? And it could be a small piece of software. Anything could be delivered online, electronically, without physically having to produce it. So your cost of production is virtually nothing. Right? This is what information product.

Any questions so far?

What, I'm explaining everything quite clearly?

Okay. Once you have that product, you need a website. It's your storefront online. You have to have a website for people to come and click that order now button, so that it can make money. Right? This is where website comes in.

You don't have to have a domain name. You can use one of those free web space. Can anyone give me an example? Like Yahoo.com.au/user/, this doesn't look very professional. And now, those domain names are very cheap. So I recommend that every one of you, if you want to do an online business seriously, to get your own domain name.

There's a website called Nameboy.com, where you can type in your keywords, the word that you like, and give you suggestions of domain names.

In regards to “.com.au” domain names, does anyone know how much Melbourne IT is charging these days for a domain name, “.com.au?”

Attendees: *Can't hear what's being said.*

Tom: How much?

Attendee: *Can't hear what's being said.*

Tom: \$137? For how long? Two years. Right, okay.

Now, this HalstonBay.com.au is my company, my online business. We started this last year. I've spoken to my staff yesterday and I asked them to give us a special deal. We usually charge \$77 Australian dollars for “.com.au” or “.net.au” domain names, for two years. That is almost half-price of Melbourne IT. But for us, we only pay \$67 for two years. Now, that's Australian dollars.

This resource will be available on the website, so that you can go and click through.

You also need a hosting company, where you can put your website. This is a part of your free bonus. There's the link. You don't have to pay anything, and you get 12 months website hosting from my company.

Now, you need to put a sales page, of course. I wish I knew Brett a little earlier, but Brett McFall and other speakers will cover that area of writing a sales pitch. This is not where my expertise are, as you can tell.

Okay, the most important part, quality traffic.

Once you have a product, once you have your website up...

Brett: Can you read out the websites?

Tom: You know my English no good.

Brett: The addresses?

Tom: The addresses? You wanted to see that again. Okay. That is worldinternetsummit.com/bonus2004/hosting.html. If you got it wrong, you can go to a website address worldinternetsummit.com/speakers/tomhua.

Actually, my name is the only thing you have to remember to get everything from anyway.

Brett: This is all going to be uploaded to speakers. Worldinternetsummit.com/speakers/

Tom: /tomhua.

Brett: Everything here is going to be where? Let's get this address down. People want to see everything here.

Tom: It will be at the end of the presentation anyway, but I'll give it to you right now. It's www.worldinternetsummit.com/speakers/tomhua. That's where you're going to see exactly what we have up here.

So all you have to do is click this button. I'll do a demonstration, what I call a demonstration.

Okay, this is where you register for your 12-month hosting service. Your first name, your last name, your e-mail address, your full domain name. Now, that is the domain name you are going to use. And the password, this is the password that you are going to use to manage your hosting account with us. Of course, we ask you to confirm. And they put here a drop-down button. I don't know why my programmer did that, but there's only one choice. You have no choice. You have no choice but to get a free bonus of 12 months of free hosting service, so you don't have to spend a cent to put your website.

Okay, now Brett is going to cover the sales pitch part later.

Now, traffic. I'm sure many speakers will cover search engines and lots of techniques of getting traffic onto your website. Onto or into, it doesn't matter.

Now, what I'm going to share with you are those basic techniques that I personally used to bring quality traffic to my website.

Now, search engines used to be a huge topic. Everyone wants to be listed on the top. But how many websites can be listed as number one? There's only one.

Many of the search engines, nowadays, are turning to pay-per-click based. That is you have to pay for your listing. You don't get listed free, because big search engine companies went into financial horror by offering everything free. They have to charge you for the traffic they send to you. And this is the way it's going, or the way I see it's going.

So pay-per-click-through search engines are the main areas I play to bring traffic to my website.

I was going to share this on a super-teleconference. But since I get excited, now I think I'll share with you right now.

Is number one listing necessarily better than number two? Not necessarily. I don't personally believe so. And I tested it, tested it, tested it, and it worked for me.

Let me give you an example. You go to search engine because you want to buy a video camera. And you type in "video camera" and hit enter. First listing, Sony. You click on that link, you go to Sony's website and you check out everything. Everything sounds okay.

What do you do? Do you buy it right there? No, because you want to check what other offers had. So you go back to that search engine, click on number two listing. It might be a company called Sharp. You go in and you check out the deals available at Sharp's website.

Now, it appears to you that Sharp has a much better offer, and they have a clear winner there. And you want the video camera today, so you click and order it. End of story, right?

Now, if it turns out to be that Sony's offer is much better, what do you do? You'll go back to the search engine, you might click on Sony's link again, to go back to Sony's website, then you make the purchase.

As we all know, listing at the top of PPC (pay-per-click-through) search engines cost more than to be listed on the second. So if Sony was offering a better product, Sony had to pay twice, more than twice, than Sharp to get that business.

Now, if Sharp was offering a better product, at least it's up to you, you believe it's better for your needs, then Sharp will pay less than Sony to get that business. Okay?

Now, what happens if Sony went onto the second list? Sony would get that business for one single click, which would be cheaper than listed on number one.

Did I explain myself?

Brett: Okay, so what are you saying? You're saying it's better to be listed number two than number one?

Tom: That is correct.

Brett: Why?

Tom: I just explained it.

Brett: Yes, Tom. I know.

Tom: Let me try again.

Brett: What is the real reason? Not the real reason, but the simple reason why?

Tom: The simple reason is if you have a better offer, consumers, psychologically, they don't buy stuff without compare the offers available. They click on number one, number two, sometimes number three.

Now, if you have the best offer in the marketplace, you don't have to be listed on the top to be clicked. If you are getting clicks anyway, why are you going to spend more money to be listed on the top when you can pay less to be listed on the second? They might check the third link, but I'm pretty sure most of them will check the second link and compare the offers. It's a very natural consumer psychological procedure when they make a purchase.

If you are not offering the best and clear winner, even though you are listed on the top, you are not going to get the business, no matter what.

And I used that technique while I was putting my Free to Sell package out a couple of years ago. I won't mention his name. I had a direct competitor. He was copying everything I was doing. This search engine nowadays, they changed their name. They're called Overture. Before, GoTo.com. And every time I bid just directly underneath him, I got more business than if I tried to go on the top of him. And by spending less, I think pay-per-click search engines would change their policy if they knew what I'm talking about here.

Second trait. Number 40 beats number 15. Why? When you go to a search engine, you type in your keyword and do a search, and you have listings. And you go number one, number three, number two, number three. You don't hit upon each one of them. You get tired, you are overloaded, you are overwhelmed. You say, "Alright, nothing much around here," then you scroll down to the end of the page, just in case anything catches your eye.

Now, that listing at the very bottom of the page will be seeing much, much more than the one listed in the middle. Number 40 is just an example. If you are going to bid on pay-per-click search engines, pay attention to the location at the very bottom of the page. And this way, you pay very little but you still get some traffic. Of course, you're not going to get as much as the number one and number two listing, but you'll get more than the guys in the middle.

Affiliate programs, joint ventures, is another way of getting quality traffic to your website. Once you have the product, once you have the website, you are ready to sell. Where's the traffic? Go to the companies, the individuals, the businesses that is dealing with the potential market of your product, and get close to there.

Many big players, big companies, they won't listen to you if you are nobody. Become their customer.

If you wanted to approach Brett McFall, for example, and wanted to form a joint venture with him, give him an offer. But before you do that, make sure that you are noticed. Buy his products. Become his customer. Customer is first, right? Then you write to him. He'll reply to you, although he replies hundreds, hundreds of e-mails every day. Give him an offer that he cannot refuse.

When I say an offer they cannot refuse, I'll give you an example.

I study this website for the e-book wholesale; .net, .com, doesn't matter. Both of them are the same. And I charge \$24 US for the first month and \$27 US each month afterwards. And I offer it to the public, 37%, as an affiliate program.

Now, I want to make that big and quick, right? So what I've done is I went to those big players and said, "Look, I offer 37% to the public and this is my product. I want you to be my affiliate,

because you're so good and I respect you. And I want you to make money, and I want you to make more money than I make."

So I offered them 57%, 62%, even 67%, just to give them enough incentive to help me promote a new product, and it worked like charm.

And once you crack one of them, it's easier to crack the rest of them.

Brett McFall just started a joint venture with Tom Hua and he made \$10,000 overnight. Would you like to do it too? And this time, you don't have to offer 67% to Brett. Maybe a little less, right? It's all up to you.

Traffic. People are saying, "Money is in the list." What I say, money is in building your own list. Building a list.

Where do you get the list? You don't buy a list. And I don't personally believe putting your subscribe boxes onto other people's website.

The best way of getting your own list is to keep your customers in your list. Now, when you joint venture with those big players, big companies, people who already have big lists, they are going to send those people to your website. Right? Don't forget, ask them to leave their e-mail address and name with you, so you have your own list built up very quickly, with quality. Only the guys who are interested in your product will come to your website.

My list isn't huge at all. I have only 30,000 on my list. Compared with some other lists, it's relatively small. But it's very good quality, because the only way they can come to my list is by visiting my website.

Once you have your list built up, quality list built-up, relationship and a reputation, then you have a reputation for life. All you have to do is look around, develop a few new products once in a while. If you see a problem, find a solution for that problem. If you can deliver that solution to the market, help that problem, you've got money. Am I right?

I think my time is running out. Make it quick.

This is just for you. Free to Sell was one of the first e-book packages available on the Internet, and I made that available why in the year 2000. And this is a free bonus again. We just upgraded to version seven.

Now, we call it Free to Sell Pro and we sell that for \$97. And that's yours free. The link is just here. All you have to do is go back to the web address that I gave to you and click on that link, and you're good.

Now, e-book wholesaler. This is one of the projects I ever, ever put online.

What it does is ___-based website. You get quality, exclusive information products, with resale rights not only that you can read those books, use that software yourself, but also you can sell those information products and keep all the money.

What you pay is \$27 US a month. The first month is \$47, because over the last two and a half years, we already have 72 titles, products accumulated that you can sell as soon as you join the program. That's why we made the first month a little more, \$47 US for the first month.

But for \$47, you get 72 products. That's a very good idea to me, isn't it? Not only you can read them, but also you can sell them.

And, by the way, the live link is the website. Again, you can simply click across and read everything on the website to be able to understand what an e-book wholesaler is all about. I won't get to there, because I think I'm running out of time.

Brett: Does anybody want to hear more from Tom?

Attendees: Yeah.

Brett: It's okay, Tom.

Tom: That's the benefit of becoming a member at e-book wholesaler. And we not just publish Internet marketing books, we have a variety of different books covering a wide range. Yes, please?

Attendee: When we first started the seminar, they mentioned that you're the world's greatest webmaster. For people like us who will...

Tom: Actually, it's the wrong title. They'd run a title that called me their webmaster.

Attendee: Okay. I was just wondering, in your experience, do you know packages or facilities on the net that are possible free or very cheap, which allows us to like crack out ready-made web pages, like a cookie-cutter system or something that's on the net, where you just click a few buttons and it generates a nice, preformatted web page?

Tom: The hosting company of my hostingbid.com.au, we provide a facility called an Instant Site Builder. You can go in and grab the template that you like and type in simple words to create your website in a few minutes. Resources are available and we don't have time to get into the depth of it, but I'm sure that I can put more and more resources on this website – actually, I already have – that you can refer to for years to come.

Speaking about e-book hosting, that's the benefit of becoming members. The benefit of the offers, I have to have quality products to be able to supply to our members. And by paying \$27 US, we guarantee to give you the product that has richer value of more than \$27 US. So by reading and getting the products itself is already a very good value, at the same time you can sell them and keep every cent you make.

So this solves the problem of getting a product. Everyone says, "I don't have a problem." Here you go, this is a quality product that you can sell. And we do supply websites for selling those products that we offer to the members, so you don't have to create anything apart from to add your order linking.

I started this idea not only to provide some benefits to the members, but also it's kind of my dream. To me, Internet is so powerful. Why it's so powerful? Because the capacity and the speed of storage and delivery of the information is just amazing. This opens up a completely new world to me, that you can share knowledge to the rest of the world with very little effort. I don't think it could be done with any other method. And with e-book wholesaler today, we have more than 1,000 members. I wouldn't tell you how many, but more than 1,000.

This membership also provide an opportunity for the offers. For example, if you know martial arts... Wrong example. Let me change it.

If you know Chinese cooking – because I’m a small man, why should I mention anything physical – if you are good at Chinese cooking, it’s very difficult, if not almost impossible to publish your recipes through conventional publishing industry.

But it could be done through our network. If you can write a Chinese recipe cooking book manual and give it to us, we’ll pay you cash up front for the marketing rights of that book. And when we released to our membership base, which has more than 1,000, and the next day they’re ___ out to sell your book, you don’t get any royalties. But you get beautiful exposure.

I’m sure you can put plenty of links, website address, subscription box into that e-book that thousands and thousands of people will get their hands on, if you really know what you’re talking about.

If people like what they see in your book, naturally, they join your list. And, at the same time, you can offer say a recipe a week or something like that to your list. And all have your website address if you have another book as backend sales, backend products on your website. So when people read your book, if they click through, they go to your website, most likely, some of them will buy your other products. Right? Related, because this is high-quality traffic again.

So to me, e-book wholesaler does a wonderful job for authors, for everyone who’s got good idea to share their knowledge with the rest of the world. We made possible.

Yes, please?

Attendee: When you were talking earlier, you said it took you 17 months from your first research to when you made your first sale.

Tom: That’s correct, yes.

Attendee: But then you said if you were doing it now, you’d do it in a couple of weeks.

Tom: That’s right, because I know more now. I wasted a lot of my time. I was going around and around and around and just going nowhere.

If I had to start everything, again, from beginning again, of course I can do it much, much better because my experience will save my time.

Attendee: Could you sketch out, really briefly, what your plan would be?

Tom: What my plan would be? Just one, two, three. This is what I have shared with you guys. Find the product, build a website, bring traffic to your website.

As I said, a product could be resell rights that you purchased from somewhere or something that you know the best. Let me put this into an example, a live example.

If you know Chinese cooking, and people like Chinese food – or they all tell me that – or if you don't know but you know someone, you know a local Chinese restaurant, and you go to that guy, ask him to write a Chinese cooking book for you. Then what do you do? You go to your primary school next door, find a teacher that teaches English – if only your English is not good enough, like me – and get it professionally proofread and check your English and everything.

Then you turn it into an electronic book, so you have a product. And you have a free hosting account that you have for 12 months. And you put your sales page together, or just list the benefit of that product, and I'm sure the market for that particular Chinese cooking book is quite large. Right? And I'm happy to send your offer to my list.

So as the other speakers or whoever you go to, search engines, type in Chinese cooking or receipt books and find those big players – not necessarily in the ____, it can be companies and websites, and go there and give them an offer. You say, "I'm selling it for \$17 US a book. What about if I give you, in a joint venture deal, I give you 60%, make sure that you make more than I do?" Then you get it started.

Is that example workable? Thank you.

Okay, this is website hosting. You'll have it for free, completely. I also have an e-zine – newsletter, without confusion – that you can join, so that we keep contact and I send you updates on future developments that we might have in the near future. We didn't have enough time to put everything together for you guys.

Now, I forgot. This ____, we have a very special offer for you guys. Now, you have this blue form here. Normally, we charge \$47 US for the first month, plus \$27 each month thereafter. And today, you can have... What is it? Can I borrow one? I don't remember.

Okay, now. \$47 for the first month, plus \$27, in total, for 12-month membership. That will cost you \$344 US, which would be \$432 Australian, according to the recent conversion rate, which I don't like that at all because my income has been reducing all the way. But what can you do? That's why I'm working harder now.

Okay, for 18 months of membership, usually it will cost you \$506 US. That is \$632 Australian. If you order today you get a 32% discount. This offer is very special. It's only available during the event.

So if you want to give it a go, if you want products ready-made, with quality, with websites, ready-made for you, don't miss it. Thank you!

Okay. Now Internet business is not difficult. It's not hard. But it's still there's something that you have to learn, such as putting an order link into your website. And manage your merchant account, you don't want to give your path to it to anyone else. You want to be able to at least cut and paste the order link into a web page.

So there are basic skills that you need to learn, to be able to run a good online business. We have a website built by myself and three close friends, called e-challenges. This is a website specially made for you guys, because we are going to challenge.

Challenge those big players in the industry. And we want to prove that we can do it, too. And we want to challenge yourself to prove to yourself that you can do it too.

And also, they're having a special offer. Just simply click on this link. They usually charge \$37 US per month for the membership. What they do is they virtually hold you by hand, state by state.

Tutorials, materials, everything that you need. And I find three of the best Internet marketers that has been working, particularly in helping people how to master those best skills, to handle the customer support area. You can sign up your account for only \$27 US per month. And that's going to come with a 30-day money-back guarantee.

Go in, have a look around. Ask any question you want to ask. And if you think it's not for you, you can simply have your money back – as long as you tell us within 30 days. You've got nothing to lose.

That's actually all I've got to offer to you. I'm giving too much for free.

Well, I did it. And I feel very good about it. Thank you.

You know what? Each time I step into my car and I feel really good, and when you're looking at that three-star badge – do we call that a badge? – in front of the ____, I'm a successful guy, I better do the things that successful people do. Right? I love that kind of feeling. And I believe everyone love you, ladies and gentlemen.

In this room, this afternoon, you got more than what I had. And any one of you can make it. And I'm sure many of you will make it. The only question is can you make it? How far you want to go is up to you. But money's not everything. The lifestyle, the money that it can use to achieve your dream, achieve your lifestyle, to support your family, is even more important than money itself.

So let me wish you every success and every happiness. Thank you for listening.

World Internet Summit, Sydney, Australia

Panel Discussion, Part 1 of 2 – CD 2 of 4

Ted: Folks, you're good.

Brett: Guess what, Ted? You've actually got me singing here. He's winning me over.

Ted: I'm not sure. I'm not 100% convinced that Brett yet feels like he owes me the \$100. But tomorrow, Sunday...

By the way, how many of us have gone up to our room or gone to make a phone call and found ourselves singing that melody? Why am I not surprised? Why am I not surprised?

What I'd like to do is ask a few people what have you learned? What have you learned? One significant thing. This gentleman right here.

Attendee: You can do it.

Ted: You can do it.

Attendee: *Can't hear what's being said.*

Ted: Don't try and reinvent, use someone else's tools, something that's working. Manuel?

Attendee: *Can't hear what's being said.*

Ted: To market the thing is what is important, not the thing itself. This is good stuff. T-shirt green?

Attendee: Take action.

Ted: Take action. That's one of my favorites. Chris Bloor?

Attendee: *Can't hear what's being said.*

Ted: There's still room, you know. We've got Hollywood in the USA. Do you want to come over? What have you learned? Peter?

Attendee: Money.

Ted: Money. This is all about money. I like that one. Craig?

Attendee: You've got to get to number one in Google.

Ted: That's a very good place to be.

Attendee: Maybe two.

Ted: Somebody over here, on this side.

Attendee: Customers are cash.

Ted: Customers are cash. This is an exciting business, I tell you. Young lady?

Attendee: *Can't hear what's being said.*

Ted: Can you speak up just a little bit?

Attendee: *Can't hear what's being said.*

Ted: You can make money from Google. You can get Google to pay you using AdSense. Absolutely.

Attendee: *Can't hear what's being said.*

Ted: That's powerful. Do one thing every day. By the way, that, of course, doesn't apply if you have a real job at the present moment, right?

What have you learned? One thing.

Attendee: *Can't hear what's being said.*

Ted: Think outside the square. I can tell you that in America we say, "Think outside the box," but I'm learning often. Think outside the square. I've got to remember that.

There was someone here.

Attendee: Key phrases and words.

Ted: Key phrases and words, keywords, key phrases. Excellent. Excellent. We're moving this way.

By the way, ducking down won't prevent you being called. It might happen by accident. You raised your hand. Yes, what have you learned?

Attendee: *Can't hear what's being said.*

Ted: The guy behind you.

Attendee: *Can't hear what's being said.*

Ted: You're talking about we make leading statements that force the sales process? Good. Helen, what have you learned? Not Helen? Bridgett? You're next.

Attendee: Unless you know where you're going, you're going nowhere. So I think putting your destination, and I have one I made about five years ago, that by October 24th, this year, I will be financially independent and I'm quitting my job. It took me that long to find my ____.

Ted: Unless you know where you're going, you won't get there, and the power of goals. She set a goal for October 24th of this year.

You see, now this is the power of goals. It's happening. That's good. Yes?

Attendee: *Can't hear what's being said.*

Ted: This guy was listening to Tom Hua. Number one, get a product. Number two, get a website. Number three, get traffic.

Attendee: *Can't hear what's being said.*

Ted: Always offer two options. That way, it's not yes or no, it's which one.

Attendee: *Can't hear what's being said.*

Ted: Start with the end in mind. Excellent.

Attendee: *Can't hear what's being said.*

Ted: Leveraging other people's products, other people's mailing list, otherwise known as a...

Attendee: Joint venture.

Ted: Right. And on the internet, the most common way is through an affiliate program. Why did you guys tell me you were dumb? You're answering every question.

A couple more. Five more.

Attendee: *Can't hear what's being said.*

Ted: Customers are for life. Excellent. Got someone back in that corner there? How about that last table. Somebody kick somebody and make somebody say something. There's a man on the edge. What did you learn?

Attendee: *Can't hear what's being said.*

Ted: I didn't hear.

Attendee: *Can't hear what's being said.*

Ted: Cash is king. That will work in this group.

Attendee: Ask the client.

Ted: Ask the client. Boy, you talk about a powerful product delivery strategy. That's a good one.

Attendee: *Can't hear what's being said.*

Ted: Don't worry about people's needs, worry about their wants.

Attendee: *Can't hear what's being said.*

Ted: Systems makes cash. Is this a good review. You want to ask maybe a couple more? We only scheduled for one or two more. We can ask a few more, right? Brian?

Attendee: Build your list.

Ted: Build your list. Get a list happening. How many times have you heard that? Anybody? Two or three more.

Attendee: ____ get off your ass.

Ted: You've got to get off your glass to do business.

Attendee: I've got a point to make.

Ted: Let's make this point.

Attendee: While you're asking these questions, you bring up all the things that you learned, the tidbits of the things you've learned. Has everybody got a folder on their desk or in their lap? I need you to find a page.

We have given you some special reports in there. Three of those are by me. Why don't you turn to the first one there, page 12? You may not have time to read these, guys, but the title is "The most important news you'll ever hear about getting rich on the Internet, and yes, you can apply these ideas instantly, even if you're a complete computer dummy."

Can anybody relate to that one? Read the report, please. This is really good, solid information.

Move on to page 21. "How to use the Internet to make \$10,822.16 in just 72 hours, without knowing a thing or being a computer geek." Does that appeal to anyone?

Although I know you guys, you might be computer geeks. You've been here _____. You're starting to qualify.

There's also a third one, "How to get thousands of dollars of free advertising." Who'd like free advertising?

But there's something even better. There's a fourth report that I want to point out. I want you to look for page 39. Page 39. It says this: "30 days to web success, your step-by-step plan." "30 days to web success, your step-by-step plan."

Why am I pointing this out now? Because we're fielding some questions and people are starting to give us some feedback. So I want to point something out for you folks about what's in this report here, this one here in the forefront.

In there, and you don't have to read it now _____ check this out. It's by Terry _____, a really fantastic marketer from the United States. He has a system you can use for 30 days to get started.

Who's a little bit overwhelmed already by some of the information? Who'd like to know where to start? Okay.

We have a system here, a 30-day system for you. And besides using his system, there's a whole list here of all sites using his system that we're about to explore. Examples you can go and check out all the website addresses.

Does that sound alright? Something you can go and check out.

Turn the page, there's step one. Step one: choose a niche market. And then it tells you if you're trying to look for a business idea or something you're going to do, choose a niche market.

Then it says here, "What e-zines do they read?"

So there's website you can go there to check out what e-zines your niche market you're thinking of going to reads. If you're going to write an e-zine or a ___ about fishing, you can go there and see what e-zines there are on the Internet about fishing. Would that be handy?

The next one down there, what websites do they visit? You can go to Yahoo.com and find out what websites they're visiting.

Where do they network? There's a website for that.

Who is selling to them? There's another website for that.

Is this good research? You can go here and check all this out, right? All these websites are listed for you there. You can check out and do some research in your market.

Then step two, come up with a product idea. Then you have websites that you can go to, to find product ideas.

Step three: write your sales letter. I'm going to show you how to do some of that tomorrow.

So step four, it goes through there. And in 30 days, you now have a plan to put all this stuff you're learning here this weekend into some sort of format. Does that sound good? Okay. I wanted to point that out to you, because sometimes you can get a ___ like this, and you want to think that's all good, but you want to see the seminar, you want to take some notes without realizing the goal that is within. Each one of those reports in there are in there for a reason, guys.

Does that help you out? Good. Good. I just wanted to make sure I pointed that out to you, place some importance on that so you go check that out, have a system to start.

Like when you hear all these talks up here, you can start to think, “Okay, that fits into step three, that fits into step four.” Good one.

Ted: Thank you. Anybody interested in how much money Margaret has earned so far?

Attendees: Yes!

Ted: First of all, let’s review how long it’s been. How many hours, how many days has it been since we launched the website? Probably about 21 hours ago. Okay.

By the way, is Margaret in the room? Okay. How does \$3,643 sound? Congratulations.

See, we never know how this stuff is going to go. Remember what I was telling you the other day, though? We can’t lose. Because how much did it cost us to market? And when you get on the Internet, how much will it cost you to market? And when you do it through Google AdWords, like the system Armand was teaching, how much will it cost you to market? You’ll get paid for it. That’s pretty good, right?

So I’ll tell you what. We’re going to invite the speakers up. And what I’d like to do is do this in two different tiers. The speakers who spoke today, generally in the order that they spoke, I’d like to have you come up and kind of share two minutes, three minutes, recap in layman’s terms of what you covered during your presentation today. Would that be okay?

Alright. Armand, you were the first speaker today. Would you come up and share, in two or three minutes, in layman’s terms, basically what you shared today? This is how we’re starting the panel thing. The mike is live.

Armand: Today, I shared how to make a lot of money. I’m done.

Today, what we did is, obviously, we talked about search engine optimization. For some of you, it probably is a little complicated, a little overwhelming. But it’s not that complicated when you have an automated system.

The key is really this: search engines may be a part of what you're doing, but it can be a bigger part of what you're doing by simply utilizing some small strategies. We talked about title tags, we talked about header tags, H1, H2, H3, then we talked about the automated system that David had developed. And it's really very simple to do it.

What you've seen today, as far as what I showed you, was really the shortcut version of what it is. If you just did what we talked about today, which is to utilize David's software, utilize some optimized pages that we created, you can make the search engines work for you, and work for you in a big way.

That's pretty much a summary. Wouldn't everyone agree? Anything else you want to know? No? Okay.

You're going to take questions after, right?

Ted: Yeah. Thanks, Armand.

Okay, is Mal Emery in the room right now? You know what we're doing right now?

Mal: Yeah, I do. Fine.

Folks, basically you learned how to charge \$4,000 bucks for a Mars bar. That wasn't bad, was it?

It was quite deliberate. It's coming. Sorry, I only brought one with me.

Ted: Western Australia.

Mal: It was a marketing demonstration today. I think, from my perspective, it's how someone with a pretty ordinary background in terms of what my educational background was, for example, can still find a way of making some substantial income, and even a way to share it in a certain fashion and teach other people how to do it also.

I think the most profound aspect of most of these things is the simplicity of it and the formulaic aspect of most of the things that work really, really, really well.

The Mars bar, I think is a fantastic demonstration of a company that has dominated an industry through their marketing. Because most of us can relate to the fact that it's pretty well only just a gooey chocolate bar, isn't it? It's nothing spectacular.

The bottom line there is that we don't need to have the best product. It's the best marketing that will win every time.

So I hope that's a quick synopsis there of what went on. Thank you for having me.

Ted: Brian Duffle and Jesse Forrest, would you come up and share a little bit, a two- to three-minute synopsis of what you shared with them?

Attendee: *Can't hear what's being said.*

Ted: Oh, I am sorry. Sean D'Souza. Sean, are you in the crowd? How about David Cavanagh? We'll catch up with you guys tomorrow. Don't worry about that.

David: Ted Ciuba. Hasn't he got a great accent? Now we have to practice, don't we?

Okay, folks. What I hope I got across from you today, and what Armand gladly told you this morning, is search engines are only one part of your marketing armory when it comes to making a really good quality website and web campaign. But the thing is they're a very effective way and a cheap and affordable way.

My ___ does a great job. But the thing is what Armand offered you this morning, honestly, is an incredible deal as well.

But search engine optimization is my field. And I really think if you have got a website without good quality search engine optimization, it's like having a phone book without your phone number added.

Because the thing is some people asked me while I was out in front. When you first see your website, you've got one page, which is called your index page, your home page, default page, whatever. The thing is you've got one chance of that getting listed in the search engine, because you're one page.

But if we put a site map on the bottom and link how many thousand – a lot of pages – to it... Armand's alright. You want to see what he does tomorrow night.

What I'm saying, folks, getting back to it, if I can link one resource link on the bottom, using DreamWeaver, FrontPage, whatever you want to use, the bottom line is on the link you've got 100 pages, 200, 1,000, whatever. Not 200,000.

The thing is you've got 200 chances then. Because once it indexes one page, it goes through and gets the rest.

And, of course, because of all those different pages having a different title, different keywords, different descriptions, then you've got 200 different pages being fed.

So if you've got a restaurant, you feed the right food to the right customers, you get the right result.

So basically, in a nutshell, I hope that if you didn't get my product, you'll still implement – immediately – the strategies that Armand suggests and I suggest. Because it's no use paying money, going to a seminar like this, getting all hot and flustered, and going home and doing nothing.

Take massive action when you leave. Because if you don't take action, you'll get nowhere. So start from here and really make it as a catalyst to make a lot of money. Good luck to everyone.

Ted: And the illustrious Sean D'Souza. Sean, we are sharing, in two to three minutes, layman's terms, what we shared throughout the event. Come on up and tell us what you shared. Come on to the mike. Share, in two or three minutes, quick summary in layman's terms, what we've shared. We're just doing a quick overview redo.

Sean: Oh, okay. I actually do it in three points. Let's test it out. What did you guys learn – three things – from the speech that I did? What's the first thing that you learned?

Attendees: Problem.

Sean: Problem. What was the second thing you learned?

Attendees: Solution.

Sean: Solution. What's the third thing you learned?

Attendees: Target.

Sean: Okay, what about the triggers? Triggers. Who learned about triggers? What are you supposed to do about triggers? How do you know that a trigger works? "What do you mean by that?" or "How do you do that?"

What are the applications? Limitless. When you say limitless, what do you mean?

Attendee: *Can't hear what's being said.*

Ted: So you can put it on e-mail, you can put it on the website, you can put it in different forms of communication. Can you see that?

Let me give you a simple example. I write for a website called MarketingProfs.com. There's over 100,000 people that go to their website. And every week or every month – I write only once a month – we'll put a little article there with a title. And it's like top of the charts. More people click through and it goes to the top of the charts.

So people click through and it starts to move up, just based on the problem, just based on the headline.

So that's what you can do with your newsletters and stuff like that. So yes, that's what I covered. The problem, the solution, the target audience, the triggers. And you can apply it in all sorts of communication.

Ted: By the way, do all the Aussies wear that kind of a jacket?

Sean: ___ New Zealand.

Ted: New Zealand. He's got an excuse.

Okay, Tom? Tom Hua.

Tom: This has got me nervous. Thank you. Thank you, everyone.

I think there's one thing very important I would like to share with you, that I didn't have time to share with you.

When I was only very little...

Audience: *Laughter.*

Tom: This is a new sentence, okay? When I was very little, my grandfather taught me the secret to become successful is never give up.

Now, you guys might be overwhelmed with so much information, so much knowledge. Don't worry. Take step by step. This is where you are today, this is where you want to go tomorrow or in the future, as long as you know that you're moving towards your goal. It's not good to just go everywhere. Concentrate. Stay focused. Each day, every week, every month, put some extra effort into it. Bring yourself towards the goal, and never give up. And I promise you, one day you'll get there. Thank you.

Ted: Hey, do you know what we mean when we talk about brown-bagging? Brown-bag? Some do, some don't.

Well, what it is, instead of like going to the restaurant and having someone who takes the chair out and says, "Sit here, would you, we'll bring you a plate, we'll have good food," that you bring your own lunch in a brown bag.

The reason why I had to give that is because you think some of these guys are high-falluting guys, but I'm going to ask them to brown-bag. I'm going to ask them to come up and bring their own chair with them.

All the speakers, would you please come up, that are in the crowd, and bring a chair with you so we can get you on the stage. And after you've got your chair seated, then we will announce you formally to the crowd. Come on up.

Alright. We love it. All of them, of course, except for Brett.

Attendee: *Can't hear what's being said.*

Ted: That will do. That will do. That's good. That's good. Come on up. Let's go ahead and pass around a few of the handheld. Make sure we've got at least a handheld on this side, a handheld on that side, give Brett one if he's got one. Okay, one going this way.

State your name for the audience.

Brian: Brian Duffell. I guess tomorrow we'll be talking at 1:00. I just want to show you. I'm a bit like Tom. I've never spoken to a large crowd, so I'm going to be nervous too. But I'm going to show people how to build simple programs on the Microsoft platform, that you can turn into very sellable products. I want you to join me, and we'll run through it. And I'll show you a step-by-step system which I've created to develop simple software solutions to a niche market and got large sums of money. And I want to share that with you.

Ted: Good. Hey, I didn't set you up correctly. Just your name here. We were just reviewing with the ones who had spoke today.

Bart: My name's Bart Baggett from ___ Queensland. That's an inside joke, Ted. You wouldn't get that.

Ted: I might next time.

Bart: Do you want me to give a brief introduction?

Ted: No, it's not important. You did get to share at the parade of speakers this morning, right, Bart?

Brian: Brian Duffell from Queensland.

Ted: Excellent. You caught on quick.

Jesse: Jesse Forrest from Sydney, Australia, and also Queensland.

Ted: Alright.

Jo Han: Jo Han Mok from Singapore.

Ted: You got a mike?

Rob: Rob Bell, from Barry, Ontario, Canada

Mike: Mike Stewart from Atlanta, Georgia.

Chris: Chris Bloor from Perth.

Ed: Ed Burton from ____.

Paul: Paul Barrs from the Sunshine Coast, Queensland.

Ted: Obviously, Brett needs no introduction. So here's what we're doing, folks. This is your time. And we're here to answer any questions that you have, for the time we have.

Now, after this, you're going to be in for another treat of your life with Mal Emery. Was Mal pretty slick today, by the way?

Attendee: Yeah.

Ted: Okay. But now, we've stirred up so much stuff, you've got to have questions. Here's the only rule. Ask a question, if you can, that applies generally. You can address it to a specific speaker, you can address it to the audience.

Attendee: Have you got a mike that's going to go around the audience, to make it much easier?

Brett: Do we have enough, or do you want to repeat them?

Attendee: I wondered if we get to start somehow, trying to implement any of this in Australia? In my case, I got a little bit confused with Armand, and I would like to know if there is anyplace, like a technical support, or is there any mastermind group that is going to be created here, so we all can pop a question and maybe somebody can help us out on their way through?

Ted: That's a good question. That is a good question. It puts us on the hot seat.

Let me tell you what happened earlier today, too. Someone came up and said, "Hey, how about if we pass around a sheet of paper and everybody can sign up their name and their e-mail address, and we can start a big club?" Sounds good in theory.

The problem we have, as promoters – and again, I realize Australia is not as litigious – but there are responsibilities, privacy policies, legal notices. We've made promises. We can't.

Now, since you mentioned Armand, if you purchase Armand's product, I happen to believe you'll have a super inside track and many, many times with him.

Armand: For example, on the product, obviously I covered it very quickly. I did do as much as I can within an hour and a half. But what we have, part of the package is our teleseminar series that we do, where you can ask any question that you want. You also have access to me by e-mail. You actually get my personal e-mail address, which is at Microsoft.com. Just kidding. That's bill@microsoft.com. If that one doesn't work, use b gates.

What I also have in place, I'm a really big stickler on customer service. One of the things I don't like doing is leaving people hanging as far as questions. So you have access to my whole customer support team, which I have a full-time customer service center. So if you have any e-mails that you can't get a hold of me for some strange reason, you can just send an e-mail to them and they will actually walk you through part of the process.

But most of the questions, for example on the package that I talked about today, can only be answered by me. So it would come directly to me, so I'd respond to you.

And if we can't answer it by e-mail, what we do is we just simply set up a time where we can actually talk one-on-one on the phone.

Ted: And there's another thing, too. Folks, you should be networking with others. Not only speakers, but other people in the audience that you connect with.

Attendee: I just wanted to ask about word-sensitive spelling. We sell fertilizers. Americans spell it with a zed. We spell it with an S. Does Google pick up both spellings, or do you have to spell it one way for American audience and one way for Australian audience.

Armand: Which word?

Attendee: Fertilizer.

Armand: Oh, I got you. A zed, is that like a Z? I just want to know how everyone says zebra. Is that zedbra?

Actually, what happens is with a Z and with an S, they're actually two different words. So you would optimize on two different words.

If you have a plural, though, they have what's called keyword stemming. Google uses keyword stemming, which is a new technology they've recently implemented.

For example, if you had date, you have date, you have dates, you have dating, you have dated. And those are all variations of that. This is just an example. It's probably a bad example.

But that's kind of what they're doing, and that's called keyword stemming. So if you use the main keyword or the main word in your optimization, what will happen is you will get those variations, as well too. Does that make sense?

Attendee: Fertilizer with a zed here is sort of like alien to use it with a zed.

Armand: You would optimize for both of those. You'd create a separate page; one with a zed and one with an S.

Ted: It may have been alien before the Internet, not after. Can we run the mike over to this side? I'd like to get one over there on that side. How about the young lady in the rear? See, this side's been quiet. We definitely want to get a thing or two there.

Attendee: I just had a question. These days, especially with information products, you can probably deliver everything without a physical product. Is there a time or is there a market or a price where that becomes important, that you deliver a physical product?

Brett: I can give you an answer there, and I'm sure these guys can all give answers.

Speaker: Can I throw something in on that one? I had a similar question just over dinner, where a fellow I was talking to – he's actually not here today but curious about what we were doing – why would you ever want to go back to a physical product? And I have the example of my membership site, where I give people two options.

Option number one is you can have the membership site monthly access, digital delivery, everything through online.

Option number two, you can get it on CD-Rom. It costs three times as much, but guess which one we sell more of? The CD. Perceived value.

I actually surveyed my database before I went to the effort of trying to pack it into a CD. And I asked them what they wanted. So it comes down to your market research as to what they want.

But if it's on CD, it's not hard to make a digital download or whatever. Just give them the option.

Attendee: Is there a basic cost to sort of create a CD that we can work with?

Speaker: 5¢. Or maybe \$1.50, including postage to Australia; \$5 I send it to America.

Bart: I sell lots of products in both digital form and actual, real, tangible forms. I also sell some books. And it really depends on the usability of the products.

A lot of people really enjoy curling up to a book, especially a self-help book or a spiritual book. So they like the touch and feel of books.

We have a course that sells for \$1,300 to become a certified handwriting expert. And although I would say most of that is downloadable, it's \$1,300 and they like to get the big box. And when we give them the big box, we don't get any returns. So I haven't experienced too much with some of the downloadables.

I will tell you this. A number of the products we've launched, such as stop smoking with hypnosis and weight loss with hypnosis, they're really fully digital things. You can just download the MP3 and you've got it.

However, people are kind of dumb-asses and they can't work the digital downloads.

Secondly, besides the dumb-ass equation, is that they like to listen to CD's in their car, in their players, in their cassette players. They're used to listening and digesting information in a certain way. So they'll pay an extra \$20 for us to ship them.

So we have a \$50 weight loss product, and we routinely sell it for \$67.97. And that's about our cost. Shipping, burning the CD's, paying the people to do it, paying the shipping house, it's about \$16 more.

To answer your question, yeah, it's about \$1 a CD as far as the wholesale cost. But since I'm lazy, I basically outsource everything. So it's like \$10 to \$12.

The customers will tell you when they want real stuff.

Speaker: Are you concerned about a price being too high selling on the Internet?

Attendee: No, I just wondered, if it's been tested, how much receiving that box, like when Mal hands it around everyone's quite excited, it's obviously relevant still.

Speaker: Yeah.

Speaker: Can I say something there? How many of you don't like reading from your PC screen? Hands up. Have a look around the room. Have a look.

We sell digital books and then we send an e-mail to people telling them thank you, and asking them, "Would you like us to print off a copy of this and send it to you?" And it's about 40% of sales. And yet I have bought hundreds, if not thousands of digital books, and virtually nobody gives people that opportunity.

So it's the kind of thing that if you're selling anything digital, 90% of the audience, you don't enjoy reading off the PC screen. Would you pay an extra \$30 to get a printed copy of that book sent out to you?

Then it leads into we did a mail-out to our list a while back, and we've got an online newsletter. And we said, "Who would like an offline newsletter?"

I'm addicted to e-mail marketing, but Mal Emery would back this up. Nothing beats mailing offline.

We asked our list. We had 2,000 people put their hands up to say, "We'd love to have your e-zine in hard copy as well."

So one thing that people can do, if I can just throw this in, how many of you read some great articles on the Internet? Most of you, again. Here's an idea for somebody sitting there, that doesn't have a clue what to do.

You know those resource boxes that give you the rights to reproduce an article? Go and choose a niche, get a hold of Microsoft Publisher, publish a newsletter and put it out six times, eight times a year with 12 pages. You'll be able to photocopy that for about \$1.50. Use the articles. You can create a year's worth in a day. Throw in some amazing bonuses. Charge people \$197 Australian a year, and go and get 1,000 people and make \$200,000 for about a day's work and some promotion. Sound like a good idea?

Speaker: I can add to that. Your merchant account provider will also give you, typically, a much better rate if you're following up with a physical shipment. They view strictly digital downloads as higher risk. So that's another advantage, where you can save a little bit on your discount rates through your merchant account provider by doing a follow-up disk. It also reduces refund rates, as well.

Mal: A few stats in relation to what you're talking about there.

I prefer big-ticket items, because it gets you into the big money game. It's a lot easier to make a lot of money quickly. And does anyone in the room have a problem with making money quickly? Because they're in the wrong room and will probably ask for a refund or something like that.

But there are some laws to follow, and this is what I've discovered.

If you're selling off the page – and the term “off the page” means you're actually wanting someone to fill out their details and post you an order or conversely pick up the telephone and call your 1-800 number or your 1-300 number and place an order with you. You shouldn't go above \$150. I'd prefer you to stay under \$100.

It can be a self-liquidating lead generator, like the one I described from Jamie McIntyre. In other words, his presentation put on a video that someone pays for to have delivered at \$108, and then upsells 11% of them to a \$3,000 package.

You can't sell a \$3,000 package off the page. It's impossible. The reason it's impossible is because you haven't got enough space to tell the story sufficiently for it to work. It's impossible. Don't try and do it.

People are still very excited by receiving products in the mail. The purpose of them receiving it in the mail is because what happens after the sale is just as important as before, is to be blown away. That's why you get Mars bars from me and stuff like that. It sounds trite, maybe, but the bottom line is we want them to open it up and get more products than they ever imagined possible. Why? Returns. We don't want people sending it back.

However, if you're not getting returns, the contrarian viewpoint is correct again – you're not offending the market enough.

So when people say to me, “Mal, I’m not getting returns,” my attitude is, “Get some!” So offend the market more and up the ante. Okay? I hope that helped.

Speaker: I’m really offending, when it comes to sales. No, I’m just kidding. What happens is one of the things that we have found a problem with online is digital thieves; people actually buying your product and then returning it after they have already downloaded it.

So one of the things that you want to consider is always that. Let me give you an idea.

Since I’ve been online, all of my products have been digital. Now I’m converting all of my products to hard products. Why? To reduce my refund rates. If it’s a thief, they’re not going to buy it, wait for it, and then return it. I do not have to refund it if I do not get the product back. And that’s one of the main things that we’re finding.

And also, every other marketer in the US is actually switching to that same methodology, going to a hard product as well, unless it’s a very low-cost product. Then it doesn’t make sense. But around \$100, \$97, that makes sense.

Speaker: Okay, we’ll take one more from this side, and then we’ll get on to you guys.

Attendee: Just a quick question to turn you on. Obviously, you talked about getting your list together. And I’m just curious, what software, what package, or how do you actually physically do that? What’s the program to use to collect your information and then to collect your database? Your database. How do you manage it?

Rob: That was a setup. Autopilot Riches. Autopilot Riches will do everything for you, from collecting your names, manage your database for you, automatically manage your removal list, keep statistics on your removes.

Attendee: Who owns that thing? If you manage it, do you have the rights to it?

Rob: You are purchasing a license to use Autopilot Riches, and it’s sold on a per-license basis.

Attendee: Who owns the database, then?

Rob: You own the database. It is your customers.

Attendee: So you can’t touch them?

Rob: Of course not. We would never touch your customer database.

Attendee: Roger.

Attendee: *Can't hear what's being said.*

Rob: Yes, it will continue to mail over and over again, providing you've set it up to do that, to follow-up.

Attendee: Just a related question to you, Rob. And I'm sure there's lots of people here who already have a list. If we want to change over to your program, have you got some way of importing our lists, so that we don't start again?

Rob: Yes, we do. The system comes with an automatic import routine. It will take a comma-delimited file or a tab-delimited, which you can just do in a regular Excel spreadsheet, and it will upload to your database right away for you.

Attendee: Just thinking about the matter of physical delivery of products. Here in Australia, thinking of delivering physical products, if you say, "Over a certain amount, that's the way to go," then are we at a disadvantage thinking that delivering physical products from Australia is going to be more expensive than delivering physical products in America?

As a for instance, I had a product up on Ebay, had a potential buyer from the US who was quite keen until I had to go to the post office and find out what it was going to cost me to deliver that article to him. In which case, that made it not economical for him to purchase that.

I think it was Armand saying once you get over a couple hundred dollars, we move into physical delivery, because that will leave us at a disadvantage in Australia when the price is going to increase.

Rob: Let's put it this way. What you would find out is find out what the most expensive place to deliver to internationally, and that's the price that I would charge. I'm not paying for anything. I'm passing it on to the customer. In the US, I might charge \$6.95 for delivery. In other places, I might charge \$30.

And most of the time, when companies are charging extra money, they're actually making money on that shipping. It's not costing them a thing. They're actually using it as a small profit center, in many ways.

Speaker: We actually lose money on international customers from the US, in many situations, because we don't have the ability to get accurate shipping costs to Czechoslovakia and other countries like that.

We recently set up a shipping center here in Australia called ___ Australia. In fact, Paul, raise your hand. Paul is handling all my shipping in Australia. And I'm really blessed, because I have a company like that in the US. Like I said, I'm lazy and I don't want to run a shipping company.

So I've had a manufacturer of audio tapes, they dupe the videotapes and audiotapes and the CD's, and they just ding my credit card when it's ready.

So the question is I had a \$1,300 product that cost \$280 in UPS fees, plus customs, to get over here. So I didn't have that many Australian customers that could afford the big product.

But now, I've set up distribution in Australia. So the question is if you've got lots of big stuff, you may have to set up distribution centers around the world. The beauty of selling digital products is you don't have to.

The cost of a CD airmail to Australia is not very expensive. But when you get really heavy stuff, you may have to consider it, which is why you may not want to do that.

When I switched all my stuff to PDF files, we started selling books left and right to far-off places. Because for \$20, they downloaded it and they didn't have to ship it.

Attendee: What's a PDF file?

Speaker: Portable Document Format. And it's very easy to make. My Macintosh came with it already installed, the new one. And I know Armand has one, Adobe Generator. So it's very simple to make PDF files.

Speaker: Which means you could have a Word program and then you could actually save it as a PDF, and anyone in the world, no matter what computer they're actually using, could actually read the file.

Sometimes between different types of computers, some don't read this file or don't read that file. The PDF solves that problem.

Speaker: There's a couple of issues on the postage thing. One, if you're selling in American dollars, you're in front anyway. I know the Aussie's 80 now, but we've been really advantaged in that process, and you will too.

Secondly, how many do you sell in that scenario, US? If it's a very small part of your business, you need to design your marketing based on 5% of your business.

The overriding breakthrough is for you to build that factor into the construction of the original product, so it still says the posting is \$20. And add so much value to your existing product that you never are confronted with that issue again.

Like I said, if you're going to sell a lot in the states, build that factor in. But don't call it postage and handling.

I've got a client that only sells his how to make money with photography on the Internet. He's an MBA in marketing, believe it or not, and he doesn't bother with Australia. He simply runs his ads in photographic magazines in the states and has them drop-shipped in the states.

So if the states is where you want to do your business, that's where you go so you don't have your delivery problem. Conversely build it in.

Attendee: I'm interested to know if, as you come across new products that you would sell to your list, do you attempt to segment your list or do you offer the new product to your entire list?

Speaker: All clients are not equal. Never will be, either. You should have A, B, C, D lists. You've got what's called hypersensitives in your business that buy everything and never give you any problems. 20% of your clients will give you all the problems. Fire them. You don't want them. And provide a different service to the 80% or the major percentage of your clients, your A/B's and the ones that might move up the chain, with a different service. Never equal, never will be.

Attendee: On the shopping cart, I've used Rob's shopping cart for like five years. So depending on where the lead came from, like I know they ordered this special report, so there's 10,000 people that ordered that special report, I can mail to just that list.

I only have about 2,000 people on my list that are authors and publishers, but that's a really responsive list.

Somebody said that all three of my orders from the product were \$300 orders. She goes, "You must have a great list." I go, "No, I've got 2,000 people that are really qualified for this sort of deal. The other 85,000 aren't necessarily as qualified."

But depending on where they came, what door they come in and what autoresponder they're aligned to, you can mail them to specific lists using that piece of software. And you should mail them to the right lists.

Speaker: When someone subscribes to the website, they go on one list. When they buy one book, they go onto another list. When they go buy the whole package, they go onto another list. So they never actually get the same offer. There's no cross-pollination.

And effectively, what that allows us to do every single time is upsell. So if you bought say the Psycho-Combo, which is a whole lot of books, then you get sold the Psychological Secrets."

So you don't see something that you've already bought. And that's pretty effective for us and effective for you, I guess.

Panel Discussion, Part 2 of 2 – CD 2 of 4

Speaker: One other thing that I've noticed, folks, using Autopilot Riches, say, for example, someone comes to my website or your website. It's very easy to get them to, for example, click on a product, order the product.

Automatically, I've told Autopilot Riches, when they purchase that product, subscribe them. Say, for example, you sell a wealthy product. Subscribe them to the wealthy newsletter. So then, when you want to mail out those clients again, you click on broadcast and just pull up your wealthy list, write it, press send, so it only goes to those specific clients.

Or alternatively, if you've got an overall list, you can write out a list and you can send it to every single one in your database, so you can segment them.

But as Mal said before, if you've got a good responsive list, use that one. Make the money out of those ones.

But if you use something like Autopilot Riches, it's excellent for those kind of things.

Speaker: Okay, just another comment. You guys have to realize that a lot of success has to do with the receptivity of the person receiving your marketing message.

So you really need to segment your list. I'll give you a specific example.

Internet marketers usually sell a lot of stuff. We have many products. So if I have someone who's interested in copywriting, that person will be on a copywriting list. If I've pitched that person a copywriting product, it will be a ___ message to the right person.

But if I pitch something, say traffic generation, it might not exactly be a good match. So your response and your conversion rate might go down. So it's really a good idea to keep a very clean sub-list of who you want to target to. Because very often, your list might be small but your conversion rate might be really, really high. And that's what you're looking for.

Brett: Good comments. Folks, guess what? The work isn't being spread even. Put up your hand if you're a speaker and you haven't answered a question yet, please. Can we try to direct some of the questions to these guys?

Speaker: You always mike the questions, for the audio product. So wait for the mike.

Attendee: Mike Stewart, one for you. Have you had any experience with digital video products?

Mike: Quite a few people have been very successful creating deliverable DVD's. One of the things I'm going to show in my presentation is using software called Cantasia. And Steven Pierce was very successful, several people have been very successful creating CD-Rom video products.

So yeah, that's a tremendous opportunity for people to create products that are unique.
Replicating e-books as multimedia products is another opportunity.

A lot of information publishers can increase their income by replicating content they've already created once, in one format, in multiple formats. And you can also charge higher prices for the multimedia, the DVD, the videotapes. Even though it's the same content, it's more perceived value when it has that type of presentation.

Attendee: That answers that. But just one more thing to add. All that has been done in the past in a ship form. But in so far as downloading it straight off the website, has that been tried and tested at all?

Mike: Well, as far as download, full-motion video is just a little bit too large a file. However, the Cantasia content is deliverable in membership websites. I think we're going to see a whole lot more of that. You're going to see a lot more of people doing streaming media content, where they are converting the video to real media or Windows media.

So there are ways to make that happen. It's the public's resistance to the multimedias is the problem that we're trying to defeat every year here. It's been working for years, but there's always been people saying it doesn't work.

One of my mentions and passions say yes, audio and video is working now, even with dial-up.

Brett: So with the advent of more cable, you'll see that that is more...?

Mike: I think the advent of computers getting faster, better, and being more prepared without challenges for people, you can't get a computer today that's not fast enough, that doesn't already have the flash plug-in into the software.

So there's things like that are happening that are making it less challenging for people.

Brett: Mike Stewart, thank you very much. Is there anybody here who would be interested in putting video on their website? Yeah? Okay, write this down. Easywebvideo.com.
Easywebvideo.com.

Speaker: Brett, I have a comment on that, before you move on.

Brett: There's a free report there which actually shows you how to do it. And what they're doing is you can actually do 30-second clips. So let's say you could set up a camera – it's got to be a digital video camera – and you do a little straight camera talk, "Welcome to my website. I'm going to show you so many things. I've got five secrets to reveal to you about such-and-such subject. I look forward to hearing your feedback. Enjoy my site!" That takes up 30 seconds.

They've developed a system where you can actually do that with your home video. You can convert it using their system. And it plays on a 56K modem, like a regular video. I've actually seen it in action. I'm checking it out right now. I can't totally recommend it to you, because I haven't used it properly yet. But I'm checking it out. There's actually a free report that you can at least get information on that.

Speaker: To answer your question, yes, video can add value to your product. I published a course three years ago called Sex Secrets Revealed. I hired a sex therapist to talk about different sex techniques. Our close ratio was low, and then we had some return problems because they were like, "I've heard it before." We had diagrams and about four hours of audio.

We added video, and our return rate went to zero. I'm serious. We added like seven minutes of 30-second clips of really naughty stuff, and people got what they wanted. They wanted to see somebody show them how to do something that they didn't know how to do.

The close ratio went up, because it was video. The cost of delivery, the bandwidth, was minimal. And the cost of production was like two hours of a video and then have somebody transfer it.

So it all depends. If you're teaching somebody like how to do macramé or something and it's something you have to show them by video, then it's definitely useful. But showing me talking, there's no use to that if you can hear me on video. But if you're showing a technique or something that's very difficult to explain – use your imagination – it may add to the product. And it's made me money.

Attendee: Can I assume that you had fun making the product?

Speaker: No comment. I'm just the publisher.

Speaker: Can I make a comment on that? You'll probably realize, a lot of the audience, that some of these speakers aren't using video product. Because obviously, if you're not good-looking, the sales are going to go down if they see your picture. No, I'm kidding.

I've found that – this is not so much on the Internet – when sending out free reports and you add a video element to it, like with our software we send out a free report and it comes on a mini-CD, and they read off a PDF, our free report. There's also a video interview on there. We've found sales are far more significant, even though it comes in a little envelope, not a big box. It still increases sales by having video.

Speaker: If I can just throw in maybe the last thing on it, it's very easy to do. I used the Cantasia, as Mike will be talking about, with my weekly newsletter. I publish audio and video every week. Just started with the video recently. But using that, I can publish the audio in three different formats: real media, MP3 and streaming flash. So that way, everyone can have a listen to it. I also do product reviews, which I do as a flash video, because this is the best stream on the web.

Now, where I'm stuck, I have a 33K dial-up connection, can't get it any faster than that. Can't wait until they get cable.

So my only problem is uploading the stuff, which takes me forever. But it runs smooth, so it's not a problem. It's easy to do.

Rob: We're actually using video testimonials on our site. And again, for big-ticket items.

For example, I did a seminar last year, and what we did is I had a person in the hall, which I'm sure probably Ted's going to do, and Brett and Tom. We had a person in the hall taking video of testimonials, of people's reactions leaving the seminar. These people were already excited. They were real excited about what they just learned, so we took their video out in the hall.

Then what I did, when we got ready for my next seminar, I converted that video into flash. And that flash now streams pretty well over the Internet. And I can convert a 30-second to one-minute clip down to about 200K or 300K. So it's not very big. Before I converted it to flash, it was over 100MB, which would have been impossible for people to download.

Now, imagine this is a testimonial. It's not only reading what the person said, it's actually hearing what the person said and it's actually seeing the person's reactions and their emotions right there, live, and almost anyone can see it. And it's very, very quick.

And Mike, I'm sure Mike will talk more about this when he talks about video, when he speaks. But video is very appropriate in the right places.

And again, as far as the sales process, a testimonial is one of the most appropriate places that I can see to put video online right now.

The biggest problem, though, is the connections that people have. There's not enough broadband connections to make it publicly used. No matter how small you compress it, you're always going to have problems with people that don't have a broadband connection.

You can see it on dial-up, but it takes a couple minutes for it to download, in some cases.

Brett: What we're saying there is with the Internet, if it's video there to be played, there can be problems with picking that up. Some people's computer, some people's line connection, it all affects who can see it and who can't. So that's why we're treating that as a link. Most folks are thinking, "Huh? That should be easy." But there are some limitations there. So we're just trying to talk those through. But it looks like the technology is definitely getting much better and it's coming to a computer near you very, very soon.

Attendee: Question for Ed Burton.

Brett: Question for Ed Burton?

Attendee: I'm beginning to see how there would be lots of money out there. How important is it to set myself up, or when should I set myself up in regard to taxation or something like that?

Ed: Well, it depends on if you're business or not. These four attest to be in business. But generally, you start off in a company trust for the asset splitting and stuff like that, to keep the tax of 30%, with a ___ company underneath. Don't worry, I know I'm going too fast. It will be there on Sunday.

It depends. If you're confident it's going to fire, then I would set it up almost immediately into a company trust type situation for the asset split and for the tax reductions you get that way.

But if you're not that confidence, then you would start just as a sole trader and then roll it over once it starts making money.

So uh-oh, I've made about \$52,000, vroom, into a company trust setup.

Ted: You will enjoy that on Sunday, I'm sure. Let me ask a question. Let's get Tom Hua. Tom has not been asked a question. Someone got a question for Tom? How about this gentleman right back there?

Attendee: I would like to know about the merchant facilities. How hard is it to set up and should you set more than one up at a time?

Tom: I'm not very clear with your question. You're asking about if you wanted to put a business on the Internet and you wanted to be able to receive from your customer, what are the options that are available? Am I correct? Is that the question you asked?

Attendee: It's more like what sort of trouble do you run into with the banks to set them up? What are they going to require?

Tom: Well, you don't really have to have a merchant account. I do business on the Internet without my own merchant account. I do have one. I use that for big-volume process.

But like the video capture that I displayed this afternoon, I had an account with IBM and I didn't have to have a merchant account. And I have an account with PayPal. And I have an account with ClickBank. Those services are available.

And, of course, if you have a merchant account bank, you can fully utilize a service called eway.com.au, I believe, and it's fully integrated with Autopilot Riches. Right? ___ if you prefer to use your own merchant gateway.

Attendee: Okay, let me just explain that. The eway.com.au will be your merchant facility, if you want it. But you do need to have an offline merchant facility in order to get approval. Let me explain that.

If you were going to sell something in a shop, you might have a merchant facility which processes credit cards. Right? Understand that? You've got to have that to be in business, and

then away will actually allow you to have the online version of that as well. Does that make sense? You can't have one without the other.

But PayPal, Clickbank, allows you to do it without having your own merchant facility.

Speaker: A lot of us sell in US dollars, even though we're based in Australia. And a few folks were asking before, "Why is that?"

In our experience, we've found that Australians don't mind paying for something in US dollars, but there's a lot of resistance from America because some of them don't quite know where we are.

I went through college in California, a BA degree level, with people studying developmental psychology. And they used to say things like, "Do you guys have electricity?" I told some whoppers, you know. "Do you ride kangaroos to work?"

It's changed a little bit since then. But we had a lady phone us a while back, who paid a fortune to her bank to get a merchant account, only to realize that she was targeting the US anyway, could have had it up and running in 24 hours with PayPal or ClickBank, and basically just blew a heap of money that she didn't need to.

So don't any of you have any worries about charging in US dollars. I might be wrong on this, the tax guy's here, but if you're hosting your product in America and you're selling it from an American server in US dollars, that might have interesting implications for not paying DST. Who knows?

Speaker: Can I just make a comment on that as well?

When I first started, I used ClickBank. Living in Australia, obviously, I found unless you're doing high volumes, which I wasn't in the early stages, you make a couple of sales, they send you the check, and it's an American check. You go to the bank to cash it in, and they said, "We have to send this back and negotiate it."

And I found from the day I made the sale, so the person had actually given their credit card into the computer, over the Internet, and actually money in the bank that you can use was about 40, 45 days.

I've found now that PayPal is the preferred use for us. But hey, you can use ClickBank as well.

Speaker: Can I say something there? Sorry.

Depends on which bank you're with. If your bank treats you that way, ditch your bank. Just go and tell them, "Hey, I've got this money coming in." They told us, "We take \$60 in \$45 days," stand up to your bank. Say, "No way!" If they won't change, you say, "Look, I'll close my account and go to another bank," because we have no problems with that whatsoever, no matter how big the checks are.

We're getting affiliate checks coming in from all over the place. Some of them are very small. Some of them are very nice, very large. But if you stand up to your bank... Australian banks just don't understand this stuff, you're making money on the net. "Are you running drugs or something."

But if you stand up for yourself, you won't have a problem, at least not with Challenge Bank.

Rob: One of the things you can do, also, there's a company I used. We talked about how my merchant account held all that money, so I wasn't very keen on merchant accounts after that. So what I decided to do was use a third-party merchant account like ClickBank, but I use a company called MyPaySystems.com.

The reason why I use that is because it's the lowest third-party fee that there is online, as far as transaction fee, aside from PayPal. But it's only 3.95%, as far as your transaction fee, and it's \$1 per transaction.

I know in the US, they actually wire it into us. I know Paul, I know you use them. As far as that goes, do they wire to you?

So they wire actually right directly into your bank account. I know I get it every Thursday morning. And there's no big deal. So you don't have to put up with your bank cashing a check. It's wired right into your account. It's there. You know it's good. And you're done.

It's a great service. I've been using them for about four years now, I believe, and I have no problems, no issues whatsoever.

Ted: Excellent. I want to get Rob to make a comment, and then we're going to move on to the next question.

Speaker: MyPaySystems.com. There's no zed.

Rob: Being Canadian, we have many of the same challenges that you have here in Australia, selling into the US marketplace. What I did was we went through an agency to create a US corporation, and then we very easily were able to get a US merchant account, a US bank account. And if you're going to have a target audience in the US, I'm sure there must be services similar that you'd be able to get here in Australia, to allow you to set up a US corporation or a US company.

You basically just need a US bank account and also be able to get a merchant account. In the states, it's very easy to get a merchant account within 24 to 48 hours.

Ted: Yeah. And following that line of thought, Tom and Brett and myself, we just incorporated last week – we haven't even gotten the final papers yet – a company called World Internet, Inc.

Internationally formed in the US. Here's the URL, if you've got that interest. Incorporate.com.

Just one thing. We're going to take a question here, then we're going to have one for sure with Brian. And we're going to switch off of this. We've got five minutes more of questions.

Attendee: It's not actually a question. If you want to get merchant facilities in Australia and not go through a bank, www.stratapay.com.au. A \$60 fee to join. I get \$25 if you give them my name. It's 1.65% as a merchant fee, or 2.65% AMEX or Diners. They do real-time on the net, over the phone, or we can go through the post office to do your payments.

It's www.stratapay.com.au. You'll be approved in 24 to 48 hours. Everybody gets approved.

Ted: Solved. Okay, Brian Duffell, who is a software creation expert, I know you haven't seen him yet. Question for Brian? Go ahead.

Attendee: My question is to Ed Burton, just in relation to the last question.

Ed: That's alright, you might as well go ahead.

Attendee: This is in relation to the last question. Is it possible to set up an offshore entity in a non-tax region and have the funds go directly to that entity, to avoid issues with this strategy?

Ed: Is there anybody from the tax department here? The bottom line answer is no. If you want to go down that offshore route, basically you have to become a non-resident of Australia and go to that tax haven, let's say Benawatu, which means that you have to live here permanently. One of the tests is you go for two years. And that does not mean a two-year holiday. That means you sell everything, then you're resident say of Benawatu.

If you want to play the IVC game with bearer shares and all that sort of stuff, it ain't on. Because where the tax department will get you is they'll say, "Who controls the company?" You say, "I don't, because they're bearer shares." Then they'll say, "Who controls the bank account?"

Now, if you say you do, you're an Australian resident, you're gone. Are you going to give it to some guy in the Bahamas to handle your money? That's what you have to do, which means you have no control of your money, no interest in the company that runs it. Right?

Now, how are you going to open up a bank account without your details, after September 11th? That's a very hard call.

I'd say in my professional opinion, that game is over. I wouldn't even blink at that.

Ted: I would listen to that one. Question for Brian Duffell? Right here.

Attendee: Obviously, I haven't seen your presentation yet. So you may be answering this question when you do it. But when you're creating software, do you have a process for finding niches to create products?

Brian: Yes, certainly. I've developed into a niche market every time. I use a set formula to do that. But I always develop to a niche market. That's where the target is. Forget about developing to a high-end market. You've got to market your local ____, your plumbers, your builders. All you're doing is contacting the local businesspeople in a micro niche market, and you've got a really good product, believe you me.

Ted: Time for one more question. Anybody, anywhere? Somebody who hasn't asked a question yet, keep your hand up. The young guy in the blue shirt. Here comes the mike.

Attendee: I want to direct my question to Ed.

Ed, it's in regard to keeping your property safe, how to keep it far enough away from anybody so they can't get at it.

Ed: We can make it bulletproof. It's not a problem about that.

What you normally do, depending on your circumstances, you'd set up a company, S2 company with a discretionary trust underneath.

Now, who owns the asset? The trust owns the asset. You don't own the asset. Therefore, I can't sue you for it.

That's part of my seminar which I'm not doing. I don't have enough time.

But basically, we can put you so safe, bulletproof, Fort Knox, that no one can get there.

Now litigation in Australia is just exploding exponentially, as you know. So what I do is I teach people how to set them up so they can't get torte.

So the really quick answer, depending on where you are, one easy way of doing that is to maybe buy stuff in a trust, maybe cross-securitize it into a trust. I know I'm going very fast. And another way may be to take the equity out of that property and give it to your wife. That becomes security for the loan that you have on your property. But you don't own it anymore, because you gave it to your wife for mutual love and affection.

Now, I need about an hour seminar. But can you protect yourself? Yes. How big of protection do you want? If you want the real Rolls Royce stuff, we've got to go to the Cook Islands. But if you want 99.5% asset protection, which most people in Australia have got zero, 99.5% will stop a litigant.

Because look at it this way. If a solicitor sues you, it is negligent on him to advise his client that he can win, if he can't.

So the solicitor has to be very, very _____. It has to be more than \$190,000 to get you in court in three years' time. And by then, you're so protected, they don't know which way their head is spinning.

Attendee: What about, though, if you've got a very valuable property overlooking the water and you want to protect it from your son's future wives, so they can't get at it?

Ed: It's not so hard. It's not so hard. The thing is you can protect it from her. What you can't protect it from is your spouse or your defector. Under Australian law, when people break up, there is a set formula. Nothing I can do can protect that, unless you take the money and take it offshore.

But to protect from your son's future wife, that is an easy thing to do. Are you alive or dead when you want the protection, by the way?

Attendee: No, I meant it.

Ed: Are you alive or dead?

Attendee: Both.

Ed: Okay. If you're alive, that's fine. And then when you die, you'd set it up in a testamentary trust with someone else as the controller of that testamentary trust. And then exclude her specifically out of it. So it can be done.

Ted: I'd say you ought to be here on Sunday. I'll tell you for certain.

Brett: A very good line from a movie, which would be simply, "I have a shotgun and a shovel. You won't be missed." Just keep that one in mind.

Ted, the last one, we've got a good question, which I think is worth answering. Okay?

Attendee: I was just wondering whether there was any advantage in having a ".com" domain or a ".com.au" domain, if you're setting up a website that you're going to market to the rest of the world or just within Australia.

Ted: I think anybody could answer that.

Speaker: If your market's in Australia, it's going to help you to get an au. If you're marketing the whole world, it's going to help you to get a ".com."

I'm selling stuff now just to Australia and I can't get a ".au" because I don't have a business here. So if they're just on Google.au, I may not come up in that search term unless I buy it.

So the answer is if you're targeting Australians, it's going to be useful. Otherwise, just get ".com" because that's the standard.

Speaker: Plus, it's also easy to build a page that targets Australia. We're number one for sales letters. Perth, Sydney, Melbourne, Brisbane, Cambria. We're also number one for sales letters USA and sales letters America, even though I live in Australia.

So you can find the same thing with the ".com;" ".au is the American dollar, Australian dollar. Australians don't mind buying from a ".com.au." But in America, they might not know what a ".com.au" is. And we don't mind buying from a ".com."

So it's best to take the path that makes it easier for the bulk of the market to do business with you.

We've got about nine different domains. And all of them – apart from one where some moron of a search engine guru told us to get a ".org," which we should have stayed away from; I didn't know better then – they're all ".com's." And I'd advise anybody to go for a ".com."

Plus, they're a heck of a lot cheaper if you live in Australia.

Attendee: I have got some information you need to know. The law in Australia changed about 12 to 18 months ago. About three years ago, I had a business that I was going to put online. I registered ".com." At the time, I was told that you have to own the business name to register the ".com.au."

So I thought I was protected from someone taking that. But the law changed without me knowing about it.

I was on ___ one evening, a person in Adelaide saw me, went to my ".com" website, searched and found that I had not registered the ".au," and registered it immediately. And now, it's going to cost me at least \$3,000. If I'm real lucky, I'll get it back. Otherwise, e-mails that go to my

“.com.au” address that isn’t me go to the sleazebag who lives in Adelaide. And I get really annoyed by it.

Speaker: Can I just highlight on that, too? What physically happens is that if you come up with a good “.com” name and if you go searching for them now through NetSolutions or GoDaddy or whatever to try and find a good “.com” name or even a software product for your firm, it just makes it so hard to do. But once you come across it, make sure it’s a “.com.au” and really cover the market. Even “.uk.” Make sure you cover the market before you set everything up.

Ted: Alright, folks. I think we’ve covered this subject tonight from A to zed.

Truthfully, we could go on all night, and we will have more time tomorrow, more time Sunday. Every single speaker is here. You are getting a good feel – even for those who haven’t had the time to present yet – what they’re about.

What we’re going to do – and don’t get up yet – we’re going to go ahead and take a 10-minute break. We’re going to start promptly. Mal Emery has got the real goods for you.

Now, I’m going to ask the speakers, just like you brown bag, you don’t leave your trash on the table. Carry your chair back where it came from, if you had to bring one up. And we’ll take a 10-minute break. Give these guys a great big hand! Thank you!

Mal Emery, Part 3 – CD 2 of 4

Mal: Looks like it is the night owl session, doesn't it? Someone must have a better offer, I suppose.

Attendee: Bigger busses.

Mal: Bigger busses.

Attendee: *Can't hear what's being said.*

Mal: Well, you never know. Obviously, some good offers they had. Anyway, thank you for coming in.

What I'd like to do tonight, basically, is show you what I've discovered in terms of how to make money really quickly buying, building and selling businesses. And I've come to the conclusion that there's a formula for just about everything. And there's no doubt that buying, building and not necessarily selling a business but certainly making it available for sale.

Has anyone got a problem with that \$190-million website that was sold?

Attendee: It should have been mine.

Mal: Yeah, it should be yours, exactly. So all sorts of things get sold, don't they? Most people never get to cash out on those terms. I've done it lots and lots of times, and I've broken it down to a single process.

The thing about this process, it will work in any business, in any environment, if you apply it.

So while we're talking today, essentially I've broken it down to a process that's simple to follow. And you can do it in any particular industry, for any business.

The catch is you need to begin again, with the end in mind. It's no accident that one of those laws is one of the laws we're going to talk about tonight, as well.

And by the way...

Attendee: *Can't hear what's being said.*

Mal: It will be consistent. It's a bit like that, isn't it? Thank you.

So what I want to do, essentially, is start by explaining why I'm in business. And there it is, there. Quite clearly, I'm in business to buy, build and to create an income to buy good assets, not to simply pay the wages every week, not to make an income every week, not to just pay my taxes and employ my staff, although all those things have got to happen.

What I'm really in business for is to buy good assets and keep on paying for them. And my word for asset – and it's fine that you might have a different one – my word for asset is real estate. So I invest my money in real estate.

Who in the room owns real estate? Okay. Well, passively, in the last two years, we've seen something of a phenomenon take place, which has disappeared. Here we go.

I'm learning to use this thing. Damn it, I'm learning a lot of things this weekend. This is a bit tricky, this machine. It's not working as well as we all would like it, but we're going to do our best with it. You can't read it. It doesn't matter. But you can't read it.

What it basically says is if you owned real estate, a phenomenon took place in the last two years. Your property grew nationally by 15.9%. This is a year or two ago, by the way, 30th of August, 2002. It's actually better than this, I suspect right now.

But it means your property grew enormously. It was over 100% above a best-ever performance.

Now, the problem with all of that, or the good part about all that, those in the room who own real estate are in what I call the game. Those who don't own real estate are in what I call the movie. It's just happening, while you're doing nothing about it.

So it's a good idea to get in the game. And the game, to me, is real estate. But I'm not giving financial advice. I'm just explaining to you why I'm in business. Because these assets grow while I don't do anything to them.

So clearly, begin with the end in mind. I'm beginning with the end in mind so much so, that I know why I go to work every day: to buy assets. My word for asset? I'll qualify that. Buy good assets, and keep on paying for them.

Australians are disgusting savers, 2.4¢ on the dollar. So you need to get into the game, folks. You need to get into the game.

Now, the game is also business. Now, why is business the game? Well, quite clearly, Ed will do a great job explaining it, probably a lot better than me. I didn't correct these figures, but there you go, folks. Mr. Howard takes a 60% slug if you work for someone for a living, if you're paid a wage.

So you don't get 60% of it, even though you earn it. But when you own a business, you pay taxes only on profit. Everything is taken out before you pay your tax, not after.

So the system is rightfully designed for being in business. Rightfully, because we take all the risks. We employ all the staff. We employ 90% of the population. So the tax system is designed for us, as business owners.

The famous bank robber Willy Sutton was asked, "Why do you keep robbing banks, Willy?" He said, "Because that's where all the money is." Makes sense to me. All the money is in business.

So if you're not in business right now, you certainly have to go there at some point in time, because that's where the money is.

But most people go into business and fail.

Ooh, who got a \$100 fine? You beauty! Do I get to keep the \$100, because I was onstage? Is there any authorities in the room? No. You've got away with it so far. Kiss the phone. We just made a Mars bar, and we were off.

So where was I, before I was rudely interrupted by that phone?

Attendee: We must be in business.

Mal: Absolutely, because the system is correctly designed for us to be that way.

But most people, in fact I think it was the national bank did a study. We've all heard those horrible statistics, haven't we? 80% of businesses fail in the first year or two years.

Attendee: Five years.

Mal: In five years? Probably. And then five years after that, 80% of the 20% fail, or something like that.

Well, they discovered this. If a business owner did three courses, marketing, it's number one.

Folks, the only dollar in your company that's proactive is a marketing dollar. Why? Because it creates a dollar. Every other dollar in your business is against you. Every single dollar – the electricity, the staff, the car, the whole lot. But marketing creates a dollar for you. When you understand the science of marketing, you can have no limitation on your earning potential, as some of the examples that have already been shared with you.

So the first thing you have to do is become a marketing company. We've discussed that, haven't we? So where was I? I lost my train of thought again here.

Attendee: *Can't hear what's being said.*

Mal: Yes, three courses. Okay. What of the others might be what, business management or accounting? So you can be really good at that. Three courses, and the statistic is half.

Complete study said there is no excuse for going broke. And if you become a great marketer of the thing, you can imagine what the potential is.

So you don't have to become one of those statistics.

Now, more importantly, the laws I use are highly predictable. It's what I call the high probability of success. So I can virtually buy any business that fits my criteria of success – I'm going to share that with you tonight – and I'm virtually guaranteed success.

I hate those questions but, "How much are you going to be able to sell it for or how much is it going to turn over?" The truth is, folks, I don't have a clue. When the bank manager says stuff like that to me, I say, "What's your forecast?" "Well, the weatherman says it's going to be fine tomorrow."

What hope have you got? None. But I often surprise myself. And I'll do some laws in relation to production capability. Any business you buy, you must be able to take to a level you need to be able to take it to. In other words, it has the capacity.

Is there any good buying a hairdressing salon that you've got to knock the wall out from the building next door, that's already taken up by another shop, in order to expand to fit more people in there, to take more money? Not necessarily. There are ways of putting prices up that may change that, but the truth is it's an expense you don't need. Isn't it?

What about if you buy a restaurant or a café, and the kitchen can only do \$X? So you have a limitation on your earning potential. So you must clearly be able to see that that business you can multiply or use five times. Five times is present turnover.

So I'm about designing a business for cash out. That is, allowing me to live a lifestyle that I would expect was something I could have just dreamt of. Because at 22, I bought my first business. I might have mentioned earlier on, I went and knocked on the door of a fellow named Ellen McGrow, Harwickem Hadway, in Harwickem. I'd just bought a house and land, brand new. It cost me \$20,000. You can't do that anymore, either.

But I had a wife, and she was pregnant for the very first time. Fairly daunting situation, would you agree? It certainly felt that way at the time, I must admit. But it was an opportunity disguised as a disaster. And the universe will give you those opportunities, and you'll either listen to it and give you maybe another opportunity, or you'll wait for the med truck. The universe will hit you over the head with a piece of four-by-two if you put it off. Can anyone relate to that? Abso-blooming-lutely.

So you'll ignore this stuff or you'll do something about it.

Fortunate enough to have a wife that believed in me more than I believed in myself. I didn't know I was capable of doing this sort of thing. She just said to me, "I don't think you need to go back and work for someone else. I think you can do this for yourself." I said, "Really? Do you really think that?" Well, she did.

So I went and knocked on Allen McGraff's door and bought a wheelbarrow off of him and I bought a hose off him, and a couple other bits and pieces. And I said, "Allen, you're very successful at this. Your hardware store is amazing. Would you help me set one up?"

And the unique thing about Allen McGraff is he is still in that same hardware store. I was 22 and I'm now nearly 52. What's that, 30 years later, Allen is stealing the hardware industry.

Allen has survived what's happened in that industry, and I chose to get out of it totally within three years because I saw what was happening with the multi-nationals opening up their big stores.

So everything I talk about is your business being a racing car, not a jalopy.

Are all products and services equal? No. Do I want you to be in a fast racing car, the right vehicle to get rich?

So really, I'm going to cover the right vehicles tonight, where the money is.

So I simply said to Allen, "Would you show me what to do?" I spent my mother's \$10,000. I borrowed \$10,000 from dear old mom and I set up a hardware store in ___ in Western Australia.

Bottom line, within 30 months I sold the business for about 32 and a half. I can't get the exact figure. It's around there. And I had about \$17,000 in the bank.

Now, put this into perspective, folks. My house and land was \$20,000. So at 23, I was in a position when I thought I was going to pay off my house and land for 25 years, like everyone else, I was in a position to almost pay off my house and land with my first effort. And I simply thought about business a bit differently right from the start. We talked about accurate thinking. And what I said to myself was this. "How can I get people to buy from my hardware store, as opposed to another hardware store?"

For those of you I ever get to coach, the first question I'm going to ask you is, "Why should I shop with you?" I almost can't find anyone who can answer that question in a precise, succinct fashion, that I have a wow factor and say, "Wow! How are you going to do that?"

For example, if you were a dentist and I said, "Hi, my name's Mal, what do you do?" "I'm a dentist. I collect people's teeth." What's their reaction, folks? "Yuk!" What about if I said to you, "I take the pain out of dentistry?" Totally different reaction, don't we? What is it? Wow! How do you do that?" That's a unique selling proposition, a unique customer buying advantage.

If you don't know why you're in business and what problem you solve for your clients, guess what? I haven't got a bloody clue.

By the way, this is totally different from my previous seminar. I'm going to swear a lot in this presentation. I'm just kidding.

This is participation, this one. I mean really participation. You can throw what you like at me. I'll have a lot more fun. Maybe you'll learn a lot more. Who knows? Certainly, I'll take the questions as we go, as long as it doesn't leave us too late. I'll keep going as long as I'm allowed to, and we'll get stuck into it.

So get yourself a model or a mentor. Copy what they're doing. Somebody's already walking in moccasins and done it before you. And that's exactly what I did. And that's exactly what I continue to do today. I've spend about \$31,500 on seminars and information products in the last two or three months, because I invest continually in my own education.

So in my case, it's absolutely imperative that you get into business.

Now, just a little bit of proof for those amongst you who may still be doubting. Here's a few of the businesses I've bought and sold.

Is it going to go on again? Is that how it works? Not that flash. Can we see it a little bit? There's not a thing I can do about it, folks. I'm sorry. We tried. That's it, right? Sorry.

Basically, what it says, I've bought and sold a stack of businesses there. One of them in particular, I bought for \$200,000 and I sold it in five months for \$230,000. Who'd like to know how to do that? And I did very little to it.

Can anyone in the room save \$200,000 in five months? Isn't that interesting?

So I'm going to share with you some of those businesses tonight and the exact things I did to them in order to be able to cash out in such a very quick period of time.

By the way, folks, if I go broke, this is what I'd go back to: buying, building and selling businesses.

Are there tons and tons of opportunities out there to buy and build and sell businesses? The formulas I use are very applicable in the real estate industry, they're applicable in the share trading industry, I suspect. The languaging doesn't change a great deal. For example, where do I make my money, when I buy or when I sell?

Attendees: Buy.

Mal: When I buy. You've got to buy a lot. It's the old story, but you've got to buy it with a plan in mind as to what you're going to do with that business. So I clearly have a plan.

The first law is clearly own and develop an extraordinary business. Not an ordinary business, but an extraordinary business.

All of us have gone and bought something from someone and there's been a transition take place in that business, hasn't there? Suddenly, a new owner comes in and the place is painted and they're selling all these great things that we wanted all along. And then what do they do? They sell that business, don't they? And what do we get in their place?

Attendee: *Can't hear what's being said.*

Mal: Yeah, exactly. But what we don't know about them, they're happening around us all the time, extraordinary businesses.

Take a dry cleaning business, for example. What we don't know about the owner is he's silently created a cleaning product that he sells to all the other cleaners; that he has vans on the road collecting dry cleaning from all of the delis and news agencies in the city, and places like that. He's got joint venture arrangements with clothing people, to dry clean their clothes. Hire places. There's all sorts of ways. He's silently paid off his property and made investments. And all we see is this guy coming to work every day and doing his thing. Don't we?

We've all, probably today, gone very close to the most extraordinary business on earth, haven't we? What's that? Macker's or McCheck's is what it really is. But it's an extraordinary business. I think they have an average turnover of \$2-million per McDonald's, with a 79% before-tax profit. And the owner of McDonald's has to work how many days a year? One. I suspect just to make sure the place is still there. But the checks arrive. They've got an extraordinary system. Because what? A system makes you... rich. So it's obviously one of my laws of business. It's a system. They have a system of teaching 16-year-olds how to keep their what? Do their job, but we can't get them to keep their bedroom's clean. Can we? But they do a great job when it comes to following a system in the McDonald's franchise.

So that line where they say to you, “Would you like fries with that,” that’s responsible for \$22-million sales a day in the States. \$22-million a day. An easy little upsell, and I suspect it comes up on those computers for the kids to say. That’s an extraordinary business, isn’t it?

Can anyone in the room make a better hamburger?

Attendees: Yes.

Mal: Yeah, exactly. So is it product? No. It’s marketing. But what is the big, fat, dumb competitor going around saying? “We make better hamburgers.” It’s marketing. It’s not better hamburgers. And they may like a better hamburger, but who’s making all the money? McDonald’s.

So there’s many opportunities to create an extraordinary business. And, as we’ve already discovered, most self-made millionaires previously made their money out of ordinary, everyday businesses.

It’s only now, with the Internet phenomenon, that we’ve seen this change. The change is they’re making money quickly on the Internet. But ordinary business is still a fantastic way to make money.

Why has Allen McGraff survived the changes to the hardware industry? Because when you want something, he says, “Got it.” But it’s stacked to the ceiling, and only Allen and his kids can find it. But he’s silently paid off the premises. He owns the shops next door. He was the president of the Kalamonda Shire for 10 years. And Allen chooses to stay.

But I’ve gone and bought and sold, bought and sold, had six months off, one year off, three months off all my life, through this whole process; until the last five or six years, when I started to get into mail order and eventually teach people what I’ve discovered that works for me.

So it was a phenomenon a lot, because I was the only father at the sports days. Occasionally, one father would bolt in there, see his kid do a race, and bolt out. But I’ve got amazing videos collected on a whopping great camera about that long, right back to when my kids were in kindergarten. It’s absolutely priceless, what I was able to have with my children.

This is not sappy stuff, this is choice. I just made a decision that I didn't want to be the absent father. I've got the story. My father was an alcoholic and all that sort of jazz. We've all got a story. I ain't going to buy into that one.

But the truth is I made a conscious decision to design a different style of life. You've got a choice to design that life, if you choose. But I began with the end in mind and I found a vehicle. And the vehicle is buy, build and sell, for me.

So develop a speed mindset. That's law number two. Shall I forget this thing for most of tonight? It's basically worthless, isn't it? Yeah, it is. But there's bits and pieces I might have to put up, that aren't in the handout. So I'm going to do my best with those, when it comes along. Is that fair? It's a problem I can't solve, I'm sorry.

So develop a speed mindset, which is law number two.

Now, we've all seen an elephant tethered to a post, have we not? We all understand that that elephant could rip that thing out of the ground and charge down the major streets of Sydney and create what? Havoc. Why don't they do it? They don't believe they can. At some stage, though, they're tethered with a chain when they're a baby elephant.

Now, in my own case, when I was in school, I was taught I couldn't read. And what was I made to do? I don't wish to offend teachers in the room, but what was I made to do as a poor reader in my class? Stand up in front of the class and read.

So to the age of 41, I would walk a block around bookstores, absolutely petrified of a book. Makes no sense, does it? To you, maybe. But to me, I brought the story. I couldn't understand how people would want to read a book. It was just a frightening process to me. I spent the first 41 years of my life hiding behind everyone in front of me, because that's what I did in class.

Don't pick me to stand up. I didn't want to stand. Because what happens to me, up in front of the class? I was worse, wasn't I? What did my mate say? Better still, what does my sister say? I'm 50 years of age and we're driving down south to see Auntie Margaret, who makes the greatest songs on earth. And my youngest sister, who I'm younger than, sitting next to me, turned to me at 50 years of age and I've managed to make a buck, and she said to me, "Malcolm, you never could read." 50 years of age.

So what did I do? I bought the story. Who's guilty, in the room, of buying the story? The negative programming, listening to well-meaning friends and relatives.

We all bear our share. You go to school, work hard, get a job, and the government will look after you. Or get two jobs and multiply your problems twice. It's the only way to make a dollar.

Everyone that gets rich has to rip someone off. Who told that one? Is there anything wrong with being rewarded for your skill level? None whatsoever, although it's not necessarily got a big reputation today with all the regulators moving into the marketplace. It seems you can't even share what is true and what you've achieved, without a bunch of caveats attached to it.

So I'm sharing with you today what has worked for me.

By the way, what I'd like to do, if someone knows what I'm doing right now, can you keep seated and allow the audience to get the lesson for me, please? The lesson's far more important than you being successful.

Here's a book I've sold absolutely thousands of. It's called *The Ultimate Million-Dollar Marketing Expert*. In there, I share the tools I've used to be enormously successful as a marketer.

Who'd give me \$10 for that book, please? First one with \$10. Here's our winner, but who threw the wallet? I think I'll keep the wallet. He's broke. Lotto ticket, The Doll's House? Does your wife know about that?

No, not really, it's just a subway's card. I'll take your \$10 and we'll find you another one. Is that alright? \$10. Is that the pink ones or the green? It's a blue one, isn't it? Thank you.

A bit of creative thinking. Did you see? He couldn't climb over the people, but that was fantastic and it deserves to be rewarded. Who sat in their seat, wanted the book and thought, "What's the catch?" Who always thinks, "What's the catch?" Who thought, "That's too expensive," or "He's going to make a fool out of me, maybe?" That book sells for \$169 in my business, and I've sold thousands and thousands and thousands of them.

Who stayed in their seat thinking, “There’s got to be a catch going on here, or some sort of problem?” Because only a half-dozen people really made the effort, didn’t they? Got out of their seat.

Where have you seen opportunity after opportunity after opportunity and not done what is necessary to see it come to fruition?

Can anyone relate to the idea that they’ve had a great idea and someone else has done it and made all the money? Not many in the room? Gee, that’s surprising. It’s because you never took the appropriate action that was necessary for it to become a reality.

The chairs you’re sitting on, folks, began as an idea. And someone did something about that idea and made a lot of money at it, I would suspect.

So ideas are a dime a dozen. What’s needed is the process that brings them to reality. And that’s where the catch lies.

Choose carefully, because timing is everything. Would anyone like to buy a delicatessen off me tonight? He wants to buy it for \$10.

Truth is delicatessens are no longer racing cars. They’re jalopies. Hardware stores are jalopies.

I was in the delicatessen business many, many years ago, when a delicatessen doing \$25,000 to \$30,000 sold for \$695,000. You can’t give them away today, in some cases doing some really good turnover. It’s basically a lifestyle decision, generally by the Asian community, to buy those businesses. Isn’t it? But the worst thing is they can’t sell them.

Now, I had mine sold. I bought a delicatessen doing \$7,000, \$7,500 a week. My biggest week in a 20-month period, when I sold it, was \$33,000. And I had it on the market for \$695,000. I had an offer on the table, signed up and written for \$595,000. Was that nice. I paid \$175,000 for it. Is that nice?

Guess what happened? Timing is everything, folks. In the newspaper, the West Australian government announced they were deregulating trading hours and that supermarkets that employed five people or less could, overnight, open after hours, including weekends. So I actually lost that sale, through no fault of my own.

Can those sort of things happen to you? I sold it for \$258,000. Ouch! But we moved on. We took the listen and we never, ever, ever did another delicatessen.

What's more interesting is how I was able to achieve that outcome with a delicatessen. But I'm going to tell you later on, because it fits with one of other laws much, much nicer.

Vinyl record company. How about a carburetor business? We talk about timing, don't we? Has anyone heard about the Club of Rome? The Club of Rome was a group of scientists, experts who got together in 1971, and determined we had enough oil for another 40 years. They got together in 1991 and determined there was enough for what, another 60 or 100 years. What changed, folks? Technology. Our ability to get it has changed.

So it's the same in business. You must aware of those sorts of things. So timing is absolutely critical, in terms of your choice of vehicle that you use to make your income.

Is the Internet a great choice? Yeah. It's a phenomenon, and it's worthy of you being here, without doubt.

You know what my theory is though, don't you? We don't just do the Internet, we do it all.

So I want to show you a few statistics, if I can. I don't know if this is going to work.

There's a fantastic book. It's not going to work, but that's okay.

There's a fantastic book by a fellow called Harry S. Dent, called *The Great Boom Ahead*. I was walking around in the States, in bookstores, that's where I went. My wife went other places to shop and stuff like that. And I said, "Just leave me here, darling." That's a big transition for me, isn't it? Bookstores, and I'm loving every minute of it. You had to pay a fortune to get all that stuff back, because it weighs so much.

But this book just jumped out of the shelf. I've got it with me, I didn't bring it out. Sorry. But it's called *The Great Boom Ahead*. Harry S. Dent is the person who predicted the Asian meltdown, he predicted the crash of '87.

Today, he's hired for enormous amounts of money to predict what's going on.

More importantly, Harry S. Dent designs everything he does around the baby-boomers, Generation X'ers and DINKS. It's called early retirees and age-driven spending. Two-income families, early retirees, baby-boomer DINKS-driven spending.

Every single person fits a category. What is the largest category on earth right now? Baby-boomers. They represent an enormous amount of them.

This thing here is designed to show you exactly what was going on. Because in 1987, the shape of the pyramid – and that's all that's important, you don't need to know the stats, we've got males on one side, females on the other, we had a pyramid shape – something happened in 1987 that was also a phenomenon. It was the effect of something that happened in 1967 or thereabouts. It was the pill. What you're seeing there is for the first time in history, there was lower birth rates than there was people moving through their life cycle. It's a very unique time in history.

Now, the largest group there are baby-boomers: highest-earning, highest-spending group, most entrepreneurial group in history.

Now, if they're who you're selling to – and you should be, because they're the biggest and the highest-spenders – what do you need to know about them?

Attendee: Everything.

Mal: Just about everything, yeah. I know a bit about them. I'm a classic. I'm right in the middle of the baby-boomers. Typical baby-boomer, at this point in time, the average baby-boomer is 51, 52 years of age. That's what the ____'s about. That's actually inviting back the retro part of our life, reliving that stuff, getting some leather jackets, looking tough because we ain't, all that stuff. Absolutely. Reliving it. That's why the retro stuff is selling. The juke boxes and all those sorts of things, they've just clearly defined what we want and who we are.

The catch is our buying habits changed dramatically in our 50th year, because we've kicked out that son and daughter at about 29 years of age. Haven't we? We don't need the extra beds and the washing machines and the rooms that we needed before.

So our spending habits have changed dramatically. We may have sold that beautiful house in City Beach overlooking the water, moved to something that could be loosely described as a shit-

box in Suviaco somewhere, the cockroach-infested thing. And they're describing it as the best thing they did.

I've met these people at parties and I've said, "Why have you moved from City Beach, looking at the ocean, to Suviaco?" "Well, we're near the cafes. We're near the theater. We're near the trains. We're near Suviaco Oval. We've got the ___ and we've got the movie houses."

They're moving there for lifestyle. But it's happening everywhere. You don't have to be a rocket scientist to make money in real estate, do you? Basic law is what? Buy within 20 minutes of a GPO almost anywhere in the world. That's it. I'm not giving you advice, but it's where I buy. Because it's going out what? Disproportionately.

What if you attach a view to that? A bit of water, a bit of city? Disproportionate growth.

Yes, please?

Attendee: Would you repeat that again, please?

Mal: Which bit?

Attendee: The last thing you said.

Mal: The real estate stuff?

Attendee: Yes.

Mal: Okay. I buy within 20 minutes of a GPO.

Attendee: What's that?

Mal: I'm sorry, post office. The central city. Because it grows disproportionately. Just a simple choice.

Sorry? I can't hear you.

Attendee: *Can't hear what's being said.*

Mal: What's meant to be? What law? I'm just explaining what I do. 20 minutes. You're going to be pretty close. A reasonable drive. Where we live, Connie, it's Kennington and Kennybot. 20 minutes, you can get in there.

Who's in control here?

Attendee: *Can't hear what's being said.*

Mal: Well, Ted sets the standard. It's going to cost you \$100.

Attendee: It wasn't my phone.

Mal: I don't care whose it was. He was wearing it.

So it's absolutely important that you choose very, very carefully.

Hang on. Have you heard of the TENS? Two income, no sex. The SPEW's. The SPEW's is actually DINKEM. Great group. Saw it in the paper about four months ago. Single, professional, educated women are a fantastic buying group. Any professional women planning to have six kids in the room and get married? No fellows, we're being deleted, I'm sad to say.

That's why I've done some research at home. I paid to have some research done on a property I own. It's in Mount Hawthorne, very close to Leadville. And the research came back that I should build two-bedroom, two-bathroom townhouses designed for who? The SPEW's, because they want to take in a boarder, so they can live near the cappuccino strips, which are actually \$100,000 dealer, but I'm right on the border of them.

That's what I'm going to do. Isn't that great? I know exactly what to do. And they want a washing machine and a dryer or something, or whatever it is. Okay? That's the story. I designed my construction to their needs.

There's one other group, too. The LOMBARD's. Someone knows? Lots of money, but a real dick-head. Anyone know anyone I just described like that? Down in the front here.

So the governments of the world maintain they control gross national spending. They actually control. That is, they control about 16% or 17%. The rest of it is what? Us. It's what you and I do. We are the cause of it. Not anybody else, it's us.

So if you understand what this group of people want and need, and the number one prerequisite for a baby-boomer is what? Added value. That's how he chooses to shop where he shops.

That's why this formula that's been used all weekend had added value written all over it; and, in some cases, had the hot spot, the thing, the one thing that drives the sale, the Ferrari.

If you can hit the Ferrari to this group, they will throw money at you. Absolutely throw money at you.

That's the overhead on the SPEW's. You don't need to see that.

So the fastest-growing group is over 80. The fastest-growing group is over 80. In the last 15 years of our lives, we'll spend 80% of our disposable income on alternative medicine. That's the explosion of alternative medicine, isn't it? Because we weren't doing what? Drugs. Doctors are down 49% in America two years ago. 49%. It's just you and I saying, "We don't want that."

So is it okay to design your products and services around what the wants are, as a conscious decision, so you're in racing car, not a...?

Attendee: Jalopy.

Mal: Yes. And we've seen these explosions, haven't we? We have. Slowest growing, zero to nine. My father's one of 13, I was one of six. Who's planning to have five kids in the room? You ask your wife first. You know, he's not married for good reason. Have you told her what the deal is? And

Attendee: *Can't hear what's being said.*

Mal: And she ain't buying.

Attendee: *Can't hear what's being said.*

Mal: Three wives? Three kids. That's a good idea. You want five kids, three wives, one and half each, or something like that. That's not bad. You're multiplying your problems... I don't want to go there.

He will retire at 57, statistically. She will retire at 55. She will live another 32 years. They're still outliving us, folks. And he will live another 27 years.

So that means your retirement is going to be what?

Attendee: *Can't hear what's being said.*

Mal: Yeah. And who the hell is going to look after you? Oh, ___ funds. I'll just find the statistic on ___ funds here. I've got it, folks.

The experts can't tell you how to look after your money. Who is responsible for your money? Who will look after your money better than anyone else on earth? You. So you must take what? Total responsibility. And blame no one. Because they can't show you how to make money with your money. And you're here. So congratulations. You're in a place that's about improving your life. And you're a very unique group.

How long have you got left? That's an interesting statistic. If you're going to live to 80 years and you my age right now, I'm down to about 1,500 weeks left. Bugger! Someone get me a drink. I never thought of it that way. Hang on, I've got to sleep, don't I? Oh no! It's getting worse while I'm standing here. And then I've got what? I don't work on weekends. So if I'm going to create wealth in my life and I'm going to sleep and I'm 50...

Let's say I'm 40. If I'm 40 and I'm going to die at 80, you've got 2,080 weeks left. Out of that, if you're going to create wealth in your life and you take out the fact that you sleep, the fact that you may have a job right now or do something already, the fact that you don't work on weekends. Aussie's don't work on weekends, by and large, do they? And what about family responsibilities? You've got to have time for a family, right?

Robert Kiyosaki, business guy in Hawaii ___ said to us, "Sleep next month." He meant it. Didn't realize at the time. In 16 days, folks, and the most sleep I had in 16 days was three hours on a truck. I didn't realize he meant it.

You know, folks, if you really have to make this thing work, and when you look at the stats and look at how old you are now, you have to make some decisions. Because there's not a lot of time left.

How much money do you need in your retirement? Well, there's some retirement figures available.

Who'd like to retire at 55? Sounds like a good age, doesn't it? Well, at 55, for you to retire on the lifestyle you want right now. Sir, excuse me. What's your name?

Attendee: David.

Mal: Hi, David. How much would you need a year to retire on?

Attendee: \$100,000.

Mal: Ooh. Well, multiply \$100,000 by 17 to provide you with the lifestyle you're used to and you desire. So that means you need \$1.7-million cash. This is presuming you own your own home. Is that a scary figure or not to some people? Maybe yes, maybe no. It's a lot of money, in any event. Is it not?

So how are you planning to retire? That's what you'll need for David to maintain his lifestyle.

So write down on a piece of paper, folks, how much you need to provide you with the lifestyle you've become accustomed?

Now, the interesting thing about my dad is what? Well, when my father retired, he was going to what? Tend the roses. The good thing about roses, roses were cheap. And sadly, folks, I ain't going to tend some roses. I'm putting those things onto green concrete as fast as I can, if my wife will let me. But I'm not doing the gardening. I haven't done it for 20 years.

Now, I represent the masses. We don't want to do that job. We're hiring someone.

Have we seen an explosion on services? Is there a good reason for that? Take away a pain that a baby-boomer has, and he'll pay you handsomely. He doesn't want to do that stuff.

So that's why there's an explosion in those opportunities, in those businesses.

If you want to retire at 60, multiply it by 14. If you want to retire at 90, multiply it by zero. You're not going to be around, so that doesn't matter anyway.

So what businesses will be hot? Have you got a list of what businesses will be hot there? Can you turn a page for me, folks? Have you got your handouts from before? It was in those handouts that I had before. I'll read them for you.

It's no secret. Home services, cleaning, ironing, gardening, home deliveries, medical, dental. But not the dental we used to get. It's a different style of dental care today, isn't it? Have we

seen the explosion? One of the best-selling products in the States has been a tooth-whitening product. Enormously successful.

Travel agencies. Niche travel agencies.

My wife and one of our friends, my wife hasn't gone as yet but she's trying to drag me along, to Prevnance, to go on walking tours. There's obviously a good reason for that.

But our friend, who is about 68, has done every tour that's available. She's done all of these walking tours all around Europe.

So it would be a great idea to be a niche marketing travel agency. And that's exactly what the City Bridge Travel Agency is. They design walking tours for people like us, with lots of money, who want to do those sort of things around Europe.

So it's not just any old travel agent. Is there any money to be had selling air flights to Sydney? No. You've become a commodity. A commodity is something bought on price alone. You never should allow your product to become a commodity. But you're in this room and you know about what? Added value. So you never will be a commodity. Who wants to buy pizzas, \$6 a pizza in Kirth? What's it become? What does my daughter say when she hops on the telephone to order a pizza from these guys? "What's your deal? What's your special? What's your deal?"

They're so educated, they've done such a great job on us, folks, they've so educated us that now they can't charge you what their pizza is worth. Isn't that interesting?

What about the sales before Christmas? Apart from this year, it's been said in the press that sales are terrible before Christmas. Correct? Why? After-Christmas sales. Have you seen those stampedes on TV, and people getting knocked over? They did such a good job marketing to us, that now they can't sell their product before Christmas without discounting them. Isn't that fantastic? The poor old retailer waits all year and then can't charge and get what his product's worth.

So don't ever allow your product to become a commodity. Don't even think about going there.

I can't give away that secret, it hasn't happened yet.

Attendee: Tell them.

Mal: It's going to be a million-dollar franchise, so I can't touch it.

Attendee: *Can't hear what's being said.*

Mal: Aren't they? Alternative medicine. Club and club memberships. You know, it's getting harder and harder to become a member of certain clubs. That's because the explosion of retirees.

Home security. Can you understand that one? That's us aging and becoming insecure around our security. So there's a massive opportunity in the security industry to apply a great marketing system to it.

For example, there's many, many forms of security. Tour guards, theaters, plays.

Home study information, courses. I'm in the information business. Why? Because that's where the money is. We're desperate for knowledge and we're happy to pay for it. And it has a high perceived value and costs nothing to make, or very little. Is that a racing car? Absolutely, it's a racing car.

So what do people want? All products and services are based on problem, solution, pain to pleasure. People ring me up and say, "Mal, I just can't create a product. I don't know what to sell." You don't create a product at all. You simply say, "What group of people have got a problem, where I can take that problem away and provide them with pleasure?"

One of our clients has just sold a business he started in 12 months. I can tell the story on that, without naming names? Okay.

It's Matthew's uncle. He bought my mail package off me, because Matthew told him to do it. Matthew's a finance home loan broker, who wipes the floor with everyone in his organization. And he started from zero three years ago. Because he's a marketer of the thing, not a doer of the thing. Anyone can sell you a home loan, can't they, but not get all the clients?

So Matthew's uncle hurt his back as a private school phys ed teacher. Seriously. So much so, he couldn't work. Had a wife, like most of us do, two kids and a mortgage. Does that sound a bit daunting?

Well, he bought a package from me. He listened to what I said in the package and he hopped on the Internet, and he typed in the problem. Who wants to know what the problem was? Snoring. And up lit the Internet.

These guys are giving you some sites to go to, to see what things are searched on. Haven't they? I know they're available. What are they, Chris? Can you call it out? Is Chris in the room?

Do you know that website where you go there and they tell you all the numbers that people have searched on a particular problem?

Attendee: *Can't hear what's being said.*

Mal: Is that it? So now you can just go to a site and you can see that umpteen people have got a snoring problem. Is snoring a real problem?

But snoring is so much of a problem that this gentlemen typed it in, up came a product called Snore Ban. He did a joint venture with a company in the States. He lands them for \$30-ish, a little bit under now, I believe, sells them for \$187 using the direct marketing system of running ads, just like I showed you, leading to a 24-hour free recorded message, getting a free report.

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Mal: I don't know the percentage of sales, but one day he rang me and said, "I sold 22 today at \$197."

He followed the system in the package. He went to the Internet and typed in the problem.

Another great story for you. Just before Christmas, I was taken to lunch, and my wife, by Karina Herbert. Karina Herbert just won 2003 Under-30's Women of the Year. She was 27 when she bought my pack and she had a three-month-old. She's a psychologist. She didn't want to be a psychologist anymore.

She bought my pack. She had a three-month-old. She didn't know what she was going to do. But strangely, Karina had designed a baby wrap. It's called Snug As A Bug today. She sold 65,000 in two years, all made in Australia.

Isn't it great when you can teach people things like this? You see the effect of what I teach? Can you imagine the people employed in this process? 65,000 in Australia, now sold in five countries: New Zealand, South Africa, UK, Canada and Thailand. And she's in 450 outlets in Australia in two years. It's moved out of her house, by the way. She's got premises down in Mandra.

Isn't that a great story? So she's got her kids at home, her babies, and she wraps them up. And guess what? The wrap doesn't stay on, does it, ladies? It doesn't so much, that 65,000 have sold in two years. She simply tied in some leggings into the bottom, sewed them in, put a hood on the top, and put Velcro on the side. Isn't it beautiful? She'd made them for herself and her friends.

She ran an ad where, folks? Come on. Where? In a baby magazine, where mothers go. ___ to the formulas I've described, all the direct marketing formulas that are shared with you all the time here. Fear. The phones lit up. Her first order she took, she was doing the washing. Did the people who placed the order know she was at home doing her washing? No. Isn't it interesting?

So you have instant maturity, where if you bought a traditional business, would you have that same ability? Maybe. Possibly not.

So Karina Herbert has made so much so, that she's won this award at just under 30, she tells me. But isn't that a great story, folks? Was it very difficult?

Yes, please?

Attendee: What's the goal of getting a 1-800 number?

Mal: You ring Telstra Business Lines and ask them for a 1-800 number. And depending on who you get, it will take between three days and three months, and should cost you about \$180, last time I bought one. I've got about 10.

Attendee: \$99.

Mal: \$99? It's gone down. It's a commodity. They haven't much competition, have they? So that's interesting. They do put them on special from time to time. It's the lousy numbers, they can't sell.

So you got that? But you attach a message bank to that, called a virtual message bank. It cost you about \$10, \$15 a month.

Attendee: \$6 a month.

Mal: It's all gone down.

Attendee: *Can't hear what's being said.*

Mal: I need to review all that stuff. You don't need ____, but that's okay. If you can't get your message over in 90, you don't want to be selling on that thing because you're giving away a free report. You never want any part of the process to do more than it should be doing. It's just a free report.

Is there any obstacle to a free report? What about if I throw in a CD or video? You'll actually be sitting by your letter box, waiting for it to arrive, won't you? Just like the Snore Ban product.

I digress.

Financial services. That's because we're trying to work ahead on discount money and retire rich.

Education. Definitely experiencing the explosion.

Marketing, coaching, a huge business. I've got some information on the potential of coaching about 10 years ago. I put it in the Harold and Weekly Times. And it listed the income of professionals and other individuals in the marketplace. And by 2010, coaches will be number eight highest-paid individuals in the marketplace. Why? Big business is outsourcing. And the demand for people coaching people to do something better.

Wasn't that an interesting statistic?

And what happened since then? Well, these coaches have appeared in all sorts of facets of business. That's correct; provided they're qualified to teach. That's my caveat: choose your mentors carefully. Very, very, very carefully.

It just so happens the next law is choose yourself a model or a mentor. Anything else is too risky, folks. What did the pioneers get in the early days, when they came over here? Or more

specifically, in the States? There's absolutely no reason to be a pioneer. Someone has walked in your moccasins and someone's done it before you.

Get yourself that coach, that model or mentor, who's doing what you want to be doing. Is it any good listening to well-meaning friends and relatives who haven't done what you want to do? The last thing you want to do is mention it to them. Do they want you to break the mold and be successful? They'll tell you that they do. Some part of them does. But the truth is they don't want you to be different. They don't want you to move outside their circle, if you like.

So if you want to be a great, healthy person, you get someone who already is healthy to coach you to be healthy.

Arnold Palmer, at 71, has just hired a swing coach because of his lack of flexibility. And I suppose hardening of the muscles, or whatever. He hasn't had a coach since his father taught him. Arnold Palmer's a unique fellow, of course. His coach has changed his stance and convinced him to change clubs, because he still wants to hit a good ball.

So if it's good enough for Arnold Palmer, folks...

What about all the sports people? What about the rest of the golfers? They've had coaches through their whole lives. We aren't going to make that. We aren't going to get near that.

What's the rules tonight?

Attendee: *Can't hear what's being said.*

Mal: Go until I'm finished?

Attendee: *Can't hear what's being said.*

Mal: Okay. Someone unanimously voted. Is that okay? I'll keep going. Leave if you must.

So only 9% of successful products exported from the States. Only 9%. Is there a huge opportunity there, folks? They're already successful and already selling, in an environment that we're not being sold into.

The key is to find someone or something that's already working, and then duplicate it here. Time and time again, I see that happen.

Begin with the end in mind is law number five. That deli that I sold for an enormous amount of money. I'll tell you a café story, which I bought for \$30,000 and sold for \$230,000. Is that a good story? In five months. It was closed on Hay Street in the city of Perth. An Irishman – no offense to the Irish, my mother's name was Kelly – had bought it and spent \$250,000 putting in a kitchen and toilets and all those sorts of things. Anyone been a restaurant guy in the room? What's that going to cost you? Lots.

Not much change out of \$250,000 to \$300,000, depending on the quality of the fit out. But he wasn't a very good businessman. And in three months, he closed. He called this business Sizzley's. Why do you think he did that? Because of Sizzler's. They opened up at the time, and it was something of a phenomenon. And he thought it just calls himself a similar name, everything would be okay. Not true.

I paid him \$30,000, which I paid him too much. I was being generous in those days. But the truth is he had what hanging over his head? A lease to the Freecorn's family of 10 or 12 years. He had it on the market for \$75,000, and I said, "I'll take over your lease and pay you \$30,000 for your fittings." I paid him too much. That's the actual facts. He was actually very wealthy, very, very wealthy, and the \$250,000 meant nothing to him. Nothing at all.

So the lesson here is this. Their reasons for selling are none of your business. Your reasons for buying are none of theirs. There's no connection.

So I should have offered him much less and shook the tree, and see what happens.

I went to the Freecorn's family, or their leasing agent, and said, "I want six months free rent in your closed-up shop." What's in their interest? How is their property valued?

Attendee: The rent.

Mal: The rent, based on the rental. They had the Irishman. That wasn't a problem. But they owned the business next door, as well. Does it look good when you've got closed-up businesses in the street? No. So they gave me six months free rent.

Did they have a sense of humor when I sold it in five? None whatsoever. Can't understand that, really.

I owe someone that book. Remind me later on. Down here, isn't it? Yeah. Remind me of that book. Just remind me later on, in case I forget. I'm going to diddle around the room. We'll see if we can get her an extra-special Mars bar somewhere. The king-sized. That was a king-sized earlier on.

So what did I do to this business? Well, the first thing I did was I splashed out the walls with "new food concept opening soon." Did I have a clue what I was going to do? No. No chance. But I began with the end in mind, didn't I?

So because you guys are so wise over here, I hopped on an airplane and I came to Sydney. A long time ago, we had one big shopping center, like you guys had. Labels upon labels upon labels back then. Commonplace today, even in Perth. But I went into a food hall and I saw this particular Italian member of this food hall was packed out. People were surrounding him. There was a stairwell just next to him, and I hopped on the stairwell and I started taking photographs of the business.

True story. The Italian mama rushed out of that place, virtually with something in her hands to beat me over the head, and said, "What are you doing?" And I said, "I come from Western Australia and I'm staggered by the success of your business. All these other guys, they're not so busy. You're flat-out. I'm just admiring what you've done." She let me off the hook. I said, "What have you done here? What's so special? Why are you so popular?" And she said, "Well, we market everything fresh, and we use fresh this and fresh that, and we make our sauce ourselves."

Is this black doc going to make the sauce himself? No chance. No chance whatsoever. I want a system for that thing.

So I looked at this and I knew, because I'd watched what happened. "What's your best-selling products?" And I watched, and there – how's that? Scary, huh? My wife won't be impressed. Problem is just magnified immensely.

There were some things she was selling there, and there was spicy wedges. She coated them with bits and pieces, and they're running out the door. Just running out the door.

So I couldn't wait to get back to Perth. But I'm into widgetizing, folks. I'm into packaging things and giving them a title. The basics and the deluxes.

So what I did was I put a dollop of sour cream on top and some chopped-up chives, and I called them hot lips. And people walked from one end of Perth to the other for these hot lips. It was something of a phenomenon.

Now, I went to a place called Sealance. First, I went to Peter's Ice Creams in Perth, who sell frozen food. And I said to him, "Look, I want these spicy wedges things. Can you get them for me?" They said, "We launched that product five years ago, it was a failure." I said, "Oh, isn't that interesting?" I said, "Would you get them for me?" They said, "No, they come from Canada. We don't even make spicy chips back in Perth."

So I hopped on the phone and I called a place called Sealance in Freemantle, who do frozen fish and all that sort of stuff. And they said, "We'll get you a ___ if you buy the pallet." And I said, "Would you store the pallet for me, because I'll draw umpteen boxes a week," to which they said, "Yeah, no problem."

So here I am with my bags of wedges, with my dollop of sour cream, turned into a widget with a name. You want to name your things in your business. I've proved it time and time again. I call it a pack, the lover's pack. The import/export success pack, basic and deluxe.

Give it a title. We see cars for sale, don't we? And they add a ___ on the front, put a roof rack on the top and stripes down the side and call it what? A limited edition, sports limited edition.

You could go in there and order all those things and drive it out the door any day you like. But they turned it into what? A widget. They packaged it. You must package your products out.

Was there a lot of things packaged up on that website? They added this and they added that, didn't they? I would have had an A/B offer. I would have had no problem with price. There would have been a very high price and a very low price. Maybe.

So not only that, I also added value in my coffee shop, because I added soda water to my coffees. So when you came in and bought a coffee from me, you got a glass of iced soda water with it.

Anyone here in the room from Coca-Cola? No? I can't get in too much trouble.

You know those post mix machines, where they pour the Coke from? If you disconnect or allow them to run out of Coca-Cola, because they put two Coca-Cola on each one, guess what you get free? Soda water.

So I bought an ice box and I serve my coffee up with soda water, and I trained my staff to tell the story – because marketing is everything. And I said what? When you have coffee and have a soda water with it, it cleanses your pallet.

Perceived value of what? Back in those days, coffee was \$1.60. That was a long time ago. It's \$3.50 in Perth now, or thereabouts.

I added the soda water, so what perceived value were my baby-boomers clients getting? \$3.50 or thereabouts. What was it costing me? Almost zero. An ice box and some cups we had to wash.

What happened when we delivered it to them, when they bought a coffee from us? The first thing they said was, "I didn't order that. What's that soda water for?" "That's there to clean your pallet. When you have a coffee and it's a bitter taste in your mouth." It's a beautiful thing to do, folks. Just sensational.

But more important, we added value to our clients. Who did they tell and who do they hang around with? Clients just like them. And what did they do? They brought them where? To me. Then I designed a range of rolls. I gave them names like Paradise Polly. Anyone can work that one out. It's named after my wife. Her name's Pam, but we call her Polly. A bit of spicy sauce. She's not here, I can't embarrass her. I would if I could.

Spicy sauce, sun-dried tomatoes, avocado, and some chicken. And I called them Paradise Polly. I gave a name to all of our rolls. Because what happens when you go into a place – we're in the city, folks – and guess what they want in the city? Fast! And what happens when you go into a place and you say, "Oh, I'd like some chicken and can I have some tomato?" That's down here. "I want some avocado." What's that costing?

Attendee: *Can't hear what's being said.*

Mal: And money. But if I say, "Here's my rolls," and they want that, how easy is it? I'm training them to buy what I want them to buy.

Train your customers to buy what you want them to buy, not what they want to buy. Give them names. Give them titles. It allows you to systemize your business. One of the laws is systemize and cash out.

If you are a cog in your business, you will become a cog. Never become a cog. My business runs without me. I stuff it up. I'm getting away. You will, too. And have limitations on your earning potential.

So people come in and buy the rolls in the name that we want them to buy. And we serve them quick and fast and get them out the door.

Where can you apply this to your business?

So I was able to sell it for \$230,000. Do I put it on the market? No. I don't think I've ever run an ad for any business I've sold. You don't have to. Because a buyer will come to you or a broker will come to you, and you'll sell it on your terms, at your price. And they'll be making a beeline for your door.

Sometimes, you can be lucky. A guy came in for a sale – there's a lesson here for all of us – and an offer of about \$185,000. I made the fatal mistake of telling a friend of mine what I paid for the business, \$30,000. He told someone else, who told someone else, who told who? My buyer. He spoke to someone on the weekend after signing up on the Friday with me, came in on Monday morning. The broker said the sale's fallen over, because he found out what you paid for it. And he was not prepared to see you make that much money. It was turning over \$10,000 a week by the time I sold it, in five months. He wasn't prepared to pay me a profit. My big mouth lost me the sale.

But the universe is incredible. One week later, the same broker walked in the door with an offer for \$230,000. Isn't that beautiful? I'm really glad that sale fell through.

Folks, beginning with the end in mind is absolutely critical. If I didn't know I was going to cash that thing out, if I didn't know when I came to Sydney, what I was going to do and what I was looking for, for that particular business, please don't sit there and think this only works for food or something like that. I've done it in industry after industry.

Another one of my clients has just won 2003 award for the whole of Australia, 50 or 100 employees. I applied these secrets to their business. It's a big business now.

So don't try and work out why it won't work. Try and work out why it will work. Okay?

Most of you, however, won't do this. That's just the stats. You won't begin with the end in mind, and you'll be affected by things that happen around you. In other words, someone will come along and say, "I've got this opportunity over here." And guess what that will do? Take you off-course.

Apollo 11 was only on course 9% of the time heading to the moon. But it was doing this, folks, because it knew where it was going.

You've got to make like an ___ missile and let nothing take you off the course. You wouldn't fire an arrow into a forest or something like that, hoping something would run into it. Would you? It doesn't make any sense, does it?

So why do we do it in business? Most people buy a business and then go, "Oh, okay. I know what I'll do. I'll do this. Oh, that didn't work. I'll do this."

That's why they fail. They didn't begin with the end in mind.

You've got to know what you're going to do with that thing, so you can choose to cash out when you're ready, to your ultimate customer who puts you on the beach, out of business. Is that a good idea?

You won't have any trouble selling this thing, when you design it around these laws.

There's that famous Steven Covey story, the guy who copied my hairstyle. I've been like this for 11 years, so that's not too bad. I think he's been like it longer, unfortunately. But there you go, you get that.

But he's got a great story. And it's a story he tells in the *Seven Habits Of Highly-Effective People*. It goes a bit like this.

This guy turns up to his mate's place, and he's out in front of the house, and he's sawing up a tree. And there's sweat pouring off him and he's working away in the midday sun. And his

mate says to him, “Listen, why don’t you take a break? Have a drink of water and sharpen the saw.” And the guy said, “Can’t you see I’m too busy sawing, dum dum?”

Where are we too busy sawing? Where aren’t we taking the time to do this stuff? Because this is the stuff that makes us the money. Where aren’t we sharpening the saw in our business or our potential business? Because this is what makes it easy, and this is the stuff that ensures you don’t go broke.

You’ve got to sharpen the saw, folks. It’s the only type of saw you want to be using. Would we agree? Or do we want to hack that tree up with a blunt saw? No, we don’t.

Deliver massive value. No secret. I’ve described the coffee shop to you. The soda water cost me next to nothing to do. What did the buyer of my business do with the soda water after I left? Stopped it. But didn’t quite stop it, but didn’t do it all the time. Did it sometimes, didn’t do it others.

I went in for a coffee because I like the process and I said, “Where’s the soda?” “Oh, we do it when we feel like it.” What happened to that business?

Opportunity to take it back over again, of course.

Attendee: *Can’t hear what’s being said.*

Mal: Another six months free? No, no. I think they would have been ready for me this time.

I’ve taught you about the Mars bar this weekend. Can you see how added value works? Isn’t that an amazing process? Mars is so sharp, folks. They know they’ve got two clients; 200 boxes, they get 40 free. So where are you going to stack that thing? Yeah. Every single time. So they make it attractive for you to buy and they make it attractive for the retailer to sell them.

Karina Herbert originally sold her blanket through direct mail. Then she created a fax to the laws that I teach in the mail order package, and faxed it to baby retailers, retailers of baby wear. I didn’t know there’s 450 outlets in Australia. She made them a great offer.

Here’s your formula for great copy. Please don’t complicate this process. Here it is.

The first thing you do is the problem. When you want to wrap your baby up and you put him in a ____, and you pick him up and it falls apart. Problem. Aggravate the problem. So you don't want them to slip out and drop them.

This is exactly what that website did the other day. Problem, aggravate the problem, solve the problem. That is what your product suddenly does for them, to solve the problem. This is how all fantastic copy, this is how all the infomercials, this is how every single one of them that's a student of the room you're in this weekend use. But I've simplified it, and I do it with every single product. And I sell millions of dollars worth, and I can't spell. Don't need to, fortunately. People around me can.

So problem, aggravate, solve. I've got a book going into the bookstores. Isn't that fascinating stuff? It is to me, anyway.

Problem, aggravate, solve. Prove it works. What am I going to tell you to use there? Pictures. Before-and-after's. As much proof as you can gather. The story of your qualifications.

The biggest barrier to business today is called lack of trust. So you, as a tactician and seller, have an obligation to break down that barrier and use every tool you can find.

So problem, aggravate, solve, prove, call to action.

Where I may differ from some people is the first thing I craft in anything I do is the offer. How can you write copy for something when you don't know what you're going to offer them?

So the offer, put all of your effort into the offer. If your offer is fantastic and fits the laws you're learning this weekend, you'll make sales in spite of your copy. Won't you? It's a great offer that really inspires, isn't it? But what happens if you put great copy with a great offer and a great guarantee? Don't leave guarantees out of proof. Great guarantees. The longer the guarantee, the more sales you'll make.

Thank you. I'm wrapping it up.

Continue to innovate and tell the story. That's marketing innovation law number seven.

Law number seven? A business has two and only two functions, according to Peter Drucker. And he's correct. It's marketing, or innovation and marketing.

When I hopped on the plane and came here and put “new food concept opening soon,” I was what? Innovating. When I came back and applied it and told the story, I was what? Marketing. But I was also marketing to the 27,000 people who walk past the door every day, from the moment I bought it.

The opening day, we had a queue 80 meters down the street to get in. On opening day. Because what did I put on the wall? The date of the opening day, for a week before. That was tough, wasn't it? We told the story that we're opening. Do we all like to try out a new food concept? Abso-bloomin-lutely.

Tom Monohan. The thing you use to get your story out is called a unique selling proposition, as the Americans call it, or a unique customer buying advantage, which is my preferred choice. That implies it's a customer buying advantage.

So I've got some sensational ones from my clients that I've created over the years. Tom Monohan created one for a pizza company called Domino's, that said, “Piping hot pizza delivered to your door in 30 minutes.” It revolutionized the pizza industry forever. “Or it's free.”

Did they deliver pizza to the door in those days? Yes. But no one made the promise.

David Glindinings Atlas Rent-A-Car, we said – hang on, I'll read it to you.

Attendee: *Can't hear what's being said.*

Mal: No, that's the second-largest rent-a-car company. The other one.

David's promise: an amazing promise for you, from a rent-a-car that brings the reservation desk to you.

Do all companies bring the reservation desk to them? Yeah, most. Most will. Can you deliver it? Yeah, there might be a charge, but they will. But here's the promise: “If, after renting a car from us, you find a rent-a-car company with better service and value for money, we'll book and pay for your next rental with a competitor.”

Is Dave still in the room? Gone home. Okay. Truth is, Dave's never, ever, ever had to pay for a rental from someone else, because he designed his business around the unique promise they make.

What would have happened to Domino's if they delivered pizzas late and cold? Wouldn't be where they are today. It's all Monohan, one of the richest men in the world – and very generous, too, by the way.

So you want this promise. It doesn't just drive your clients. More importantly, what? It drives you. While you stand for nothing, you fall for everything. You've got to be able to say, "Well, you know, what I do is..."

I'll give you a formula. A formula for creating your own unique selling proposition is this: you know when. You know when you need a dentist. But what I do. So it's, "You know when, what I do is take the pain out of dentistry. You know when you need to rent a car. What we do is we bring the reservation desk to you. And if you don't have a great experience with us, we'll book and pay for your next rental from a competitor. Is that more interesting to a purchaser than, "We've got a car for you, man. When would you like that delivered?"

The first thing I'm going to ask you is why I should buy from you. And if you don't know, your clients don't know. And more particularly, you don't know and you don't design your business accordingly and your staff don't know.

The final law. The tool you use, the marketing tool, is the unique customer buying advantage in telling the story to everybody in your category.

Finally, and I've basically covered those, systemize and cash out. If you build a house on a weak foundation, what would happen? Fall over.

What would happen if you didn't draw up plans? You'd get very expensive learning experiences, wouldn't you? The wall would be in the wrong place and something would go wrong, and you'd have to knock that place down.

Well, it's the same in business. Build your business on a business system. Create a business system that works without you. Because if you don't, you're going to get expensive learning experiences.

Never, ever, ever blame the staff. Blame the system. And who's responsible for the system?

Attendee: You.

Mal: Yes! If the staff is stealing from you, guess who's fault it is? Yours. It's the system that allowed it to happen.

Duplicate and cash out. Obviously, that's the idea. So it's buy, build and sell. And the whole purpose of that exercise was to get your business to a point where I've discovered I can make more money selling my business than I can running them. It's certainly been true to me, and I hope it will work for you, also.

You've put up for me with what? Two and a half hours? Thank you very much for your time. What I'd ask you to do is not drop the ball just yet though, folks. I'm not going to be coming by your house, checking that you're using this stuff. No one is. It's going to be up to you to do something with it.

I thank you for your time. It's been a pleasure to be with you. That's the end of me for the weekend.

Announcer: Ladies and gentlemen, put your hands together for Mr. Mal Emery.

World Internet Summit, Sydney, Australia

Mike Stewart, Part 1 – CD 3 of 4

Audio Clip: Mary had a little lamb, his fleece was white as snow. And everywhere that Mary went, the lamb was sure to go.

Mike: Anybody know what that was? That's my hero. That's somebody that Napoleon Hill was mentoring with. That's Thomas Edison. And that's an ad from 1877.

Tom created the first audio information product. You just heard it. Mary Had A Little Lamb. That was the first recording in the history of man. I call it the first audio information product.

Tom, I love this headline. Tom must have gotten Brett McFall to write this headline. "I want to see a phonograph in every American home." Tom, what about Australia?

But is that a powerful statement? Was that something very positive?

I'm going to take a little bit of that. I want to see every information marketer learn to record yourself. I owned a recording studio for 20 years in the Atlanta market, and this is a recording studio. State of the art. Capable of doing anything imaginable.

So my talk is how to create high-quality, profit-generating audio information products yourself, from scratch; and the psychology, the reason why audio products can be profitable and what makes them better, what to raise the bar. In fact, the inspiration that got me into Internet marketing was I said, "I'm never going to be a better audio engineer or better magician. I'll only get so good, and I'm lazy. I don't want to practice any more than I have to. But I want to be a better information marketer."

Information marketers were not using the power of audio. So my talk is about how powerful audio is and how simple it is to create high-quality production techniques that have been tried and true in radio and television for the last 30, 40, 50 years in television, 70 or so in radio.

Audio information products create an incredibly powerful medium for marketing, learning and entertainment, rather than text alone. People learn more by listening, and faster than just reading. I'm proof of it.

Napoleon Hill. I bought *Think And Grow Rich* at the recommendation 20 years ago, from a friend of mine. I read the book five times and nothing made any sense to me. I read the words. Infinite intelligence? What the heck is that? Mastermind group? Nothing made sense to me.

I got it on CD, listened to it in the car once, three and a half years ago, and it completely changed my life because I comprehended listening to the audio. I'm an auditory learner.

So even though the information was there in black and white in the book, in the printed version, the audio version is what made me comprehend it.

So I went and did a little research. Worldwide, 35% of your market only learns from listening. They can buy the book, they can read the book, and they don't get it. They can hear the information in some format that's deliverable, recorded, and they get it.

So therefore, why ignore that 35%? When you create the content in one format, replicate it in another.

These are other facts. When you combine audio and visuals, multimedia. Big word. All it means is television to me. Multimedia is computer television.

You can cover 95% of the population – this is according to some research I found on MindTools.com – because of the audiovisual learning statistics.

<Sneeze>

Excuse me. Hey, the microphone works. It should, I set it up.

Let's talk about the power of audio versus just text.

When you're doing web pages and when you're creating products that are purely of text, even though you have punctuation, you try to show emotion. There's a little demo to show you how the same text, the same copy, can be completely different with just the emotion of the voice.

Have you ever heard of the Atlanta Braves? I want to make sure of that. Everybody in America knows who the Braves are. They're our Atlanta baseball team.

So the copy reads, "I heard the Braves just lost the game last night." And the copy reads down here, but let's listen to it. "Oh, no! I heard the Braves just lost the game last night, and now they aren't in the playoffs." Same copy, same text. "Oh no!" Can you tell the difference in emotion? The punctuation, the text didn't change.

This is probably me. "You know, the Braves just lost the game last night. I hope you didn't bet that \$1,000 you said you were going to." "Oh, no!"

What changed? Did the text, did the copy, the printed word change? The emotion in the voice. And that's the power of audio.

So I just want you to know that there are psychological demonstrations and reasons like that, that make it imperative that if you're an information marketer, an information publisher, knowing how to do this through the convenience of your own computer is a valid point.

There's another fact about audio. Audio doubles memory retention. Just to give you the psychological and the research that I know, what are 26 unrelated sounds that two- and three-year-olds can learn quickly? The alphabet.

Why can they ever learn 26 unrelated sounds? Because it was set to melody. It became an auditory memory retention tool. It's also a known fact in advertising, that when you set copy to melody, you use left and right brain. That's been proven.

So auditory doubles memory retention.

And, of course, these are some other facts that are just my case for why it's important to record yourself: 10% of what read is what we remember; 20% of what we hear, that is the doubling; 30% of what we see; and 50% of when it becomes television multimedia. That's the only way I could do book reports in high school. I'd read the book, I didn't get it. I'd watch the movie and I'd get an A.

So I only did book reports on movies, except they didn't do Beowulf, and I didn't do good at that one.

Audio information products are portable. People can't walk around the park and read your book or your e-book. Even if they printed out your e-book, they can't walk around the park. They might run into somebody. They can't drive and read your book.

But because it's an audio product, we can multi-task. We can drive and we can listen and we can learn.

So it's just another defense why it's important to take the content that you already know and already created in one format, and learn to do it as audio or multimedia.

Me? I learn in the car. Sydney doesn't seem to be as bad as Atlanta traffic. We have a clog that just moves around the city, and we sit in traffic a lot. So that's a great place for me, rather than just sitting there and listening to mindless information, I like learning in the car. So car stereos.

But now, we're seeing marketers prove that multimedia and audiovisual content works on the web. And the reason it works is because of the Flash multimedia plug-in from Macromedia. 98% of the web already has it and doesn't even know they have it. You can't find a browser or a computer that it doesn't work on. And because Flash is designed to stream what's called vector animations, you've seen animated websites where there's lots of movement, it also streams audio. If people don't know what streaming means, that means they don't have to download it to their computer. It can come over the web, just like a broadcast.

My good friend Jim Edwards has created the first multimedia newsletter, and it's extremely popular. It's totally done in audiovisuals. And his subscribership is just going through the roof, because people hear him like a radio broadcast when he does his newsletter.

He does it quicker, because he doesn't have to type anything. He just sits in front of his microphone, records his content, posts it up on his website, and sends out an e-mail, "Hey, the letter's there, go listen to it." So we're going to share a little bit more of that.

Internet radio. These are a couple other customers. Law Tech Radio. Niche radio stations that are on the Internet is another application of using Flash streaming audio.

And the way they monetize it, we're going to talk about that in a minute. But the reality is they're building an audience with content. We don't watch television and listen to radio for commercials. We watch it for the programming, right? We want to be entertained or informed.

But how do they make their money? Running commercials. Well, guess what? If you do that on the Internet. It's called spamming. You do it in audio, it's called a station break.

So if you can deliver radio-like content via your website and have really good programming that attracts an audience, then you have the ability to create auditory advertising that says, "By the way, brought to you by the Internet Audio Guy. If you'd like to buy some of his microphones, click at the right."

Nobody's going to get offended at that, because we're accustomed to that. We've been raised on that that's the model of radio and television, and the Internet can do the exact same thing now.

The spoken word is powerful. Your content has to be compelling. I'm still a student of all of these great copywriters, like Brett and some of my American friends, and Armand. All of these guys, believe me, what they've taught me has let me take my passion, which is audio, and figure out how to... I'm pinching myself. I'm in Sydney, Australia, talking to Australians, it's unbelievable to me, learning their techniques of marketing.

But I'm not here to talk about marketing. They're the experts on that. What I want to talk to you about is how you can take a laptop, simple pieces of equipment here, and create content that's unique to you.

It's one thing to get somebody else's product, but there's nothing like having your own products. So this is what this is about, and how to make it sound better, and why it sounds better.

Okay. Let's assume your scripts, your copy, your presentations are the best they can be. You've got content that people are hungry for. So here's how you can create it.

Let's go back in history, before we talk about the basics of high-quality audio information products. Things that you can do in the privacy and comfort of your home.

The reason why I'm going to talk about that real quick is that when people wanted to make audio information products tape series for speakers, we used to do that in our recording studio.

I remember when a guy called up and said, "I have a 12-hour tape series that I want to produce and sell, because I go out and do public speaking for corporations and this is the way I make money, I sell my tape series. And I've got my content ready, and I want to record this 12-hour

tape series. How much do you charge for 12 hours of studio time?" And I said, "You can't do a 12-hour program in 12 hours. You have to figure that there's editing time, you might make a mistake, you might want to do something over. I said usually we say it's three to one. If you've got 12 hours of content you want to create, it's going to take you 36 hours." "Well, how much are you per hour?" I said, "We're \$100 per hour for the studio." "But I've only got a \$1,200 budget." I said, "Okay."

So he came in and he worked from 9:00 in the morning until 9:00 at night, non-stop, trying to get this 12 hours of content. And at the end of the day – he was very energetic in the morning, and by the afternoon he started sounding... and the product was horrible.

And then, all of a sudden, he's like mad at us because, "This thing doesn't sound very good." I said, "Well, we tried to tell you don't try to do it in one day."

So anyway, long story short, the convenience. He was also intimidated and uncomfortable of going to this unfamiliar environment of the recording studio. He'd never been in one, really. He didn't have audience reaction. That kind of intimidated him a little bit. He didn't have a chance to get comfortable. All he was worried about was that hourly rate, "I'm paying \$100 an hour."

So his product suffered. He was never happy with it. It did take him over 40 hours to finish it. And the fact that you can do this in the privacy of your home. Work on five minutes, 10 minutes of your content, until you're happy, and then do something different and come back to it. You can very quickly build that content in the convenience of your home, with the same quality we did in the studio.

So that's that part, right there.

But back in the days of that studio, before computer, before digital recording.

Anyway, it was called analog recording. It was cassette tapes, it was reel-to-reel magnetic tape. There's an open-reel deck, there's a cassette deck. And hopefully, you're familiar with seeing those type of machines. That was how we recorded audio.

And there were problems with analog tape. A tape had a noise called hiss, tape hiss. One thing about it, if your masters are on magnetic tape, over a long period of time, eventually, they will degrade and they will disappear. They don't last forever.

The difficult to edit. I started editing narration with a razor blade 20 years ago, and you had this open-reel deck. And if you needed to take out a person's sentence, you'd slice it with a razor blade and you'd go, "You sure we don't need this?" "Yeah, I'm sure we don't need this." You've crumbled it up, thrown in the trash, "Oh, I didn't mean to." "Oh, really? It's gone."

But anyway, the editing process was actually physically with a razor blade and a slicing block and a china marker. And you'd have strings and strings of tape all over the place. It was very difficult.

And there were time limits. I don't know if you've ever been at conferences that record with a cassette deck. The speaker's real excited, he's getting to a great moment, and they go, "Stop! Stop! We have to flip the tape!" With digital, there's not time limits.

And it's slow to queue up. You ever had a cassette and you want to find that part you remember, and you fast-forward and you fast-forward and you fast-forward and go, "No, it's not there, it's not there, it's not there?" It's analog tape. And then you remember it was on the backside of the tape. So the fact that digital has the ability to queue things up, such as this audio CD.

And, if it's on analog tape, it's not Internet friendly. If it's on a hard drive of a computer, done in a digital format, it's instantly ready and Internet friendly to be able to be streamed or produced as a product.

It was reliable, but it's all we had.

Now, even from the old days, even though we're talking about digital recording using your PC or Mac to record your content, it all starts with a microphone. The better the microphone, the higher the quality of the product.

One of the things that I saw as a problem, I think some of the speakers talked about a problem, was people call up, "What microphone do I buy? I want to do this." And I'd go, "Well, there's Sennheiser, there's Shure, there's Sony, there's AKG, there's Behringer, there's Neumann, and they range from a price of \$100 to \$5,000." And they go, "Oh. Which one do I need?"

So I figured I'd try the Henry Ford theory. If you want a microphone, it only comes in black, and this is the only one there is. It doesn't matter, as long as it's a good microphone. And there's some technical reasons, which I'll give you some information about.

But in recording high-quality studio narration voice products, information products, this is called a large diaphragm, that's because there's a large diaphragm in it, a condenser, vocal mike.

All the manufacturers make great ones, but this is just the one I endorse, and I think it's a great one. It's made by a company called Audio Technica.

Here's a demonstration of why audio can display something that text alone can't do. The microphone that I was telling you about here, I've had this one for 12 years. They've upgraded and made it silver now. That's the picture of the newer version of this microphone. We used to have this in our studio.

This is what a cheap microphone could sound like, if you go buy brand X.

Audio Clip: This voice file was recorded with a computer microphone.

This voice was recorded with a studio-quality microphone.

Mike: So do you want your product to sound like <this voice file was recorded with a computer microphone> or <this voice file was recorded with a studio-quality microphone>?

Now, I want a copywriter to show the difference in text. Can't be done. There's probably millions of scenarios where that audio will show the difference.

Quite honestly, on my website, that little demo has sold more microphones for me than anything I could have ever composed in text. "This microphone really sounds great, and it's easy to use. And this one sounds horrible." The text wouldn't do it. That does it.

Okay. How do you get that great-sounding microphone into your computer? That's called a sound card. The story that created my website, Internet Audio Guy, was I had a customer call up and he says, "I want to create audio products while I'm on the road with my laptop. I want them to sound as good as they possible can, like I'm in the studio. Because," he says, "I'm on the road so much, I want something portable." And he says, "What do I need?" And I said, "You need a light diaphragm microphone, you need a cable, you need an audio mixer, you need a USB sound card, you need a compressor limiter, and you need to have a line and you need to be able to set the ___ to a certain level, and you need to have phantom power in the mixer," and he went, "I need a microphone, right?"

He said, “Oh, okay. So you’re telling me this is a little too complicated.”

Before, a year and a half ago, the equipment was different components. And this company, Edirol, which is a division of Roland, basically came out with this box over here, the USB external UA700. It’s the first box I’ve ever seen to have everything in it. In fact, I’m using it here to record this conference. It is, basically, a mini-recording studio with all those things I said real fast in the box. It’s just an all-in-one box. And it makes it to where you plug the microphone into the box, the box goes into your USB port, and you’re hooked up and you’re ready to go.

So anyway, getting professional-quality audio into your computer requires at least a professional sound card. This one on here is an internal sound card. They make pro level sound cards that install permanently into your computer tower. But using the USB sound card gives you the ability that, if you’ve got multiple computers, you can just unplug from the USB port. Hopefully, everybody knows what a USB port is. But it’s a common port on the back of your computer. Like every one of my machines can instantly be set up as my studio.

Okay. You don’t know what you don’t know. So I started helping people get these microphones and started building audio products. And some people would send me samples. They were so proud of the first CD they produced. And all of a sudden, I hear an air conditioner going and the TV going, and a plane flying by, and a dog barking.

A quiet room. Make sure, when you record a product, that you get in a quiet room. Simple, but just pay attention.

Let’s listen to this room. See? Paper rattling. It’s not too bad in here. But just be conscious of that. And being in a room with sound-absorbing materials, such as curtains and foam and carpet. You don’t want to be in a room that has hard wall surfaces; because what happens is you get a thing called reflective ambience. Reverb, or audio reflections. And that will reduce the quality of your recording.

Just be in a quiet room. And if you’ve got a real loud fan on your laptop or your computer, be sure to be as far away from that as possible.

There's a company called Auralex or Sonex, that makes professional acoustic foam for the absorption of room reflections.

This was another one. I'm learning every day what people don't know. "I love your microphone, Mike, but your recordings are a little clearer than mine." I said, "Well, what are you doing?" And he said he was talking into this side of the microphone.

You need to talk into the front side of the microphone. It makes a huge difference. You need to talk close to the microphone. You don't talk back here. Those are called close miking techniques.

So just little things like this will greatly improve the quality of your recording, just being aware of those things. And they're in your handout, just so you can remember those things.

The microphone, microphone techniques, the sound card, then you need a piece of software that turns your computer into a recording machine. A digital recording machine.

I like, for Windows, Sound Forge. It's a very inexpensive program. Compare it to what used to be available years ago.

When we first bought our first digital recording system, we paid \$25,000 US. I had to get a mortgage to be able to get our first Macintosh recording system.

Now, Sound Forge is like a \$70 US program that does 100,000 times more things than the thing we paid \$25,000 for in just 1991. In 12 years, it's come that far.

There are other great programs. Armand and I have an ongoing argument. He's a customer, but he likes Cool Edit Pro. I just want to tell people what's available. I pick Sound Forge. That doesn't mean Sound Forge is better than Cool Edit Pro. It doesn't mean it does better recordings. It's just like word processors. Microsoft Word doesn't type better letters than WordPerfect. But it's whatever you like.

I think Sound Forge is simpler, for the first person learning an audio program, to use it.

Attendee: How do you spell it?

Mike: Sound Forge? F-O-R-G-E. However, when you're the recordist, you can always capture somebody's testimonials without them knowing it.

Audio Clip: Mike Stewart. You heard about Mike earlier today and yesterday. Mike's over at the side. He's got a great product. I use it, Yanik uses it, John Reese uses it, Jimmy Brown uses it, Alex uses it. Everybody uses this product.

Mike: See, I always take Armand with me, no matter where I go. Credibility, the audio testimonial.

Okay. Let's see how we're doing on time here. I want to make sure I get all this in.

Okay, ways to make information products more effective and creative, and it creates the degree of comprehension in the listener.

When we produce audio products for radio programming and commercials and so forth, there's a lot more than just the voice, the text, the copy. There's music and there's sound effects. Let's talk about how effective those can be.

Well, first of all, the biggest thing is editing. Once you've recorded it, even though it's full of mistakes or retakes, the ability to quickly assemble just the content you want.

In some cases, editing is not necessary. Like, for instance, we're recording this conference and the editing of all the uhs and bumps and mistakes means you'd never get a copy of the audio.

But if you're creating an audio content that you're taking time and it's very content-intensive, having the ability to take away things that are redundant or mistakes or coughs or distracting noises, silent sections that serve no purpose.

We actually had a situation where something incriminating was said at a conference, and it was best that that was edited out. And it was recorded on a cassette. Guess what? They couldn't edit the cassette. They had to dump the cassette over a computer, then edit it, then dump it back to a cassette.

It's always good to record digitally, because you can instantly take those problems out.

So I'm going to demo how we record here. Everybody still seeing it?

Okay. This is the Sound Forge program. And you create a new document, as if you were creating a word processing document. The only difference is you're creating a sound document.

You put it in record. It actually looks a little bit like a tape recorder. You hit the record button and you go, "Okay, I'm going to mark that I'm starting here. I hit the M key. "Good morning! I'm coming to you live from Australia. And here, we're recording the first of our tape series." Oh, no, it's a CD series. I'll mark that. "First of a CD series." I'm going to start over, because I don't like what I have.

So anyway, there you go. You hit the record button and you go, "Okay, I'm going to mark that I'm starting here. I hit the M key. "Good morning! I'm coming to you live from Australia, and here we're recording the first of our tape series." Oh, no, it's a CD series. I'll mark that.

But anyway, to take that out, I just highlight, I hit delete, and it's gone.

Attendee: Wow!

Mike: Whoa! I made a mistake. You remember the guy that said, "I didn't mean for you to do that?" Undo. Do it again. Undo it again.

Here's my test if you can be an audio editor. How many people can type in Microsoft Word or a word processor? How many can highlight a sentence? How many can delete the sentence? If they go, "Uh oh," can you undo it?

Attendees: Yes.

Mike: You've now passed the audio editing exam for an Internet audio guy.

Okay, so that's pretty much it. There's a lot more, but to start an audio product, if you can get in front of this microphone, if you can get in a quiet room, if you can make your environment conducive to creativity and you can say it, you can create that audio product.

So that's pretty much the audio demo. There's a lot more, but I want to move along because there's things I want to show you that are really exciting. And I don't want to run out of time here.

Okay, adding music for emotion and effect. I'm going to prove that music is an important part of an audio product. And you can really control your listeners by the intelligent use of music.

However, music must be legal for duplication and broadcast. Always buy royalty-free music. If you want to look for music, I happen to have music. But I don't want to get into the pitch-fest thing here. However, if you're surfing the Internet royalty-free music, you'll find websites all over the place, called music libraries.

Buyout music is another term to search. There's literally hundreds of companies on the Internet that you can download great-sounding music. Some of the music that you heard playing here was some music that I purchased from other libraries or it was music that I created.

Okay, let's talk about the power of music.

Everybody look at the door. A pretty stupid-looking door. Not real threatening. Okay, I want everybody to tell me if it's good or bad, what's behind the door.

Is it good?

Attendees: Yes.

Mike: Good? Okay. Now, think what's behind the door. Just visualize what's behind the door. What's behind the door? Is it bad? What is it? Is it not good? There's no copy going here. There's nobody saying anything, except me. Should I open the door? Should I open the door? Yes? Yes? Okay. There's what's behind the door.

The emotion was completely controlled by the music. You sensed you knew, without even saying any words of copy, that there was something either good or bad coming up.

You can do the same thing. If it's a serious subject, you can set the tone of the listeners just by picking a certain type of music. You can excite them.

There's a psychology for us replaying this theme over at this meeting. We want you thinking about the World Internet Summit. That's why we set it to music. And hopefully, even if you don't like it, you're humming that theme as you go to bed.

There's a purpose. There's a psychological marketing purpose for using music.

Let me show you how music can really destroy a message. So learning to use music powerfully is important. Here is some ad copy that is recorded.

Audio Clip: This tape series deals with the delicate subject of avoiding the breakup of marriages and relations.

Mike: Ooh, breakup of marriages and relations. That's pretty serious, not good. Okay. Listen to how the music can enhance the copy.

Audio Clip: This tape series deals with the delicate subject of avoiding the breakup of marriages and relations. Hi, I'm Dr. Mike, and I'm here today to talk to you about how to stay married. I'm on my third... last wife..."

Mike: That's my wife Susan over there. Say hello.

So anyway, that just shows you. You know what? I didn't do the other half. Hold on a second here. See, I made myself a menu to where I could get back to. Okay.

Okay. Now, let me show you how the wrong music can destroy the ad copy.

Audio Clip: This tape series deals with the delicate subject of avoiding the breakup of marriages and relations.

Mike: Thank you, Jerry.

Audio Clip: This tape series deals with the delicate subject of avoiding the breakup of marriages and relations. Oh, no, I'm getting divorced. Oh, darn. Shucks. Okay. Hey, I'm Dr. Goofy."

Mike: Now, if you produce it right... Hey, I've got \$30 waiting for me? Cool!

Okay. So anyway, that just shows you the power of using music appropriately or inappropriately. But it's very powerful. It totally changes what the message was, subliminally.

Nobody sits around and goes, "Boy, did they really choose the right music?" These are psychological things that advertisers on radio and television have been doing for years, to control your emotions, to get your excitement, to make you think seriously about a message.

So even though you get a great message on paper, you can go in an auditory sense and really enhance it.

Now, one of the things that I didn't know, from Internet markets, is they do these things called teleseminars or coaching calls.

A guy calls up and says, "Mike, how do you record the telephone?" And I went, "Why do you want to? Sounds like hell." He said, "Oh, no, no. We do these things called teleseminars. We get on it and we interview people and we record it, and that becomes a product we sell." And he says, "What's even more fun, we'll get it transcribed and it becomes an e-book." No! Good idea! "So you don't know how to record the phone, I'll figure that part out."

In fact, we're actually using one of these today. This is a thing called a digital hybrid. We have another one over here. Because Frank Garon, when he does his session this morning, will be calling in through this unit so that you can hear him and he can hear you through the microphone.

This has been used in radio and television, to be able to do talk show radio. What happens is when you're doing a talk show radio program, let's say in America we have Larry King or Howard Stern, those are guys on the radio. But when they take a caller, they're not talking on the telephone, they're talking over a microphone. It's like, "Okay, I'm here on the Mike Stewart show. Caller, you're on the phone." This is the unit that allows the caller to come into the audio mix, but you don't have to talk on the phone. He hears you through your microphone, and you hear him through this system. And you're able to record.

For instance, if the caller's not loud enough, this thing actually has a knob here called "caller." If he's not loud enough, you turn him up. If he's too loud, you turn him back down.

So this unit allows you to create higher-quality teleseminar audio recordings.

I'll give you an example why editing is important in teleseminars.

Audio Clip: Whoever has the fax machine, could you please hit star-six and mute it? I'd like to welcome everybody to this call. Today, we're real excited to have Armand Morin. And we're going to interview him about all the software that he's built.

My first question, Armand, is how did you get involved with developing... <sneeze> how did you get involved in developing software?

Well, the way I got involved in software was really by accident. What I mean by that is a few years ago...

Mike: Okay, that took 34 seconds to give you that much content. With editing skills that you saw in Sound Forge, you could reduce this same content to 15 seconds.

Audio Clip: I'd like to welcome everybody to this call. Today, we're real excited to have Armand Morin. My first question, Armand, is how did you get involved with developing software?

The way I got involved in software was really by accident. What I mean by that is a few years ago...

Mike: Same content, actually built from the same recording, just edited out all the <throat clearing, excuse me, beep> all that stuff that annoyed me as an engineer.

I used to get these teleseminar tapes, and they'd be going, "Shut that fax machine down," or "Who's got that dog barking back there?" Take that out.

Now, here's what the Broadcast Host allows you to do, if you learn.

Audio Clip: I'd like to welcome everybody to this call. Today, we are real excited to have Armand Morin. Armand, my first question is how did you get involved with developing software?

The way I got involved in software was really by accident. What I mean by that is that a few years ago...

Mike: So you can see he has a quality, because he's being the call-in guest. But I was the host. And since it's my audio product, I should sound better. Don't you think?

Part of my presentation here is talking about audio product creation. If you and another partner have a system like this, you can call up each other and create an audio product, and marry the

two good audio files together very simply. We've had several people do that and create audio products remotely, with anybody in the world.

Because what happens is you're recording your voice locally, on your PC. They're doing the same thing and using the telephone to be able to interact.

So it's just a very powerful way to create a high-quality audio product .

Okay, creating multimedia.

There are multimedia techniques that use audio, that work phenomenally. And you need to know about these programs.

You heard Armand mention Stephen Pierce. You may have heard of Yanik Silver. All these guys are making a tremendous amount of money creating Camtasia multimedia products.

This is Camtasia's studio. And what Camtasia does is captures everything you do with your computer and turns it into a file that can be put up on the web or can be turned into a product.

Some successful examples is John Reese of MarketingSecrets.com. He does an audiovisual newsletter. So does Jim Edwards with Ivegottotellyou.com. Stephen Pierce created Fibonacci Secrets, which was a hugely-successful stock trading CD-Rom.

It just goes on and on, what you can do.

Software tutorials. All my software tutorials, all of Armand's software tutorials are created in Camtasia Studios.

So I'll demo Camtasia Studio for you.

Now, I could use my big microphone, but I wanted you to see this other starter kit microphone that I found. I guess it was just easier to pre-hook up here.

This is Camtasia. This is also called screen capture video.

I'm recording right now. Today, I'm going to talk about how to search Yahoo. What you do is you type in InternetAudioGuy.com, and you hit the search button. And he better be in there with

his domain name. And, of course, he is. Guaranteed to come up first with his domain name. And there we are, at his website. He should have put another shirt on, but that's okay.

Now, I just did it. I save it.

Audio Clip: I'm recording right now. Today, I'm going to talk about how to search Yahoo. What you do is you type in InternetAudioGuy.com, and you hit the search button. And he better be in there with his domain name. And, of course, he is. Guaranteed to come up first with his domain name. And there we are, at his website. He should have put another shirt on, but that's okay.

Mike: That's how fast you're able to create audiovisual. Instantly, you can put this up on a website. And there's a handful of techniques that a lot of people use to make it even more compact. But you can make presentations that will stream on dial-up.

There's another use of audio and audiovisual. Especially for CD-Rom products, it works phenomenal. I'll give you an example of Stephen Pierce's Fibonacci Secrets. And Stephen's not a programmer. He just knows his niche and he knows content.

Audio Clip: Welcome to Stephen Pierce's Fibonacci Secrets. Learn how to use the awesome power of Fibonacci analysis for superior market timing and big profits.

What we're going to do here is take a look at amazing market reversal setup. What we have here is the...

Mike: That's just to give you an example. His part of the product was created in two hours. And his sales were phenomenal. I don't know if I'm at liberty to say what, but good show, Stephen. And it was all created with this Camtasia software, available at InternetAudioGuy.com.

Shameless plug number one.

Adding music to the front and back of your voice files.

Okay, Armand taught me something at a seminar one time. He said, "When people are too lazy to learn how to do something, make a piece of software that does it for them." Good tip.

I had clients calling me up and saying, “Hey, I love the fact that I was able to record my voice, but I can’t figure out how to put a piece of music on the front and back of it. So would you do that for me?” And I said, “At \$X an hour, it’s really not that hard to do yourself.” “Oh no, you do it. I don’t have time.” “Okay, whatever.”

And when Armand said that, I said, “You know what? I’m going to create a piece of software that will allow me to let anybody do that.”

So let’s demonstrate what I came up with. First of all, remember that you need legal library music. You need to have the audio editing software like Sound Forge to create your voice file. But I bought the domain name FrontandBackMusic.com; which, by the way, Brett told me is tops and tails. So if anybody wants to be an affiliate and go TopsandTails.au, come on board.

Let’s record a little message right now here.

Good morning, Australia! Coming live from the Swiss Hotel, the only hotel without the letter H. I guess they don’t know how to spell in America, either. That’s what it’s called over there.

Okay, we just recorded that file. Voice message. I’ll name it that, just for time’s sake. I’ll save it as a Microsoft wav.

So here’s my software called Front and Back Music, which was taking care of that problem. I love that, the problem’s solution. The problem was I want to have music put on the front and back. Well, guess who’s going to provide the music? Me. I want to be able to play my guitar and get paid for it. That was my whole goal in life.

Okay, here’s the voice message we just recorded. And here’s a piece of back music or tails music. We preview it.

Audio Clip: Good morning, Australia! Coming live from the Swiss Hotel, the only hotel without the letter H.

Mike: Here’s the back.

Audio Clip: Coming live from the Swiss Hotel, the only hotel without the letter H.

Mike: That lets me know that the front and the backs – it could be a 30-minute file, it could be a one-minute file. But all it's doing is putting tops and tails music on it.

How many people have seen the audio buttons that Armand was real popular in getting started? I know Quentin's got a wonderful program called MP3 Sound Stream here in Australia. There's a lot of people doing the web audio buttons that work. Have you seen those?

Well, I made a feature in here that allows you to create, instantly, a file that's ready to import into those programs.

So we'll call this our Swiss otel message. I could have put an H in it. And you hit the mix button. And it says, "Mixing: It may take several minutes," if it's a big file. But since it was a short one, like that, then you play it.

Audio Clip: Good morning, Australia! Live from the Swiss Hotel, the only hotel without the letter H.

Mike: That's pretty much it.

Alright, moving right along. This is a powerful piece of software for multimedia product creation. This is a new piece of software I found just recently. I'm going to demo it real quick.

How many people know how to do PowerPoint presentations? A lot of you. Okay, if you can create a PowerPoint presentation, you can create a multimedia product or a web presentation for a subscription website, or for a demo, or for a product pitch. It doesn't matter what you're trying to do. All you have to do is be able to talk. So let's get the headset back on.

You open up PowerPoint, like you normally do. Pull up your existing presentation. This program's called Articulate. And it says, "Record your presentation."

Good morning. We're here at the World Internet Summit, and we're going to show you how Articulate Presenter works. I do my presentation and I talk about it. Here's slide one. If you can do PowerPoint and perform your presentation, you can create a CD, multimedia, audiovisual or online presentation instantly, with no programming skills.

And you do your slides over and over again, until you're happy with it. Then you go to the next slide.

So here is the next slide in my PowerPoint presentation. Since I stumbled that audio, I'm going to move forward.

Regardless, let me show you what some typical tourists look like.

And that's the end of my PowerPoint presentation. Thank you very much.

Now, I'm done. All I have to do is tell Articulate, "Publish it." If I say I want it for a web-based audiovisual, I click this button. If I want it for CD-Rom, if I want to e-mail it, if I want to make it a zip file, instantly, I click on this. Remember, this required recording audio.

I hit "presentation for the web." I preloaded a lot of the things here, for time's sake. But it has the ability to put your picture in, your bio in, your notes, description. My presenter bio. Sound guy who loves his family, the Beatles and boats. I hit publish, there's my product.

Audio Clip: Good morning, we're here at the World Internet Summit, and we're going to show you how Articulate Presenter works. I do my presentation and I talk about it. Here's slide one. If you can do PowerPoint and perform your presentation, you can create a CD, multimedia, audiovisual or online presentation instantly, with no programming skills.

So here is the next slide in my PowerPoint presentation. Since I stumbled that audio, I'm going to move forward.

Regardless, let me show you what some typical tourists look like.

Mike: That's how fast you're able to create something that will work online, would be a product that you could sell. You've already got the PowerPoints. You narrate it, do it, it's done. You like that?

Attendees: Yeah.

Mike: I do, too.

How's my time, Brett?

Brett: 12 minutes.

Mike: Oh, okay. Let's waste some of that 12 minutes.

Testing, testing, testing.

I think something totally unutilized on the Internet is Internet radio. What is Internet radio? It's just archived-streaming audio. It doesn't have to be live. You can create niche radio with this type of equipment. We've already got some examples of people doing that, and I'll show you quickly.

What is Internet radio? It's just a live audio feed. What people like about the Internet is they can tune in when they want to. It's like these teleconferences. Ted Ciuba, the reason I know Ted is he's a customer. And you know how he gets those calls up on – I call – his Internet radio station is because he archived them. You don't have to wait. They're on demand.

So Internet radio can be on demand. But how you produce that content can be in the style of radio.

So I just want to educate you a little bit, what we've taken for granted in commercial radio.

If you don't know what a sweeper is, if you don't know what an ID is, if you don't know what a jingle is, a voice DAT or interviews, these are all radio elements that you can learn to produce and make your online audio content sound like commercial radio.

So does anybody know what a sweeper is? You've heard 1,000 of them. I've heard them here in Australia. I know they're in the states, whatever happens in radio. But this is a sweeper.

Audio Clip: ___ radio. We keep ___ on the cutting edge.

Mike: Okay? A radio ID.

Audio Clip: 97.9 WMCI.

Mike: You've heard things like that, haven't you? You take it for granted. But that's what makes radio sound like radio, is having these production elements.

So I think in the future, just be aware that if you want to sound like Internet radio, listen to what radio does and know what these elements are.

A jingle, what's a jingle?

Audio Clip: Gatorade. The best stuff is... Gatorade.

Mike: That's a Gatorade commercial. We used to sell jingles because what's the number one people listen to the radio? Music. When the music stops, what do people do in the car, when they're listening to the radio? Change the station. So buy a jingle, so the music never stops. Oh, okay.

And then, of course...

Audio Clip: Creating audio recordings professionally has never been easier or more affordable. With hardware, software and customer support you get at InternetAudioGuy.com, you can create audio products or audio web content that sells, informs, or entertains your audience online or offline.

Internet radio, customer testimonials, teleseminars, coaching calls, CD or cassette products are quickly within anyone's reach with their computer, in the privacy of their home office. If you can type in a word processor, you can professionally record yourself with our packages. Check them out at InternetAudioGuy.com. And while you're there, download our free e-audio book, "Professional Recording For Information Publishers," to see how easy the process is. That is InternetAudioGuy.com. Or call us at 866-409-7619. 866-409-7619. InternetAudioGuy.com, where we show how easy it is to record yourself.

Mike: I know that was a voice ad. Sorry for spamming you auditorally, but I couldn't help myself. And, of course, talk radio is just interviews. We don't need to play a whole lot of that. But an interview. I think this was an Armand one. You've heard that.

Just be aware. To me, in 1996, when the Internet came along, they called it a computer. I called it a TV set. And it had speakers, and nobody used them.

The Internet, to me, is broadcast. The Internet, to me, is radio. The Internet, to me, is television. And the models that we're so familiar with in television and radio, those models apply to the Internet.

And now, because computers are faster and because the computers are better and the technology does work everywhere, even with dial-up, creating the models of production values on radio and television apply to the Internet.

So all I wanted to do was kind of expose you to things that you probably already knew, you just didn't know what they were called. Hopefully, this has been informative.

One of the final things that coming to these seminars that I learned, that was an inspiration, and once again I've got to credit Armand for it, I realized that we were at a seminar and they said, "Okay, the tapes of these seminars will be ready in about four to six weeks. There's been a lot of information. So we'd like you to sign up and purchase the tapes of this seminar, and we'll get them out to you, duplicated, in about four to six weeks."

The reason being if it's on cassette tapes, you can only get about an hour, 90 minutes on a cassette. There's going to be 36 hours of content from just this event alone. That's 36 cassettes. And if they had, optimistically, 100 orders, that's 3,600 cassettes. No wonder it takes so long to duplicate all that.

I was a recording engineer at this particular seminar and I said, "You don't have to wait 12 weeks or four weeks, they're sitting right here. Gee, if I had a way to compile all that, I could burn a CD and you can duplicate CD's very, very fast these days. You could make this available for everybody before it left."

This was in June of last year. That was the seminar where Armand shattered me. He said, "I'm not a programmer." "You're not?! I thought you were a programmer!" "No, I use RentACoder.com." Write that down.

So anyway, I developed a software called Audio Compiler. It could have been called Audio Book Generator, but I have a little respect for the guy. So I thought compiler was a good word.

I'll show you the software. And, in fact, Brett and Ted have hired my services to audio-compile this event. In fact, today's not done because it's not over. But yesterday is done.

Anyway, this is what the software looks like. I've actually created two pieces of software since Armand said that in June. You can, too. You get an idea, a niche, and you can build it.

So this is Audio Compiler. It allows you to pull up MP3 files. It allows you to create an audio product with up to 12 hours of CD-quality audio on one CD. So to show you what that looks like, I've actually done that for last night's long audio day.

Let's see here, where did I put it? There it is. There's Thursday, there's Friday. This is Audio Compiler. It creates this product. It's a self-running CD and there's the whole day.

Audio Clip: How are you this morning? No, no, no. How are you this morning?

Mike: So there's the whole day. And now, that's going to fit on one CD, meaning it's readily available. Do you want to say something, Brett?

Brett: I do want to ask you something, but that's when you finish this. Just to briefly go back there, down to RentACoder, you went there and produced this. Can you just fill in some gaps there about, very quickly, how you did that?

Mike: How I did this?

Brett: Yeah, yeah.

Mike: Just like eBook Generator takes Word documents and creates e-books, I got the inspiration because I knew Armand had created eBook Generator.

Then I said, "Why can't you have the equivalent of an audio book?" And I knew that because of MP3 technology, they would all fit on one CD. I knew these facts from my niche.

So I thought, "If I could make a software that would make it very easy..." In fact, I'll demonstrate what's involved with building this product that you're looking at.

Here's the compiling. What it is, I tell the program to pull up all of those audio files, and it lets me know that I have a limit of 720 minutes on one CD. That's how much you can burn on one CD.

So I told it to add, in sequence, all those different audio files. And I can put text in here. I don't know if you can see that. And we took the banner from.... Is that your question here?

Brett: Not really.

Mike: Oh, how did I know how to create this product?

Brett: Yeah.

Mike: I wanted to show them what it does, because I had to think this through, of what I wanted it to do. Then I went to RentACoder.com and typed up a whole description of how I envision it. In fact, I drew a rough sketch in a graphics program of what I wanted it to look like.

And the true story is that within an hour, I had four or five bidders from all over the world saying, “I can build your product for \$100,” “I can build it for \$75.” It was just unbelievable.

And then quite honestly, this really touched me, I found a young man in Sophia Bulgaria, named Illia Yordinoff. And he said, “Mike, I want to do your audio products. I love audio!” And I said, “Okay.” And I think I bid \$200. In about three weeks, there it was, it was done. He did front-and-back music for it, and he’s working on another project for me.

But he told me, in Sophia, that the average salary is like \$300 a month. So I just put him on a \$200-a-month retainer and he just does anything I want him to.

Brett: So you just tell them what you actually want? You tell the programmer, “Here’s what I want the program to do for me?”

Mike: The more descriptive you are, RentACoder is like Ebay for programmers. Instead of you putting up things for sale, you tell people. The more descriptive in your mind of what you want the software to do, the better your results.

I was very descriptive. I knew exactly. And when it didn’t do what I wanted it to do, I knew how to tell him, “It’s not doing what I want it to do.” But it was a communication back and forth.

And one thing that’s good about RentACoder, which is not really in the realm of my presentation but I’ll do it anyway, is the fact that they handled the money. They are kind of like the escrow account. So you pay them. And until you’re happy, the programmer doesn’t get his money.

So you’re protected, he’s protected. He knows the money’s good. It’s kind of like a PayPal protection of the finances, and you own the source code. That’s the deal. If they’re a RentACoder programmer, it’s your software, as if you created it yourself.

So it’s a phenomenal way to make a product in your niche. Just observing the other bids is very fascinating.

So anyway, Audio Compiler, those are all my things. And if I've still got another minute, RentACoder.

That's my presentation, folks. I hope that you've gotten something informative, you enjoyed it. I hope you believe that audio is a viable way to get rich on the Internet or do the things that all the guys tell us here.

Thank you.

I've got some sheets of some of the products that I sell, that will help you be able to do this. I want to be completely honest. These are hard products that are available here in Australia. Some of the things, if you bought them from me, we have the shipping issues from the US.

Right now, this is a US unit using a step-down converter. I know that they make the power converter. This unit is sold in Australia identically with the Australian power unit.

The only advantage that you could from waiting to order from me and taking the time to have it shipped is, in research, the retail on this is about \$1,195 Australian and it retails in the states for \$595 US.

So I don't know what they're pulling there, but I could save you some money.

But at any rate, whether you get it from me or not, it's a tremendously powerful unit. And one of the things that I'm not about trying to make a lot of money selling equipment. I want people recording themselves, because the support and the things that I see as the future for audio is I want you to know I'm a resource for that.

At any rate, there's the equipment. It was a little challenging. I tried to make an arrangement with an Australian company, and evidently they said, "I don't know what you're up to, mate," and they wouldn't get back to me.

But that's okay. My vendors with these microphones, they go, "Who are buying these microphones?" I said, "What do you care?"

The reality is the whole industry that makes this equipment thinks their market is musicians. So they don't think that there's a world of information marketers out there that can use this equipment.

I've had conversations with the president of Ediro, and he goes, "Hmm. Thank you. Good idea. We're going back to the musician market."

It's even labeled guitar input. Well, if you want to plug your guitar into it, you can. But regardless.

So I feel like the gig is over. I felt for Tom. I've gotten to do this a couple more times. Hopefully, I'm getting better at it. But I remember that first time. They say it's one of the biggest fears in the world is public speaking. It is. But I'm kidding. It's funny now.

Here we go.

Now, I've also got one other quick invitation, and I'll let you go. You've got to see Armand's thing. You've got to come to our biggest sing-along fun party after the thing. I'm going to be hosting that. I sing any song you like, and you can sing along – as long as it's Beatles.

Brett: Thank you, Mike. Well done.

Mike: What's this about not singing along?

Brett: You do sing. There wasn't money riding on that one, was there? You're trying to save me with Ted, aren't you? Thank you.