



# **World Internet Summit Sydney, Australia**

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

**Volumes 7 - 12**

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# World Internet Summit, Sydney, Australia

## Brett McFall, Part 1 – CD 3 of 4

**Ted:** Alright folks, I tell you what. Our next speaker, you are in for a treat. I'm obviously not going to steal any of his thunder, but I can tell you this. Everything that comes together, to make it work – we talked about websites, we've talked about the website, we've talked about e-commerce automation with AutopilotRiches.com, we've talked about audio, we've talked about building a list – none of it will work without an essential ingredient. That's copy. That's what we call copy. That's the sales letter. That's the messages.

Now, the good news is this guy is, in addition to being called Australia's top ad writer – actually, it goes way beyond that – he's one of the world's top ad writers, gets results, gets impact.

Better news than that, because you don't really care how big a star or performer he is, but he can simplify it and make it happen for you. And you do care about that. Is that not right?

**Attendees:** Yeah.

**Ted:** I tell you what, I have been real happy to be a partner with him, because I do my best efforts, hand it to him, and then it gets powered up.

I'll tell you what I want to do, folks. This guy is also one of the co-hosts of the World Internet Summit. And I think we owe this man a rousing round of applause. In fact, we're going to welcome Brett McFall, because get up on your feet, get off your seat, let's rock the roof for Brett McFall. Yes!

**Brett:** Thank you! You're supposed to be standing up at the end of the talk, not the start of the talk. Thank you very much. You must like me. I feel happy.

Okay. Folks, we're going to get fairly serious here. I have 60 minutes to turn you into world-class copywriters. Who thinks I can do it? Who thinks I can't? Yeah, you're right. I have no chance. There's not a chance. But I can help you get there.

There's some notes being passed out there. What I want to show you is you probably want some proof that I can actually do what you've been told I can do. I want to give you some websites to take down, that I've been responsible for. So write these down.

The first one is [www.nopropecting.com](http://www.nopropecting.com). [www.nopropecting.com](http://www.nopropecting.com).

What's the first thing you see? Headline. In fact, it's actually quite a bad headline. My client changed the headline. He's testing and measuring, which is what you guys should do. But he changed the headline, and I think it's actually a much poorer headline.

Here's what it used to say. You tell me. Here's what it used to say.

“In my opinion, here's how any real estate agent can trade in their 80-hour-a-week job and instead work only 25 hours a week, sitting on their bum, at home or on holiday, and still pull in \$200,000 to \$300,000 a year, no hassle at all.”

Is there a difference between that headline and the one that's on there right now? Has he probably made a mistake? I tried to tell him that. But he's testing and measuring.

Let me tell you the stats of this site, from the very moment it started. And here's his testimonial to me. His name is Neil Bad. “Just seven weeks after launching our online business, we're now turning over a minimum of \$20,000 a month and look set to hit \$30,000 a month very soon. I didn't quite believe it was possible, but we've turned our site into an instant money machine. And the best part is it sells 24 hours a day and we don't have to do a thing.”

Would anybody like one of those websites? Okay.

I can tell you something about the product. It's not about the technology. All that's good and you've been told a lot about that so far. And you had to learn more about it. It's the marketing, in the sales page.

The sales page is your salesman for you. It's like you guys are all trying to start websites, and you really have no business doing that at all. But technology has made it possible, that being one person at home, on a PC, you can actually act like a company. You have salespeople working for you on a web page. It tells your full sales story.

Some of you folks have probably seen some of my copy or some other copywriter's copy, and it's so much copy. And you think, "Is everybody going to read that?"

Is that a fair suspicion of many of you? It's too wordy.

The sales letter for this seminar was 32 pages long – 32 pages! Who would have thought that eight- and nine-year-old kids would be reading 400-page books, as in the Harry Potter books? Who would have thought that? But that author captured their interest, did she not? J.K. Rowling. And they're just eating those things up.

It's not about how many words in it, it's how interesting the copy is. You can never have too much copy. You can only be too boring.

This website, it's a long one. You don't need to see this website in its detail now, but go and check that site out after. It's got the big headline. It says copy, copy, sub-headline, some bullets there, more copy.

You getting the idea, folks?

What I'm doing in these, I'm telling the whole sales message. Who's got something to sell? And I'm leading people through. And there's a graphic there. This is a business opportunity for real estate agents, and I'm taking it through. It's like I'm there in person. I'm doing a tour of this business.

What can you learn from that? Do a tour of your business. Take people on a virtual tour of your business. Walk them through.

"Imagine what it's like to step inside our accountant's office. The moment you walk in, you'll talk to our receptionist. She'll have your name on file, she'll know who you are. You'll sit down, have a cup of coffee, and then our accountant, John Smith, will walk in and he'll reveal to you everything that's been worked on that week, on your behalf. He'll detail everything and tell you how well you're doing with tax."

See what I'm doing there? I just made that up. I'm giving you a virtual tour of what it might be like to come to my accountant's office.

And everything I said there can become copy on your website. That's words on your website, taking people through it.

So you can have 1,000 people go to your website and read all about your business, all about your product. And if you just write it like you say it, write it like you say it, they'll keep on reading.

Who here has a problem with writing? Who thinks they're not a writer and would never be able to do it? Okay, that's enough of you. Here's what you should do.

If you're worried about what you're going to write and you don't know how to write it, but you can say it in person, grab a tape recorder, speak into it, and off you go. Then transcribe that into your copy. That will be the most compelling copy you will ever write. Because when you read into my web pages, myself and my clients', it's like I'm there right beside you.

Anybody get my newsletter here, my McFall Report? When you read that – and you just give me a big yes or a big no – when you read that, does it feel like I'm right there beside you?

**Attendees:** Yes.

**Brett:** No, no. When you read that, does it feel like I'm right there beside you?

**Attendees:** Yes!

**Brett:** So what you can learn from that, if you read my copy, you can say, "What can I apply from that to my copy?" And I'm just telling you, just write it like you say it. Does that sound simple enough?

**Attendees:** Yes.

**Brett:** Another website to write down, folks, is this: [www.swingreaction.com.au](http://www.swingreaction.com.au). Swingreaction.com.au. Swingreaction.com.au. It's selling a golf product from the states, but it's sold right here in Australia. And the guy doing this website outsold the American website.

So some guy in America creates a product for improving your golf game. An Australian takes it over, gets proper words on his web page, outsells him. Let me tell you the statistics on this.

Now, as far as I can tell, from all of the seminars I've been to, the conversion rate, if you get 100 people to your website, they say a good conversion rate is 1%, maybe 2%. He gets 9.3%.

The cost of the product, I believe, is between the \$100 and \$150 mark. And he has no fantastic technology on there, just really good sales copy; which means it's selling it to people. He's just telling more about the product.

The first one's all about photos and logos. Don't get me started on logos. But this one tells a story. Here's the headline. I pitched the first half of his headline for the great headline I saw in America for a different product. "The embarrassingly simple secret" – because people want to know secrets – "that unleashes explosive power into your tee shot and allows you to hit consistently long drives with laser-beam accuracy, and cut strokes off your game in just 20 minutes a week, or better than your money back."

Who's a golfer? Who wouldn't mind finding that out?

The first time you get on that website and you read the headline, bam, you're half-sold already. Check that site out, will you?

Let me tell you another statistic about this sales letter. There's some people confused about the Internet. The Internet is just another medium. It's just like paper, but it's on the computer.

So you can take the copy that's written here, put it onto paper, send it out through the mail, and you're going to get sales as well, right? Same deal. It's just a sales spiel, a sales argument, a sales message.

When he direct-mails it, and this figure will blow your mind, 48.7% of the people who get the letter buy. One in two. How much time should you spend on that website, checking out that website? Lots. Because you can go through that and say, "What has Brett done? What is he thinking over here?" And you can actually write your sales letter right beside it.

So you might take that headline and try to write your own one. The embarrassingly simple secret of being an accountant or getting your taxes done on time. The embarrassingly simple secret of catching 20 fish in one day from a lake with hardly any fish.

Again, I'm making this up. But do you see what I'm doing? I'm just taking the first part of that headline and adapting it to whatever you might be selling. Who thinks you could have a shot at that, at least?

So all the people who are not in this room today are out there, trying to write headlines on their own. And you guys are in here get knowledge that you can now take a shortcut. Go here, see a really good headline which is pulling one in two sales, and take it and try and adapt it to you. Is that a head-start? A huge head-start, isn't it? It just jumped at least a couple of years of education. And that's called modeling.

Is there copyright issues with that? Yeah, there's copyright issue if you copy it, not if you model it. And the difference is if you copy that word-for-word, you can't do that. He's going to sue you. But if you take that and try and adapt it for your own use, there's nothing anyone can do.

Part of the reason why we're called copywriters is because we... I don't, of course. But others...

Here's another website you want to go to, and some of you have already been to this one: [adsecretsrevealed.com](http://adsecretsrevealed.com). Adsecrets. That's one D. [Adsecretsrevealed.com](http://adsecretsrevealed.com). That's what it says when you go there. "Why everything you've been told about advertising is completely wrong.

This is my website, by the way. Why would I put a headline like that?

**Attendee:** To grab the person's attention.

**Brett:** I need to grab their attention, right? So everything you know about advertising is wrong. It's a little bit of a rude, cheeky sort of headline. You're going to say, "Oh, really? Is it? I'm not sure. Let's check it out further." I'm hoping they're going to do that anyway.

Of course, then you see the handsome photo of a well-known copywriter, just below, which keeps your interest. Especially the women, I'm sure.

You thought that was a joke. You knew that was a joke.



So here's what happened to this website. Go and check it out, please. There's a ton of free information. Who likes free information? There's a ton there, and it's all about advertising and marketing. You can apply it to direct mail and to the Internet, so go there and check it out.

Here's what happens. Down on the bottom here, you'll see a little... What are these called again? Anybody know what these here are called?

**Attendee:** Buttons.

**Brett:** Buttons? I don't know what they're called, I just know they work. "Be lazy, get rich," it says. Be lazy, get rich. I've got all these free gifts, and these are all free reports. Down on the bottom, it says, "Be lazy, get rich."

**Attendee:** Can you scroll up?

**Brett:** I sure can. Certainly. Can you see that? When you click on that, you go to a sales letter for one of my products. It's actually outside. I actually just put it outside on the tables. You can check it out later on.

Here's the headline on this one. "The astonishing secrets of a Western Sydney nerd" – me – "who failed his high school English exams, yet now writes ads that bring in thousands of dollars in sales every time." And it's just a sales letter. Oh, there's the handsome man again.

So please check that out. Again, it's a really good sales letter. It works. It sells: 12.3% of the people who come to my website buy that product. Send me 100 people, 12 buy.

So send 1,000 people my way, 120 people buy. Would that be okay? These are conversion rates which, as far as I know, no one's getting. Why am I getting that? Let me suggest why.

When you come to my website, the first one, [adsecretsrevealed.com](http://adsecretsrevealed.com), free information, a ton of free information. You can get to know me. You can check me out. See whether you like who I am, what I sound like, what's my information. I build trust with you. You find out that I am the real deal.

So what can you take from that? What can you take from that? That's the principle. Don't say, "That's what Brett does, so maybe I need to try something new." That's the principle. The free information, the trust build the relationship.

Why do I do that? Because if I'm here in person, I can talk to you, I can shake your hand, I can say hello. You know what I'm like. We meet. We're friends.

On the Internet, we can't do that. So we have to start to create the relationship, and I do that through trust.

Who thinks they might be able to at least start a model of that system? Is that a simple enough system? That's a powerful principle, right?

So what I do is I run ads offline, which means in magazines, and it says, "Free website reveals how to get all the customers you'll ever need, [www.adsecretsrevealed.com](http://www.adsecretsrevealed.com)." That's my ad, a small space ad. And I get hundreds of people flocking through there. And how many of those people buy? 12.3%, of course.

Is that powerful? Is that simple? Whatever you're doing, whatever subject, whatever product or service, give away some free information, let people get to know you. Don't hold onto it. Don't say, "I'd like you'd to be a subscriber, but I want you to buy first." Give it away. It's not costing you a thing. It's a true principle. The more you give, the more you get.

Has anybody ever tried that principle? We all know it. Who lives by it? Okay, good. I think that doesn't surprise me, because you're very switched-on people to be in this room for a start, and I think that sort of information you would eat up and actually use. It absolutely works.

See how I'm not talking about technology here at all? I'm talking about principles. And here's what I want to tell you. Write this down. And in your little notes, there's actually a space to write this down. In the top quarter there, it says, "Forget the technology. Forget the technology." Use the first letter from each of the words. Forget the technology, remember the people. Forget the technology, remember the people.

Now, do I mean forget the technology? No. That's what we're teaching all about this weekend. But when it comes to your customer, they don't care. All they want to know is what's in it for me. Remember, you're selling to one person at a time.

It says, "Dear friend, let me tell you something, let me show you something, let me help you solve that problem." It's all about you.

I've been shown a few websites. Some people have printed out some websites and shown them to me this weekend. "Brett, what do you think?" And if you've got one, anyone who hasn't reached me yet, please do it through the weekend. But the number one problem I've found so far, and it's not uncommon, everybody does it, it's all about you. "We provide the best product in blah, blah, blah. We do this, we do that."

You go to my website or my clients' websites, Mal Emery's websites, Chris Bloor's websites, it's all about you. That's right. So you know what I'm talking about, right? This is not rocket science. You're getting it, right? You must implement it.

What I'm going to tell you now is my seven principles of moneymaking advertising. Once you know these seven principles, because these principles have been applied to these websites, once you know these seven principles you don't need to know anything else. You know what needs to go in there. These are the core principles.

The first thing you need to know, guys, is you need to get more people to take notice of your web page. Write those in, write this down. Get more people to take notice of your web page. Get more people to take notice of your web page.

How can we do that? How do we do that, folks? How can we get more people to take notice of our web page?

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

**Brett:** JV's?

**Attendee:** Put it on everything you sell.

**Brett:** Put it on everything you sell, that's right. Your business card, everywhere, on the side of your car, of course.

What about when they get to our page? What can we do to get them to take notice?

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

**Brett:** Make it interesting. How can we do that?

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

**Brett:** Relevant content, good.

**Attendee:** Graphics.

**Brett:** Graphics? Yes. Be careful with the graphics. Sometimes they can make it slower to load. With graphics, they actually take up a lot of memory. So if you're going to put graphics in, we need to make sure the graphics have a low K count. Tell that to your graphic designer. Just tell him to make it small pictures, okay?

The graphics, yes. Absolutely. Good idea.

You notice I don't use many graphics. I use a photo of me. I put my face everywhere. Do I like it? I don't. But I know my customers do, and that's why I do it.

Photos? Yep.

The headline? Is that one way? Okay.

I tell you, 80% of the people only read headlines. 80% of people only read headlines. So if you don't put a headline in, how much of your market are you losing? 80%, okay. I've got some mathematicians in the crowd, that's good. It's so powerful, you need to get the headline right.

Is a logo a headline?

**Attendee:** No.

**Brett:** It's not a headline. I can't stand logos. Here's the lie that's being told to you by all the small business magazines. They're really terrible magazines. I won't name them. But if you know what they are or who they are, that's all that needs to be said.

But they'll tell you, and all they feed you is branding. Ever heard of that, you need to brand yourself? It's a whole lot of crap. Let me tell you why.

Branding works for big businesses and big budgets. It takes millions of dollars to brand your logo. Let me tell you what that means.

Coca-Cola, McDonald's. Anybody know those companies? Heard of that before? They have spent billions and billions of dollars getting you to attach some sort of emotion to their logo. For Coca-Cola, young people running on the beach. A fun sort of image, right? They spend millions of dollars on advertising campaigns to attach emotion to their logo.

You come along, you say, "That means if I advertise, I've got to put my logo in as well, right?" But you haven't spent the money. You never will spend the money on your logo. And the only person that logo is important to is...?

**Attendee:** You.

**Brett:** You, that's right. I can say this: your customer wants to know what you'll do for them before they want to know what your logo looks like. But yet, you go to any yellow pages, 95% of the ads will have what at the top of the ad?

**Attendee:** Or the company name.

**Brett:** Or company name, that's right.

So who's that about? When we put that at the top of the ad, who is that actually about, a logo or a company name? It's about the business, right?

You've got to change your thinking completely. It's got to be about the customer. How do we do that? With a headline all about them.

Simple change. I made one change to a headline on a yellow pages ad, for a lawn mowing company. In fact, it's a one-man lawn mowing business. I changed the headline only. The previous year, he got seven clients the whole year from the yellow pages. And he came to me and said, "Man, I'm going out of business, seven lawns a year." He got a lot of holidays.

We changed the headline for the next year's ad. Who can guess the increase in response? And if you know, keep it to yourself.

**Attendee:** 700%?

**Brett:** 700% increase in response? That could be possible. Higher or lower? What do you think?

**Attendees:** Higher.

**Brett:** Higher? How high?

**Attendee:** 1,000?

**Brett:** 1,000? Okay. If you read the big marketing textbooks by David Ogilvy, *Tested Advertising Methods* and books like that, they'll tell you that the average increase in response that a headline can get is 1,600% - 1,600%, - just by changing the headline.

We changed the headline and got 3,148%; 17 clients in seven weeks – 40 clients in seven weeks. He had to sell 40% of his business because he couldn't cope. He had to sell it. Very happily.

If I stop my talk right now, have you not got your value, no matter what, from the whole seminar? The increase in response you could get just by a headline, that's how powerful it is.

Another thing is this: audio files. We're getting technology \_\_\_\_\_. So we had Mike Stewart's audio file. That's another way we can get more people to take notice of our advertising. So here's what I do. When you go to my website, there's like a message. There's one of my free reports, right? So here's what happens when you go to my website. It's a headline, of course. That's not good, it's not plugged in. Can you hear that anyway?

**Audio:** Hi, this is Brett McFall. How would you like to get tens of thousands of dollars worth of advertising, and even hundreds of thousands of dollars worth of advertising absolutely free? Is that impossible? It's not. And it's actually quite easy to do. You're going to learn how to do that today.

The best thing is it can be done using the secrets you've learned from the lessons on this website. And wait until you hear some of the headlines that I've included in the copy below. They are simply brilliant. And the thing I want for you most is to take what you learn today and apply it in the next seven to 10 days. Do you think you could do that? It really could be worth your while, and get free advertising...

**Brett:** How's that? Who couldn't do that? 30 seconds worth. And I'm just telling you what's in my reports that gets my website noticed, keeps you interested. You've been taught how to do that through Mike Stewart. I do that at home. I don't do it in a studio, I do it at home. I produce about one of those every night, those reports. Audio files are fantastic, aren't they?

Secret number two, principle number two: get more people to read your ad until the end. Get more people to read your ad to the end.

The whole problem is a lot of them might read the headline and then they lose interest, because your copy puts them to sleep.

Get more people to read your web page to the end. How can we do that? How would we have a good start? Just after the headline, you could write this sentence: "Dear friend, if you'd like to..." and then you would simply insert your benefits. Just put a line in there. You'll write on that line in a moment, when you get your benefits. "Dear friend, if you'd like to blank." "Dear friend, if you would like to blank," and you'll insert that benefit later on, "this could be the most important message you ever read."

"Dear friend, if you'd like to blank, this could be the most important message you ever read." That is absolute killer opening. Do you agree? Straight to the point. If you'd like to do this, stick around, this is really important.

Once we get them through the first page, chances are you've got them through the whole letter. That's why it's so important to get the headline right and the opening sentence right.

I expect to see that opening line on your website, if I go and visit them. I expect to see it. I want to see you start getting results. That's how I do it. Why don't you do the same? Deal?

Here's another way to get people to read your sales message to the end: paint a picture. Paint a picture.

When you read the sales letter for this seminar, I showed you, through words, everything it was going to be about. Did I not? I told you all about the bonuses, told you about all the speakers, what it was going to be like, how many people, special deals. I painted for you this wonderful picture, using only words.

That's the principle. That's the principle, folks. Show someone what it's going to be like to do business with you. And talk them through it simply. That's all you need to do. This is not high-tech stuff, right? Not high-tech? Very, very simple stuff.

I could overload you. I've got 86 different strategies here, mixed in with these seven principles, and I don't want to overload you. I'm going to give you one or two on each one. If I give you too much, you go into overload and you don't do anything.

So I'll give you simple little techniques with each principle, so you go away and use them. Is that a fair deal? Okay.

The third principle is this, folks. Write this down. Get more people to trust what you say. Get more people to trust what you say.

There's a big problem out there. Who watches shows like A Current Affair, 60 Minutes? Yeah? How often do we see a businessperson on there getting raked over the coals for doing something wrong? What does that breed within our community?

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



**Brett:** You already know this stuff. You already know this stuff. And yet you're going to make a sales proposition to all these people that have never met you, never heard of you, never seen you? And you're going to try to get them to buy from you? What's the chances? No matter about the technology or how many people get to your site, what's the chance if you don't cover that problem? Really low.

So here's how you increase the trust. How do you get people to trust you, without even seeing you, instantly?

**Attendee:** Give something for free.

**Brett:** Someone just said, "Give something for free." That is true, because you're going to give them something without them having to do anything. Good point.

Let me see if I can amp that up a little bit and get you like extra credibility.

**Attendee:** A picture of yourself.

**Brett:** A picture of yourself? Absolutely. It starts a relationship. You guys are thinking. Good. Good.

If I stand up here and tell you how good I am for the next five minutes, I'm the best copywriter here, I'm fantastic, how does that make you feel about me? A dickhead. Dickhead, right?

But if Ted gets up here and says that about me, how does that make you feel? A little bit better? That is the principle. Get somebody else to talk about you, via a testimonial. What's a testimonial? It means your satisfied customers.

Put your hand up, folks, if you have a business. Put your hand up if you have letters from people who thank you and think you're really fantastic. And keep your hand up if you're actually using those on your website, on your sales letters. Good.

Why would this many people be using them if they didn't work? Almost half the room. Because we believe what other people say about us, more than we do when someone says it about themselves. Right?

So if you've got testimonials from your customers, letters of appreciation, ring them up and ask them, "Do you mind? I'm trying to grow my business and I want to see if maybe you could help me. \_\_\_ use those words, just a few words here, and put your name to it and you sign it, would that be okay?" Nine out of 10 people say, "Yeah, that's okay." And you want to use the full name of the person.

Who's seen those testimonials where it's JP from Lynnfield. What does that scream when you see the JP or just initials? Fake. Full name's got to go in.

If your clients won't give you the full name, don't put the testimonial in. It's that important. Full name, a subhead would be good. Some of my clients will let me put a phone number, their phone number to actually ring and verify. Someone, he's not in the audience, actually let me put their phone number in. How credible is that? You can find them. Now, Emery does the same.

Ultimate in credibility: testimonials.

What about when you go to your customer and they say, "I don't know what to write." Who thinks that's a \_\_\_? I'll write you one, but I don't really know what to say." Well, go to them and do this. Say, "I'll tell you what, how about if I write it for you and get you to approve it? Would that be okay? And you can change it as much as you want, until you're happy."

Is that a solution? I'm teaching these principles. I'm showing you the way to go for these websites, to find what good testimonials look like. You can go there, see what mine look like, try and make one up that looks similar, take it to your customer, get them to approve it, sign the letter, done. Correct?

With the audio stuff you just learned from Mike Stewart, you can actually phone them up, record them on the phone too – with their approval, of course.

Audio testimonials, video testimonials. What if you had a whole CD you actually send out to your customers? You might place an ad offline or online, where they can click through or they can phone for a free CD or free DVD on how to do something or \_\_\_\_. And you send that CD and you send testimonials with it. Video testimonials.

That's what we're going to try and do. We're going to ask you guys for testimonials about this seminar, in the hope that we can actually use some of them to promote the next one. We're using the same principles I'm teaching you.

Has anyone here ever used video testimonials on a CD? One, two, three, good, four? One of you guys, what do you think of that method? Excellent? Is it the most powerful method? Why do you think that, Jane?

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

**Brett:** What she's saying is words and pictures, include all the modalities, which is hearing, the seeing, a bit of feeling as well.

And the good thing is, you know what? The people usually stammer, "I really liked it and, um, I just want to say, uh," and it's ums and ahs. What's good about that? It's real. It's real.

Those infomercials on late at night, who's ever watched the infomercials after midnight? Honestly, I'm a bit of a nerd. I tape them. I tape them. Why do I tape them? Best sales copy going. Those ads have to make money, or those products just go out of business.

So what you do is you tape them, put on your VCR from 2:30 to 3:30, whatever it is, tape it, watch it, take notes. Those things are 80% testimonials. Constantly people in front of the camera saying, "I love it. I was useless over here before, but now I'm fantastic."

Also, while we're here, I'll give you a formula. A good testimonial is like this: the two points to a good testimonial. Here's my little secret formula. I wasn't supposed to give you this, but I'm going to give it to you. It's all for credibility.

The first one is this: once I was lost – this is the formula for a good testimonial – once I was lost... What's point number two? Now I am found. You're a smart audience. You already know this stuff. Once I was lost, now I'm found.

What that means is this: I used to be overweight and I had no energy. And as soon as I discovered XYZed product, suddenly I heard sound effects. When I found this product,

suddenly I could walk, I could run, I could do it and I loved it. You know what? I lost 13 kilos in seven weeks.

Once I was lost, now I am found. That's the formula. So when your customer wants you to write their testimonial for them, so they can approve it, what do you do? Put it into that format – once I was lost, now I'm found – put their name to it, send it off to them. Here's what happens. It's such a powerful system, they will approve it instantly because it absolutely describes their exact position. They came to you for...

Somebody yell out a business.

**Attendee:** Finance.

**Brett:** You didn't like that one? Done that one. Another one?

**Attendee:** Real estate.

**Brett:** Real estate. I came to you, I was sick of getting ripped off on property. I couldn't find the right property. In fact, I hate dealing with real estate agents. You know what? I found – what's your name?

**Attendee:** Hans.

**Brett:** I found Hans and everything turned around. It was simple, it was quick, it was easy, and I saved \$25,000. Once I was lost, now I'm found. Do you get it? Powerful stuff, or what? It's so simple.

Number four. Principle number four: get people to...

What I'm talking here is getting more people to, because it's all about conversion rates. If 100 people go to your website, one might buy. I'm trying to show you how to get 13 to buy, 20 to buy. So that's why everything I'm listing here is get more people to...

Get more people to respect your value. To respect your value. Who here, if you're looking for a plumber, might ring just one plumber out of the yellow pages? Who might ring three plumbers?

See a difference there? More hands shot up for the three plumbers than the one plumber. In fact, I think there was one hand up for the first one.

You want to get quotes. Here's why you want quotes. Because every ad looks the same in the yellow pages. So you think, "There's only one way to judge these guys – by price."

So who's responsible for these customers ringing up for quotes? The business owner, right? But who hates it the most? The business owner hates himself. The business owner really hates himself. He's the one that's making clients call for quotes. He's responsible, because he's just competing, like everybody else.

If they just take the damn logo out of the top of the ad and put a headline, they're going to stand out instantly.

If they then start to paint a picture, very quickly of course, in a small yellow pages ad, paint a picture of what it's going to be like to deal with them, offer a free report or free information, is it going to make a difference? Of course, it is.

And suddenly, here's what happens. People don't call you for a quote, they call you to order, to book. They want you.

I charge a lot of money for copywriting, right? Between \$10,000 and \$15,000 to write a sales letter. It's the best investment they'll ever make, because I money-back guarantee it. You'll never lose money when you use me.

But when people ring me up, they don't ask me to quote. They say, "When can you do the job?"

Would you like that in your business? That's how you do it. These people respect your value.

Here are some techniques for getting people to respect your value.

Case studies about past success stories. If you've had – and testimonials are almost case studies, as well, there's dual purposes there – a test case about what you've done in the past or what somebody else has done in the past because of your information.

Give them examples. That's what it really is, examples. Again, it's all painting a picture, painting a very, very good picture. Because ultimately, you want them to come to you and not anyone else.

Case studies. A unique selling proposition. Who's ever heard of that? It's called a USP for short, a unique selling proposition.

Okay, can I have a volunteer from the audience? Just put your hand up. Anyone. You're first. Can I get you to stand up, please? Thank you.

Can I ask you this question? Is there a restaurant or a café that you go to more than any other?

**Attendee:** Yes.

**Brett:** There is? Why do you go there?

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

**Brett:** Thank you very much. It's easy. It's easy to get to. You like what they serve. Inside half a second, he told me what that café or restaurant's USP was.

But the café or restaurant doesn't even know it. I doubt that they know it.

If I was to ask someone about your business or your website, they should be able to reel that off in half a second, why they use your business. "I use them because," just like that. I asked him a simple question and, right back at me, he told me why he goes there. It has to be the same thing for you.

Would you like me to tell you how to find your USP? Okay. Another little formula.

What I want you to do, if you've got any space on a piece of paper, I want you to draw a rectangle box, landscape. And then I want you to put a line down the middle. Line down the middle, vertical.

At the top of the left-hand column, you want to write these three words. You know how... This is a formula, folks. It's a system.

And at the top of the right-hand column, you want to write this. “What we do is...” “What we do is...”

“You know how...,” first column. Second column, “What we do is...”

So in that first column, underneath “You know how,” you want to now start to write down all the things that your competition does. You know how most plumbers don’t turn up on time, show you their bum crack, they’re sweaty, they smell? What we do is we cover the bum crack up. What we do is we turn up and we smell great. What we do is we dress properly, we dress in a uniform. We look good, we smell good. We take off our shoes when we come in your house.

Are you getting it, folks? “You know how...” and “What we do is...” You could write out a whole list of all the things that you know other products, other websites do badly, and then point out the difference. Because you then become unique.

Does that make sense? Can you use that system? Can you take it home this weekend or on Monday and start using that system?

Some of you might not have products yet or websites yet. Keep the formula. When you do get your act together, go through these formulas. Okay, folks?

Number five. Principle number five is this: get more prospects, get more customers, get more people excited about what you sell. Get more people excited about what you sell.

When Ted Ciuba gets up here, does he talk like this? “Well, thank you for coming to these seminar. It’s going to be really good. I hope you all enjoy it.” Or does he, “Hey, Jiminy Christmas, we’re at the World Internet Summit!” Which one does he do? Which one does Ted do? Jiminy Christmas, right?

Now, what’s the difference between those two? One was unemotional, one was emotional. Right? That’s where it’s at. Emotion is where it’s at, folks. You’ve got to get more people excited about what you sell. Let me tell you how you do that.

When you came to this seminar, what was the dollar value of the bonuses we offered you as free gifts?

**Attendee:** \$9,000.

**Brett:** Look at that, you instantly know it. \$9,000 worth of free bonuses. Irresistible offer? That's the principle. Irresistible offer. That's the principle.

How are you going to make an irresistible offer to your customers? Are you going to offer more free reports, more free e-zines, more free audio downloads? What you do is you put a value on all those things as well, because they are valuable. Right? They are valuable. Even if you're giving something away, you can still put a dollar value on it.

If you're selling something for \$39.95, but then you can then go and get Tom Hewitt's program, where you get 53 of his books, e-books, pick out the ones that you really want because they're all good value, and add those in as free bonuses, you could build up a list of maybe \$200 worth of bonuses. True? But your customer's going to pay \$39, \$29.

So I spend \$39 and I get \$400 worth of value. Irresistible offer. You can up that. You can up that. Keep on going, adding bonus after bonus. It doesn't cost you a thing, especially the Internet. You can offer more free reports. All it's going to cost you is your time. True?

Spend a day writing some reports. I can see your minds taking over here, folks. You know what's hard? Hard for you to concentrate on what I'm saying, because you're thinking so much. Is that true?

**Attendees:** Yes.

**Brett:** I'm offended by that! Shut your brain down, I'm talking. That's a natural process. And it's okay, folks. I know that. I'm glad you're thinking, because that's where it's at. And tonight, my wish is that you can't sleep. My wish is that you cannot sleep. We haven't given you time to sleep yet, why should we start now?

Irresistible offer. I had to get one around that irresistible offer. But folks, it's so simple. You know what an irresistible offer is, right? Where you're going to get so much value, but only pay a little bit. It's like dollars for cents. Do you get that idea? Huge concept. It is the secret of, I think, my success and my clients' success. Every time I do it, I create an irresistible offer.



Are any of my copywriting clients here? Have I helped you create irresistible offers? They're very quiet clients. Have I helped you create irresistible offers? Of course, I have. But that's the secret behind their success, too. A big part of it, that is. An irresistible offer.

Let's move on.

Number six is this: how to get more people wanting to respond. We've got their attention. We've got them reading through our letter. They're trusting what you're saying. They respect your value. They're getting excited about what you're saying. You're almost there, folks. You're at a climax. You're almost there. You've got to get them wanting to respond right now.

Let me ask you. How could I get someone to respond right now? And let's say that someone had a gun to my head and they were going to pull that trigger unless I found a way to get you to respond right now? And the gun's against your head as well, technically.

**Attendee:** Give them a timeframe.

**Attendee:** Deadline.

**Brett:** Timeframe, deadline. Good work.

**Attendee:** A bonus offer that runs out by a certain time.

**Brett:** A bonus offer that ends by a certain time. Good, good, good.

How about this? You've come to my website, you're going to buy my product on fishing, my e-book on fishing, where I show you 10 simple secrets for catching bass in the middle of the night, 100% guarantee, of course. How about a risk-free trial? Give me \$39 over here, or take it for free and I'll charge you in 30 days. Which one do you want to take? Which one do you want to take? Charge me in 30 days.

You could double, triple, quadruple your response with just that one principle alone.

I know what you're thinking. "I'm going to get ripped off." Who's thinking that? How much does it cost you to let them download that book? Nothing. How many people do you think are

going to rip you off, as a percentage? A couple percent? 1%? 5%, maybe? 8%? 10%? Pretty dangerous in Marish, is it? We're not going to sell to Marish's folks.

Okay, let's say it's 10%. Let's say it is. That's alright. How much does it cost you for that 10% to get a refund?

That's the fantastic thing about the Internet; you can do that. I can tell you that if you've got a good product, a seriously good product, I would be very surprised if you get anywhere near 10%, let alone 5%.

## **Brett McFall, Part 2 – CD 3 of 4**

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

**Brett:** Yeah. Here's what I do. What I'll often do to really get some sales happening is I'll say to people, "Give me your credit card, I will not charge it for 30 days. Or send me a check, postdated for 30 days. Try it for free. If it's not everything I say it is, ring me, e-mail me, fax me, tell me, 'I'm sorry, this wasn't for me,' and I'll rip your check up on the spot, rip your credit card data up on the spot. No problems, whatsoever."

Is that a risk-free offer? Take the risk away, right? It's much easier for you to make a decision.

I give you that concept, and it's a deep concept. Actually, when I do a seminar called Ad Camp, I go deep into that. But I just want to leave that with you as a concept, to think, "How could I possibly use that," because it really works and hardly anyone does it.

Can you use that, folks? Okay.

Number seven. Last line. Get more people to take action right now. Get more people to take action right now.

Even make a loan to get them to take action right now, of course. But what about if I was selling a product, and it was \$1,000? Who feels comfortable handing over \$1,000 to someone you don't really know, haven't really seen the product? Who feels really comfortable with that?

What about if it was going to cost you \$2,000? That's even worse, right?

What about if it was only going to cost you \$38 a week?

Now, when you're a business owner, those sort of offers make you really scared. And I always tell people, "If you're making a guarantee or an offer like that and you're not scared, it's not strong enough. You've got to put yourself on the line. You're trying to remove the risk from the customer, trying to make it easy for them."

There's only one person here that loses out if they don't buy. Who's that? You, that's right. You're the one who's going to put yourself on the line to do something about that. Does that make sense?

This is really, really good, too. This is my last technique I'll give you for this. And I call them power questions. These are fantastic, because they get people saying, "Yep, I really ought to do that. I really ought to hit that click-order button, I really ought to buy this from you. Write this down, folks."

Could you get excited about owning this fantastic course on real estate investing? Could you get excited about catching fish at midnight? Could you get excited about being able to make money on the Internet?

That question's like an open question, but it's also a loaded question. The answer's always going to be a positive one. "What could you get excited about?"

So I give you the question starter. Use this in all of your copy, no matter what you're doing. See if you can fit these questions in. And you'll actually see, for my sales letter, for the lady who had Advertising Riches, she's seen me use these questions in there. They really make your mind up. They get you saying, "Yep, I've got to do it."

Here's another one, another sentence starter. Can you see the value of...? Can you see the value of owning this amazing car? Can you see the value of investing in this share program? Can you see the value of attending this seminar? Can you see the value of learning this information?

Are you hearing the answer yes? Let me give you one more. Are you looking forward to...?  
Are you looking forward to...?

Are you looking forward to being able to get 1,000 subscribers to your e-zine in as little as 30 days? Are you looking forward to earning \$10,000 a month from home, in your underpants? Does it give you a little bit of giggle when I say that, doesn't it? Why wouldn't you use that in your copy, as well? See that little bit of cheekiness in the copy? It just adds your own personal touch to it.

**Attendee:** Always asking a question.

**Brett:** Always asking a question and leaving the answer to them. Because instead of you telling them, "You should understand the value of this," I'm asking them, "Do you understand the value?" And suddenly, you're giving the answer, the customer is giving the answer, rather than you telling it to them. That's a powerful change. A powerful change.

How does that sound? Good? That's all the techniques I can give you right now. If you want more, if you want more information, I have it for you. There are two books out in the back there. One's called *Inside Secrets of Advertising*, one's called *The Lazy Way To Advertising Riches*. If you want information, I go in deep in those. Feel free. I'm going to make you a special offer, too.

In fact, I'll grab one of those sheets from the guys as well.

**Attendee:** An irresistible offer.

**Brett:** An irresistible offer, that's right. See, when you start to talk about this stuff, you have to live it, don't you? We'll get those sheets out to you in just a second.

I want to tell you something, folks. In your room is the yellow pages. There's presumably a yellow pages or two particular pages. I want you to go, when you get back to your room – not during my talk, but after.

There's actually two order forms there, different colors.

When you go back to the yellow pages, grab the L to Zed and search for solicitors. Search for solicitors. I've got a brand new ad in there for one of my clients. This is the ad here. So go and check the yellow pages out.

They came to me about three months ago, and they said, “We want a new ad from you. We know you know how to write ads, so can you please write us?” I said, “Sure, I can. But do you realize it’s not going to be like any ad? You’re not going to look like your competitors. In fact, solicitors are usually wimpy and they want to have all their title in there and make it all sound so important. And guess what they want at the top of their ad?” Logo, right? And try and talk a solicitor out of putting their logo in the ad. It’s very, very hard.

But I did it, and we got the ad signed off. And it was like points. “Hey, goodness me.” And eventually got it signed off and the ad looks good. Well, it looks ugly. It looks terrible. Ugly.

So the ad went in about three weeks ago, and I know it’s going to work. I’m sure it’s going to work. And they’re banking \$45,000 on this ad. And they said, “But if this ad doesn’t work, what are you going to do for me?” “I’ll draw you a check for \$45,000. That’s easy, huh?”

**Attendee:** Get a lawyer.

**Brett:** I’m going to have to do something. And I said, “What I’ll do, no matter what, if it doesn’t work, I’ll write other ads and we’ll get your business pumping.”

But I knew deep-down there was going to be no need.

So the ad came out and they phoned me and left a message for me. And it said, “Brett, please call me. It’s Jerry.” “Jerry, how are you doing?” “Brett, I’m great, man! You’re a star! The phone won’t stop ringing. We’re up 300%!”

They used to get six calls a week from yellow pages. Now they get 20 calls a week. They’re over the moon.

So if anybody thinks my ads are too wordy, too ugly, think again. You’re absolutely right. They are too wordy, they are too ugly. But think again. That is so powerful.

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

**Brett:** What’s that? You want me to read it out? The whole thing? I don’t think I can do that.

Tell you what we'll do. I will have this copied 300 times. How about that? I won't give them to you, I'm just going to have them photocopied 300 times.

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

**Brett:** The headline? The headline, okay. The headline is: "Warning: don't call any personal or commercial solicitor until you read this." You're looking through the yellow pages, you're looking for a solicitor. You go there because you want one. And then you see that ad. "Warning: don't call anyone until you read this." You've got to read it, right?

That's a template headline, folks. That's been used for years and years and years. And I just used it. I can write my own headlines, but I thought that's a good form of headline. Mal Emery's used it, Chris Bloor's used it. It works. Why don't you use it? "Warning: before you contact any plumber, you must read this." "Warning: before you contact any bird keeper, read this." "Before you visit any other website on whatever your subject is, you must read this."

Here's a headline for you. "Warning: before you visit any website on blank, you must read this." I expect to see that headline on your websites.

This special offer's been given out to you there, folks. Grab the green form. Grab the green form. You haven't got one? Are there any more of those forms? There should be. If not, we'll get some more to you.

It just says, "The Lazy Way to Advertising Riches World Internet Special Offer." It says, "Yes, Brett, you're a nerd. In fact, you sound like a real big nerd. You probably look like a big nerd too, but I don't care. You also sound like you know some killer ways to write a sales message."

So what you can do, you can have that course. It's like a beginner's course on advertising. I teach all my principles. And if you want that, it sells for \$99 on my website. If you want that, I'll also throw in an audio program tape called "Dirt Cheap Advertising Secrets." It's an interview with me for an hour. A guy is throwing questions at me. It is a fantastic tape. And I'm saying that, even though it's me on there. I know it's a fantastic tape, because the information is gold. And my clients tell me it's fantastic. Their brain goes wild with ideas.

Do you want that sort of information? That's what you get out of that tape.

I'll also throw in – that's a \$6, \$7 tape – I'll throw in a 30-Minute Marketing Miracle, which is me on audio and on paper, three coaching sessions where we meet with business owners, going through these principles. So you see their ad, you hear me talking them through it and showing them how to use it.

And again, the ideas go nuts. You think, "Oh, that's a good headline. That's how he solved that problem." You can apply it to your business. That's the value of that.

That comes to a value of \$205. Yours today for \$99.

If you want all that plus the other course that's out there called Inside Secrets of Advertising, that sells for \$395 itself. If you buy that, you get everything free, all those things thrown in for free. Yours for the taking, folks.

But also, anybody here after products to sell on the Internet? I know people are asking about them, so I'm glad I put this offer down. I can give you reprint rights to 12 of my own products. Some of them like "The Yawningly-Simple And Devastating Effective Way To Triple Your Profits And Become An Advertising Genius. They've all got a retail value on them.

You get the reprint rights. So you can sell those, do what you want. You can package them, sell them individually. They're yours to sell.

I've never \_\_\_ anywhere. \$997 of value. If you want them today, \$397. They're yours to keep. I'll send them to you on CD next week. Okay? Any questions on those? Any questions, come and see me.

If you want products today, if you want more advertising information, it's there as well.

Now, I've got a special treat for you. I've only got a few minutes left. In fact, the big number five being shown out the back means I've got five minutes left. Keep it simple for me.

I'd like to introduce you to someone. Those folks who have read my newsletter, my McFall Report, does anybody remember a guy I interviewed and put up there as a transcript called Bill Grey, 87 years old, mail order guru? Guess what? He's here today. Welcome him up on stage, Bill Grey.

Here's what I want people to know. Here's my special gift, because I think you've got something to offer. So how old are you, Bill?

**Attendee:** I'm 85.

**Brett:** 85? Okay. How long have you been doing mail order?

**Attendee:** Approximately 48 years, consistently.

**Brett:** Can everybody hear that okay?

**Attendee:** Approximately 48 years. I've written my own books. I have 30 books. I have their full copyright and they all have ISBN numbers. And they range in price from approximately – there is still a couple at \$50. They're on lotto. I always look for the gambling side of \_\_\_\_, because that's where all the money is. That's how I taught this or that.

**Brett:** That's why you're here.

**Attendee:** That's where the money is. Get onto the blackjack, get onto the poker machines, get onto everything. Write a book on it. Sell a book. And that's the first thing that I ever do before I start anything, is to write the advertisement. It has to be a three-line advertisement. I don't believe in display, because I don't want that sort of money, even though I'm a very wealthy person.

**Brett:** What's a display ad?

**Attendee:** A display ad is like in the Sunday Telegraph.

**Brett:** So it would be like a bigger ad. You don't believe in those, you believe in the small.

**Attendee:** I love small ads. I love running six things at a time and each thing makes, shall we say \$500 for me per week. I make \$3,000. Half of that money's in cash. So you can work all that out on your own.



I feel quite proud of what I've done. And I look at the Internet now and I think to myself, "That's a great-looking thing." And I do think it's got tremendous possibilities. I have a couple of websites on it myself. They're not doing too bad, but the paper advertising still does the best.

And now, I'm starting on a new phase. I'm going to have letter box advertising. And I'm going to have the letter box say, "Fast, furious and frequent." That's my three-F system. The fast, furious and frequent in the letter boxes.

**Brett:** What does that mean? What does that mean? Explain that to us.

**Attendee:** What's that?

**Brett:** What does that mean? You say, "Fast."

**Attendee:** Furious? Let's say I decide to do DY, where literally everybody likes to ring me. They just get to push number four on the \_\_\_\_, and you'll see my phone number. And you can ring me at any time, as long as I'm not in bed.

**Brett:** When are you in bed?

**Attendee:** Half past two every afternoon.

**Brett:** There you go.

**Attendee:** And I'd like to say this to everybody. You can run a mail order business sitting on a toilet in the middle of Darwin, and somebody's ringing you from Melbourne, they wouldn't have the slightest clue where you are.

I get around in my underpants all day. I have a lovely cat. My wife died 12 years ago. But I have a very, very, very happy and wealthy life. And I just love the life that I do.

You can do what you like, when you like, where you like. I normally get up about 4:00 every morning and start on the Internet, and I sort of get here, there and everywhere. And I find that it's wonderful, what you can get. I'm always looking for words. Words that other people use, that I can use.

**Brett:** You're the ultimate copywriter.

**Attendee:** Yes, yes. I was just thinking the other day, as a matter of fact, and I thought, "I better get like Brett here, \_\_\_ copywriter for 32 years, because five is one of my lucky numbers. Three and two makes five. You've got to make a hobby of this thing. You've got to make a laugh of it. And when I get up in the morning, I usually have a great laugh, and I think, "God, strike me, alright?"

In my house, or my unit – I live in a unit now – in my unit I have about three Santa Clauses in every room, because every day is Christmas Day. And I tend to mean it. People walk in and I don't see anybody.

There's two things I must tell you before you go. First of all, mail order is the only business that one can ever find, that doesn't need a lot of money. You don't need a lot of money at all. If you want to get on the books sphere, it's only your own time putting the book together and now you can type it up on your own computer. I even make up my own books on one of those German presses.

That's just how it all goes. I control the whole lot.

The second thing I want to talk to you about, and I heard this come up this morning, I talk about stress and the telephone.

I would like to very, very quickly tell you how to get over stress where the mail order business is concerned.

It's a very, very simple process. And when I tell you, I think I'd like to say, "Go home and think about it. Go home and try it, because it's absolutely out of this world."

When you talk on a telephone to any person, have in front of yourself a large mirror. That's what I do. I never get stressed. I look in the mirror. If I get stressed, I'm getting stressed with myself. If I get cranky, I get cranky with myself, not the bloke on the phone.

So what I've developed, this will take about a week only to develop, you'll develop that \_\_\_ and you'll be right.

I also do direct mail, which I found extremely profitable. A lot of industrial areas around where I live, in Brooksville. And I find it's a wonderful business to get people on the right track of how they can send out a letter.

It's amazing how people can write a letter, but they can't write a letter. But if you get Brett's stuff here, I think my whole life changed when I got a hold of his stuff. Not so much what I was going to do with my letters. I think I can still write a particularly good letter. It takes me 40 times to write a letter. And don't think you can do it the first time, because you can't. If you can, you're a bloody genius and you won't be doing it anyway.

But the fact remains it will take you about 30 to 40 times of editing, reediting, changing around, doing this, putting that in. And the biggest word you can ever use, the greatest word you can ever use is "you." You, you, you. Never say, "I, I or I," because that's fatal. I heard Brett saying that just a while ago.

But the fact remains it doesn't take long to learn to write a letter. And the quickest way to learn to write a letter is get on your computer, buy a couple of things, get onto a few free courses from America – God bless them – and you'll find that all you've got to do is put that word over here and that word over there and, brother, you've got the greatest letter in the world.

Okay, mates.

**Brett:** No, no, no. I know we're out of time. But is it okay if we spend a few more minutes with Bill?

**Attendees:** Yes.

**Brett:** You're a hit. You're a hit.

Okay. What I want you to tell folks is that some people here are going to be designing websites. And they're even going to be trading products. How can they create their own product?

**Attendee:** Well, there's several products I would suggest anybody buying. Markets and Fairs. It costs you about \$5. Go down to the local news agents. It comes out every two months.

Printed in Marubra. Tells you what every fair market in Australia is going on, what things of interest. You've got no idea how this will interest you.

And in the back of it, you'll find, I would say, 40 to 60 pages of goods for sale.

Now, if you can't find five good goods out of that, I'd give the game away. I really would, I'd give it away.

Now, that's the quickest way I know how to do anything. With myself, I just write a book. And there's nothing better that I like doing in my life is to write a book on a subject I know absolutely nothing about, and making a great success of it.

One of my books, I sold 37,000 copies of, and that was the first book we ever started, my wife and I. And we generally start on our kitchen table, at \_\_\_\_\_. I wrote the book called *100 Ways of Making Money From Home*.

Remember, we're back in the 1958's, when some of you weren't even born. But the fact remains that that's how it goes.

So we wrote the book and my brother said, "Why don't you make it 101?" He said, "That's a better title." And I said, "That's not a bad idea." So actually, I wrote one for 150 ways, and it sold like hell. And in those days, we used to sell it for \$2. A gentleman used to get 7£ 10 a week. I used to get about 30£ a week.

**Brett:** The average wage was 7£ a week.

**Attendee:** 7£ 10 a week, for a journeyman carpenter. And that's how it used to go.

**Brett:** There's still money to be made today in mail order?

**Attendee:** Mail order can make money anywhere, anytime, for anybody. All you have to do is sit down very quietly, or lay down, point your toes to heaven, get on side with God, and he will honestly guide you to wherever you want to go.

I've told you how to get onto the American things. Change that word over there and that one over here, and you've got a beautiful letter. It will still take you 30 times to do it.

It's impossible to do it under, if you're playing around, making your own website, which you can do incidentally, by Microsoft. I think it's \$99. Get into Harvey Norman and you can make your own up. I shouldn't say that, really. But that's what I used to do.

It's amazing. It's the only business that you don't need much money. And we were pretty broke. I've got four children, 16 grandchildren, 10 great-grandchildren, and I'm very thankful for the mail order business. And I'm Protestant.

**Brett:** You've got all those children, and you're Protestant. Is that what you said?

**Attendee:** That's right.

**Brett:** Okay, what are you selling right now?

**Attendee:** I'm selling my blackjack book for \$235, my roulette book for \$235, my lotto book for either \$55 or \$98 if they want a horoscope with their lucky numbers shot into it. That's a good book. I sell a lot of them. And I started advertising in Western Australia, Padlay, Melbourne, Sydney, Brisbane, Townsville and Cairns. And that's where I advertise nearly every Saturday. And I said before, I like working six things at a time.

**Brett:** Okay, so you place little classified ads in newspapers.

**Attendee:** Three-line adverts. Get the edge, the winning edge.

**Brett:** Then what happens? They phone?

**Attendee:** They phone up at all hours of the day and night, and I don't mind at all. They want to spend a couple hundred books with me and I find it just relaxes. \_\_\_\_\_. I have some very good literature, which I think is remarkably good. And I just send that literature out and I have a lot of people read them. Or else I put videotapes in with them, too. Because a videotape will only cost you \$2 to make.

You've got to get somebody to make it up for you. You can hire a video camera and a tripod, whack it on, sit in your lounge for 30 minutes; 48 minutes, I think, is the size of the tape that we use. I just send out two tapes on blackjack, one with the letter and one with the course when they

buy. And a number of people ring me up and say, “That’s terrific.” It cuts down, I’ll tell you, tremendously on your returns, which we have practically nil of.

**Brett:** Classified ad, phone number, sales letter.

**Attendee:** Basically, I should send out about five sales letters on this one, but I just don’t have time.

**Brett:** So anyone here, could they use that same system, but on the Internet?

**Attendee:** Of yes. If you look at blackjacktowin, [www.blackjacktowin.com.au](http://www.blackjacktowin.com.au), and you’ll see me. I think it’s a good site, too. I’m very proud of the lady who did it.

**Brett:** Aren’t you too old to be on the Internet?

**Attendee:** Well, I don’t have time to die, really.

**Brett:** Who here thought maybe you were too old to be on the Internet, to understand the Internet? It’s proven that perhaps you’re never too old to be on the Internet.

Tell us, my friend, before we go to lunch, you were in the war. What did you do in the war?

**Attendee:** I was a navigator with the Australian Air Force. I went to the United Kingdom. I was trained in Canada, in Winnipeg. We had the coldest winter for 90 years. I went to England, where I spent three years, and I did 33 air operations to Germany.

If I had to do it, I don’t think I would have missed it, with all honesty, for a million dollars. I would never have missed that experience for a million dollars. It made a man of me.

And the next thing is if you offered me \$100-million to do them all again, I would not take that money.

**Brett:** Folks, will you please tha

nk Bill Grey?

Hold on a second. He's just told me he's not staying for lunch, because he's going to the horses.

**Attendee:** I love horses.

**Brett:** So Bill, can they contact you? Can anybody contact you?

**Attendee:** My name is in the phone book. It's the second-last EY. But remember, it's in the business section of the white pages. If you have got Brett's \_\_\_ there, it's number four. Just press button number four. But if you want to write the number down, it is 02-9971-8093.

You get to an age where you like to tell people the truth and you like to tell people how to do something, and they now ring me from all over Australia, on an average of approximately 10 calls per week from this book here. Which, incidentally, if you haven't read yourself, you should.

**Brett:** Thank you. Thank you. Isn't he an amazing man? Amazing man. I brought him up for a reason. I'm sure it's obvious now. He's someone who just keeps going and going, creating products out of nothing. He does it through mail order, through the Internet, to prove to you that you have no limits. Do you agree with me? Good.

I hope you enjoyed that. I wish Bill could stay around. Unfortunately, he can't. But you can call him, get some ideas from him, run an idea past him. He's just the best man. He's wonderful.

Let's go and have some lunch. I hope you enjoyed that session. I hope you got a lot from it.

**Attendee:** What time do we come back?

**Brett:** We've got lunch for one hour. Come back at 1:00. See you then, folks.

# World Internet Summit, Sydney, Australia

## Jennie Armato – CD 3 of 4

**David:** I'll tell you, that's alright. Jennie and I just did a video together, and now it was clothed, for that lady who wanted to see me in undies.

Seriously, we just did a video. She's brilliant. She's a great marketer. She's a lady that all ladies should look at and think, "Wow! I can do it." I really proud to bring her onto the stage.

You've seen her all weekend, Jennie Armato. Give her a really big round of applause.

**Jennie:** Thank so much. Who's overwhelmed? Good, because I am, too. David missed off a part of my name. My name is JennieArmato.com. And I want to say to you I'm not a guru. And that's why I'm speaking to you today.

I'm talking to you as a businessperson, looking at an opportunity such as the Internet, and looking at how I can make a transition, particularly from a conventional business, into an explicit, full, internet-based business.

I'm also talking to you as an investor. So if you're not yet a businessperson, maybe as an investor what I'm going to say will be of interest to you. Because I'm always looking for cash-flow generation opportunities to feed my investments.

Thirdly, I'm talking to you as an individual today, which we all are too, and how you can take this amazing, awesome, overwhelming opportunity and turn it into something real for you. And I hope by sharing my story, that you can take something from what I've done, apply it to where you are in your circumstances, and get the sort of results that we're all enjoying.

A little bit of background about my business experience.

I've been in business for 12 years now. I've operated a conference management business, which is underpinning this event. I've also owned and operated a number of other businesses; some of



them in other male domains, such as metal manufacturing and powder-coating services. And I've bought, built-up and resold those businesses.

I've also had an online business. It wasn't that great, but now I know that.

So I've got a variety of different experiences in business. And that, again, like I said, is why I took this opportunity and saw it as a great way to create another stream of income.

My experience on the web. In about 1994, my personal assistant, at the time, was actually a gentleman by the name of Andrew Lydia, came to me and said, "I think we should get e-mail." I thought, "Really? What do I have to do to get that?" He said, "You need a few technical things. Could you take care of that?" And he went off and bought a modem and he set up a dial-in account, and we called our web address some bizarre, obscure thing. But anyway, everything was bizarre and obscure back then, on the Internet.

And we had this e-mail account, and we used to communicate back and forth. And he'd collect all the e-mails and print them out for me, because I was still working on hard copy.

And then a little later on in the 90's, one of the things I'd always done in my business was keep an eye on what everyone else was doing. And I think it's a really important thing to do when you're in business. You always want to keep ahead of your competitors.

I noticed that people were starting to pass around business cards that had web addresses on them. So I thought, "I better get one of those, as well."

So I called up Andrew and I said, "I need one of these www things. What do I do?" And he said, "Well, you have to register a domain name." "What am I going to do that with?" "Well, you pick a name that relates to your business or what it is that you're trying to do, and you register it." "Okay, could you do that for me?" "Yeah, sure."

"Okay, I'm on the web." "Oh no, you need a website." "Okay. How do I do that?" "Well, that's a very technical thing. You have to pay someone to do that. But first, you've got to work out what you want to put up on the web." Okay, so I got to work on that and I paid some people to do it, and I got online. And I thought, "I am now an Internet business."

So we started to drive traffic to my business, but for non-web-based activity, particularly business cards, any promotional material. So we started to see how, by doing that, people would then start communicating to us by e-mail.

Now, I know these are dark age principles, but it will make some sense as to why this is so important in just a moment.

We predominantly have a conference management business, which is a service-based business. You build your business on contact, so you need to know who's around. And most businesses, particularly information, are service-based. So you want to be able to find a way to communicate with people. So we were using e-mail on the web.

Now, the thing about my conference management business was this: it required my personal exertion for that business to function, even though I have employees and management structures and all those sorts of things. When I'm not there, that business doesn't make money. When I go on holiday, my productivity is zero. If I get sick, my productivity is zero.

I don't think that's a very good business model. So we thought, "Okay, we need to get a little more savvy about this, because service-based industries are highly-competitive because many players can come into them." So we thought, "We'll add on a product component to the business."

So I went out and I saw a whole lot of conference supply products, and I added them to the website. And we started to market that. And it suddenly dawned on me, because I come from a highly-competitive industry, that my competitors are now my customers. And from that point forward, I've never had competition again; not because I'm supplying to them but because I was different. I had something unique and innovative about what I was doing."

Now, that business took off, but we were still predominantly marketing offline. So doing some cold-calling, doing some relationship-building with clients who were already on our database. We were faxing and all those sorts of things. They're still labor-intensive. They require personal exertion. And they require continuous management.

And we're doing quite well, by the way. A great business, a great income. We had a comfort zone.

So I figured I need to start to understand some marketing things a bit better. Sorry, technical speak. Things means anything that I don't actually understand what the word is.

So I signed myself up for direct marketing boot camp, because I'd heard about direct marketing. I'd heard about how small business operators were enjoying enormous success. And I'm thinking, "Why is it such a hard \_\_\_ for me?"

So I went along to a direct marketing boot camp. Now, truly the secret to my continuing success in business is your ability and my ability to network, to get in touch with other people.

So I find myself sitting next to a young, strapping, smart, sharp gentleman by the name of Brett McFall. How lucky am I?

So I found, immediately, Brett and I had a synergy. We had like minds. We were on a quest. We were out to do things. We were out to improve our position.

Now, at the time I met Brett, I had no idea and I didn't know Brett had any idea that he was doing something called the World Internet Summit. But I knew I had a synergy, and I knew that I should keep in touch with him.

So we exchanged contact details, and I made a point of keeping in touch with Brett.

Now, I didn't get in his way. I didn't get in his face. I didn't get annoyed when he didn't reply to my e-mails. But when I was out looking for things, I made a point of remembering things that mattered to Brett. So occasionally, I'd drop him an e-mail and say, "Hey Brett, I came across this thing. I think you might be interested." So he remembered me.

Somewhere along the line, Brett comes across Ted Ciuba, and they say, "Let's stage this outrageously enormous and successful event." So Brett says, "Actually, I know someone in conference management. I'll give her a call."

Now, meanwhile, I went to a direct marketing thing. I need new opportunities, because conventional business is not where it's at.

So Brett rings me up and he says, "We're thinking of doing this conference, Jennie, and we're interested in talking to you about doing it." And I said, "Oh, really?" Not another one. It's hard work! And I said, "What's it about, Brett?" And he said, "Well, we're still working on the title, but we think we're going to call it the World Internet Summit."

Now, the important thing about opportunity is that it's around us all the time. Do you ever wonder why some people make it and others don't? I think it's because they probably quite often get in the way of themselves.

This opportunity is probably the biggest opportunity that will ever come into your business life. As soon as Brett put those three words together, I stepped up to the plate and I said, "I'm looking at that wave of opportunity and it's building up momentum, and it's growing in size. And when it washes over, I want to be smack dab in the center and I want it to hit me full-on."

So I said to Brett, "We'll work out the details later, I'm in."

From that one decision I made, I didn't know how enormous this event was going to be and how much work it was going to involve, but that didn't matter. Because if you want to be successful, you are going to have to work. There's no question about that.

Through Brett, of course, then I was introduced to Ted and Tom. And as I see them, they're my three wise men riding into my little Bethlehem on my cattle.

So I thought, "I've gotten the hang of this web thing now. We're communicating with our clients, we've got e-mail, we've got pictures up of products. People will send us a note and say, "I'm interested in product XYZed that's on your website." And hey, I'm a happening thing.

So I said, "What do you recommend for my website, Brett?" And he said, "I'll tell you what I'll do. Because you're helping us, what about if we go and have a look at your website, and we'll record our conversation and we'll tell you what we think?" "Oh, what a great idea, thanks!"  
Feeling good.

So Brett e-mails me and says, "I've popped a copy of the interview in the mail for you today. I'm sure you're going to get something out of it." "Gee, Brett, thanks."

So I put that CD in and I listened to them. One of the first things I hear is Ted Ciuba saying, in the kindest, most loving and giving way, "You know, this website's pretty institutional." That got my attention.

So I realized that I had some learning to do. But thankfully, I played that CD for long enough to hear this. Tom Hua said, in the conversation, "You know, while we're talking about this, I've just logged on and Jennie's nowhere to be found in the search engine." And then he went on to say, "She needs to get Google Ad Words." So I ring Tom up and I say, "Tom, Google Ad Words, tell me what that means." So he explained. And I said, "How have you used it? How have you used it?" And he told me.

So we went away and set up, for many, many hours, and nailed Google Ad Words.

The power of search engine optimization is overwhelming, because particularly using the Ad Words system, you get positioned in minutes.

Now, I wasn't going for anything but the top of my range. I know there's all sorts of schools of thought and whatever. But I thought, "The biggest lines on the Ad Words are at the top of the page, and I want to make sure I'm on them." And the only other one that's up there at the moment is Ebay.

So if I'm sitting up next to Ebay, I'm looking pretty good.

I noticed they did something with Ebay, too, which extended my Internet activity. I won't go into that now, but I'm happy to talk to you about it if being on Ebay is something that you want to talk about.

Anyway, what happened was overnight. We more than doubled our turnover. Now, we're already turning over a lot of money. We more than doubled, simply by being in the right place and doing it the right way.

Now, it took a bit of tweaking. These things, they're not that straightforward. They're relatively straightforward, but if you're a novice like me, you struggle a bit.

The best thing about this was that it engaged my mind to really sit up and take notice of what these guys were saying. And I mentioned the other night, when these guys speak, I just shut up because they'll tell you as much as you let them tell you.

So Ad Words was the first turning point. And I encourage you to have a look at that if you've got a conventional business. In fact, I believe we've probably increased our turnover by 300% or 400%. But I've been so busy doing this thing called the World Internet Summit, I haven't been able to check.

But this is how busy we are. We're actually selling the leads to our competitors, to service the client, because we simply don't have the time to do it all.

And to top that off, even with that amount of lead, we've actually currently got Google Ad Words switched off. My phone will ring hard, if I let it.

So that's the power of search engine optimization. That wasn't the first time I seriously took notice of the power of Internet marketing.

So I went back to the guys and I said, "Okay, I understand now. I've got this clunky thing called a conventional business and I'm pretending that I'm on the Internet. I'm on the Internet, but I'm not really a web-based business. I want to get into this total, automated, digital world. Where do I start?" And they said to me, "Well, you've got to have a product."

I said, "Okay, that might take me a little while to work out. I want to get in the game quicker than that." And they said, "Well, you can use other people's products." "Okay, how do I do that?" "Well, you need to get a theme."

Now, what rocks my world? Cash flow? Loving cash flow. The cash is where it's at. Anything to do with cash flow generation. Property. I love property. The share market. Love the share market. And I have a particular affiliation with women and with empowerment of women. So I thought, "Managing all of that together would be something I'm really interested in." And they said, "Well, you need to go out and you need to find products that meet your interest group."

So I signed up with something called ClickBank, which I'm sure you've heard of ClickBank over the weekend. It's like the world's largest library, basically, and there's so many categories. You actually do need to go to ClickBank with some definition of who you're targeting. You've done that, have you? You'll get lost there. You'll do so many 3:00 or 4:00 a.m. sessions, you'll go nuts. Someone else has been there.

So I went to ClickBank. And if you do go down this path, I've got to say, you've got to buy the stuff and screen it yourself. Don't put it out into the marketplace without knowing what it is. Don't go for that quick fix. The quick-fix stuff, it's not sustainable. It's like using sticky tape. You want something that's solid and concrete and is going to be worthwhile to your audience.

So I did all of that. I set up a couple of simple websites. By this stage, of course, I'm starting to learn how to do websites. And I got myself a little program called FrontPage. And the only reason I got that was because I use Microsoft a lot. And thankfully, FrontPage has the same icons on the toolbar, and the menus, the file system's the same. So at least I was starting with something that I felt somewhat familiar with.

So I set these websites up and I did some marketing to people that I already knew, some people in our conference management database. Now, it wasn't a perfect fit, but I did it in a soft way. I didn't do the full sales letter sort of thing, because that certainly wouldn't fit. And besides that, I hadn't opted-in to know about these. I put links in strategic places, so that people who were naturally looking at something else might think, "Oh, I wonder what this is about?"

And through my affiliation, every time someone clicked through, I made a sale. So we'd get up in the morning – because I'm like Tom Hua – one of the first things I do is I push that button and I send/receive. Send/receive is now my best friend, by the way.

And overnight, there would be sales happening. I'd done this a few weeks before – one. And so we'd get up and it would say, "Congratulations, you've made a sale. Your commission is," and they kept coming.

And one day, we go down to the letter box, the post office, and there's a check in the mail from ClickBank saying, "Congratulations, here's your first commission check." We're dancing in the streets. We're going, "This stuff really works!"

So from there, I thought to myself, “Okay, I cut my teeth in this, I want to up the ante a bit.” And if you know Robert Kiyosaki’s game, Cash Flow, he has two options that you can pick from: small deals or big deals.” I said, “I think I’m ready for the big deal now.”

So I got back in touch with the guys and I said, “Ready for a big deal.” And they said, “Okay. What you’ve got to do, obviously, is look for high-ticket price items so that your percentage in dollar terms is higher. You follow what I mean?”

So in some things, I might have been making \$20 or \$30 commission. Now I’m talking \$500 to \$1,000 commission. So a big, big difference.

So I got into the big game. I cut my teeth, I just followed the same model, I set it up, I communicated it, I found some target markets that I also communicated with, non-target markets.

So we start getting up after that’s put in place, into that little send/receive. “Congratulations, you’ve made a sale.” But now, we’re not talking about \$20 or \$30, we’re talking about \$1,000, \$2,000, \$3,000, \$5,000, \$10,000, \$15,000, \$16,000, \$17,000. We’re happy dancing at this point. \$18,000, \$20,000, \$25,000. I think the final sum was \$25,465 in a few weeks!

Now, that’s not what I did. All I did was hook up with someone else that had all the product knowledge, had written great sales material, had great customer support, had an infrastructure in place. They did the selling, not me. All I did was find people that I could drive to that site. So I’m very grateful to them.

So that was a nice little start, don’t you think?

Now, mind you, I’m still running this outrageously busy conference management and conference products business. Right? Making plenty of money there. And Google’s still going nuts.

So this has happened at a point where I’m not even in any way involved, other than receiving the e-mails and adding up how much we’re making. I think that’s pretty cool, don’t you?

Thank you, whoever invented it.



So from there, I said, “You know, I don’t want to just sell someone else’s product. I want to really get into this in a fulsome way. I want to create my own product. And I want to do it in a total digital way.”

So the guys said, “What do you want to do?” I said, “I don’t really know.” And Brett said, “Well, you’re in conference management, aren’t you?” And I said, “Yeah.” And he said, “You get to meet some pretty powerful people, don’t you?” I said, “Yeah.” And he said, “You get to talk to them one-on-one, don’t you?” “Yeah.” “Have you ever thought of asking them any questions?” “Nope.” “Well, what about if you were to interview some people, create a digital product that’s audio, that can be downloaded on the Internet? You’re in business.”

Well, the idea, then, of 60MinutesWithJen.com was born. Now, I don’t know about you, but when I have an idea I get really excited. Do you get really excited? “I’ve got a new idea! Wahoo!” And then what happens? Something called procrastination sets in. You ponder it, you think about it. You think, “Maybe I will, maybe I won’t. What if I’m not good at it?”

So I had to stomp out those blocks, but it took me a while to do that. And we’re talking about December last year, here. And as you all know, there was a cut-off for registration into this Summit around mid-December. You guys kept us real busy. Our phones were ringing red-hot.

So this great idea, this technological breakthrough in business is sitting over here, 60MinutesWithJen.com, waiting for my attention, and I’m over here getting too busy with life and not making it enough of a priority.

So Brett rings me up, just into this 2004 year, and he goes, “How are you going with that site, Jennie?” And I go, “Really great, Brett.” He says, “Have you interviewed anybody yet?” “I’m going to.” “Who are you going to interview, Jennie?” “Ted Ciuba.” “When have you got that set up for?”

Now, have you ever had that experience where you go, “I want to do these called the but-factor. You get in the way of your own success, basically. So here I am, sitting on the phone, talking on the phone to one of the world’s greatest copywriters and marketers, who’s rang me up to help me.

You know when you get a balloon and you blow it up, and you get that little bit on the end? If you get that and you stretch it out, and you let just a little bit of that revolting hot air out, do you know what it sounds like? <Screech> And you know what? Sometimes, when people ring me and I say, “Can I ask your help, Jennie?” I said, “Yeah, sure. What would you like?” And they say, “Well, da, da, da, da. But...” And you know all I hear? <screech>.

I suddenly realized this guy is sitting there, listening to me do the hot air balloon screech. And I said, “No worries, Brett. I’m onto it.” I hung up the phone and I didn’t look back.

Once I had made the firm commitment to get on with it, things changed completely.

Now, as you know from the story I’ve told, I was hopping around the top of opportunity for a long time. And I was speaking to someone about that yesterday. When you’re in that sea of opportunity, you’re just above it, you’re on a bit of a cloud of air. You know it’s great and it’s all happening around you, and you want to be a part of it. And you feel like you’re a part of it, but it’s not actually happening for you. Do you know what I’m saying?

Well, what happens when you click into something is you have what I call “touch-down,” where you’re actually locked on to the opportunity, and you’re so solid and nothing’s going to stop you. And you know it.

Now, I still have all of these other commitments going on. And this event kept growing and growing and growing. But somehow or other, I found the time.

The point I want to make there is this. If you’re going to be serious, like I said before, it’s going to take time. Expect late nights. It’s also a bit of a roller coaster ride, too. And girls, you’ll probably have a few teas. It’s frustrating. It’s frustrating because of your lack of personal skill. It’s frustrating because where you get other people, they’re not working on the same timeframe as you.

But it’s all just typical growing pains I guess you go through when you’re setting up a new business. So I suggest expect it. But don’t let anything ever get in your way.

Now, I create some products. I’ve got to say, once I got on a roll, I’m on the phone to all these guys and I’m going, “Hey, guess what? I want to interview you.” So I created a number of

products. And I thought, “This is great. I’m ready to go. Hmm, I really don’t have a marketplace.”

Now, folks, this – to me – is the va-va-voom of Internet marketing. I thought about who was already talking to the people I wanted to talk to. I knew who my niche was, my target market was. So I went and found some joint venture partners and I said, “Have I got a deal for you. What about if I interview you, we make a digital product that I’m going to sell to everyone except the subscribers on your database? We’re going to give the subscribers on your database a free copy. How would you like to give your subscribers something for free?”

What sort of response do you recon I got?

Then I upped it a bit more. I said, “We’re going to send them to my website to collect the free gift. And to get it, they’re going to tell me that they’ve been there, so that I can build my database. Free database.

But not only that, if they go on and buy something, I’ll give you 50% of the profit. Would you like that?

Now, if you were my joint venture partner, is that appealing? Well, remember that when you’re out canvassing for joint venture partners.

So I had no trouble finding a marketplace. In fact, I found the marketplace of approximately 80,000 qualified leads. These are people that are hot for the information I’ve got. Is that a good way to start?

So you might have heard me mention the other night, when Ted called me up, I hadn’t slept for about a day and a half at that stage, so it’s a big ga-ga. But I mentioned the other night that my computer was going off. We were literally watching it. I couldn’t click that send/receive quick enough. They were just bang, bang, bang.

But the thing that got us about that was this. Brett sent out the sales letter before I had finished the entire site. Thankfully, the call components of what we were promoting were up. But I’m a perfectionist. No, I used to be a perfectionist. And you know what? I’d still be going now, perfecting it.

So it was actually a blessing in disguise that Brett, ahead of my schedule, released the offer to his database.

Now, that was some fast typing, let me tell you. But I got it all up there. And, you know, we had a few people complain and whatever. But hey, I wrote to them personally, I apologized, and I gave them another free interview as an apology. Do you know what? I recon I got those people for life. Every single one of them that I did that to wrote back and said, "That's fantastic. We appreciate it."

And that's what I was interested in, building a good, solid database of people that will respond to what I tell them or what I introduce to them. And that's what you want to do.

So joint ventures, that's really where it's at.

Now, you know us guys are all here. We are all open to joint venture opportunities. In fact, 60MinutesWithJen.com has an affiliate program. And, if you've got a database that you think might be interested in what I've got to say, I'm really happy to talk to you.

But I'm not the only person here with great opportunities. And neither are the speakers that are here right now.

Now, I'm going to show you what the power of association really can do for your business. Okay? Where's Marg McCallister? Where are you, Marg? Hello. Marg is actually creating a product about coming to an Internet boot camp. And she's interviewing all of us behind the scenes to create a product by the end of it.

Now, I don't want to burst that bubble, Marg, but are you interested in doing joint ventures with other people? There she is. Take notes.

Ross Fletcher. Ross, a solicitor, has spent years solving other people's problems for them, feeding people a fish. He's now turning that into an information-based product, where he can help people fish for themselves. He's going to provide legal solutions.

Do you recon you might have a database of people that have legal issues? Ross hasn't got that up and going yet. But Ross, are you interested in joint ventures?

**Attendee:** What do you think, Jen? Absolutely.

**Jennie:** Remember that face. Make a point of it. From this point forward, you now hold the responsibility to not waste those tea breaks. Get to know each other. Get a feel for who's around. Don't just hang off the guys up here. Although, do that too. Look what it got me.

Helen Diesler? Where's Helen. Hello. Helen, one of the great marketing minds, particularly for women, she's got all sorts of great opportunities going on. She's about to launch a transcription service on the web. So if you're getting into audio-type products, that's one of the businesses that Helen may be interested in helping with. Helen, are you interested in joint ventures?

**Attendee:** I certainly am.

**Jennie:** Excellent. That's Helen.

Uva, Uva Jacobs. Are you here? Hey, Uva. The big property man. Are you interested in joint venture opportunities? There's Uva. Uva's got the work boots out on the JV table. I haven't had a chance to read what that's about yet.

Quentin Brown, where are you? My own boy's not here? He's in trouble. Quentin's got various web-based businesses. And type his name into a search engine. But go find Quentin Brown. He's the guy that hasn't slept for four days. He has dark circles under his eyes. He'll definitely be interested in opportunity with you.

Paul Clark? Where are you Clarky?

**Attendee:** Right here.

**Jennie:** The shares guy. A former high school teacher, now has devised a system, not a black box, but a system for you to trade on the Internet. I'm sorry, to trade on the stock market. I'm so hung on the Internet.

Paul, are you interested in joint venture opportunities?

**Attendee:** Well, certainly after hearing that very inspirational presentation, Jennie, you bet you.

**Jennie:** Okay, there's Paul. Make a point of seeing Paul.

My personal favorite, our cameraman, Andrew Clasy. Young, single, looking for a woman. So what does he do? He goes and sets up an online dating service. Is that cool or what? Talk about following your niche. Andrew, quickly, what's your website address? [Dateaussiesonline.com](http://Dateaussiesonline.com).

Andrew, do you have joint venture opportunities for people in marketing? Andrew's got them all. Who do you have rights to, Andrew? Quick. Ron LeGrand, Dan Kennedy, Mal Emery, he's got them all. So if you're looking for joint venture opportunities, there's another guy for you. And I'm sure there's many more.

Patricia, actually, is she in the room? Patricia Fenn? There she is. All-organic product. Now, there's some order fulfillment stuff associated with that, but Sandra's hungry. Do you know what she did? She had a great, long talk to me, as I'm known to be able to do. And she said, "I'm really excited about this opportunity. Where do I start?" And I said, "We need to put some good content together, what it is that you've got to offer."

She pulled me aside yesterday, she's got a full sales letter written. That's not easy to do from a standing start. Well done, Patricia. Just give us a wave. There's Patricia. Have her talk to you.

So the point about that is the power of association. Isn't it cool to be in a room of like-minded people? Do you know how uplifting it is to be here? I wish I could invite you all up here to see you all down there. It's totally awesome. This is the opportunity of a lifetime. I know it, because I'm living it right now. I'm no one special. I look out for how to make cash. That's what I'm interested in. What the cash can do for me, of course.

You've got to make a commitment to go for it. You've got to do it. Land your feet firmly on the ground and know, as Ted Ciuba said to me, know that nothing can stop you. Definitely not yourself.

Okay, now I have a special offer. Get out those credit cards, folks. Give them a big, fat kiss and put them back in your pocket, because my offer is free.

Now, why would I offer you something for free? Okay, it's cheap for me to make. I'm into that. The great thing about digital products, it's not a high-cost excursion for me.

Exclusive – and it is exclusive – this is Andrew Clasy and my project. Andrew Clasy the cameraman. Exclusive audio interview with all three of the hosts of the World Internet Summit, where they will reveal all of their greatest secrets.

Now, we're scheduled to do that this morning and it hasn't yet happened. But it will happen before the end of the event. You'll probably need to give me about a week. But go to my website, go to the Contact Us page, click on "send me an e-mail." Even if you put in the subject line, "World Internet Summit," so I know where you're from, and we'll get it to you.

[www.60minuteswithJen.com](http://www.60minuteswithJen.com). Thanks.

But wait, folks, there's more. I'll go one step further. I'll also give you an additional one-on-one audio interview with a host of your choice.

So you e-mail me – someone else wrote my offer, sorry – when you e-mail me, tell me which host interview you want, and it's yours.

Oh yeah, you can join my affiliate program, where you can promote and sell all of my exclusive interviews and keep 50% of the sale price of each.

Now, one last thing.

It was really hard to find out how to get started. It's hard. You know this is a good opportunity, right? You're really backing yourself. You've put a couple of grand on the table. But the biggest challenge you'll have when you get home is where do I start.

So we're setting up a little website called [www.ThingsThatWorkForMe.com](http://www.ThingsThatWorkForMe.com).  
ThingsThatWorkForMe.com.

Now, I've only registered the domain, at this stage. I have a habit of promoting websites before they're done. Oh, well.

But what I'm going to do with that is put up, for you, at least a couple of paras on the different products that I'm using, the different ideas that I've found out, or whatever. It is going to be a

subscriber-based website. And anyone outside of the World Internet Summit will have to pay to access it.

And eventually, the plan is that site will also be a site that you can also list the things that work for you onto. So I've actually got quite big plans for it.

But if you register yourself with my 60MinutesWithJen.com website, and from there I will let you know – of course, I'll be letting all of my subscribers for 60Minutes know when I'm launching ThingsThatWorkForMe.com.

Guys, this has been an absolute blast. Love you all. Good fortune to you all. Thank you very much.

**David:** Put your hands together for Jennie. Give her a big clap, folks. And if you'd like to see Jennie or you want to see the boys from the program creator, make sure you fill in the form and \_\_\_ all of your products outside.



# World Internet Summit, Sydney, Australia

## Jesse Forrest/Brian Duffell – CD 3 of 4

**Mike:** Okay folks, listen, we've got some people on the side today that are going to blow your minds. How many people have got Microsoft Office at home, on their computers? Good.

Okay, how many people have got Microsoft Office and can operate Word, PowerPoint, all that kind of stuff? Okay. You're going to like what's about to come up now, because I've worked with these guys before on the Gold Coast. They're sensational. There is one \_\_\_\_, Bryan Duffell's from New Zealand. But anyway, you get things like that. He's \_\_\_\_. He's got one in the backyard.

But anyway, the gentleman that's going to come up in a minute has done a lot of marketing work and he's one of the guys behind the Launch Your Program Creator. He's going to be introducing "Bryan as well.

But folks, it's something that I've looked at. And if you want to develop your own software products, if you've got an idea in your head that you really think will work and you want to be able to do it over and over again, it's not hard when you see what Jesse and Bryan are going to present to you today.

Should you get it? If you can, yeah, grab it with both hands. It's something you can make software. And believe me, everyone out there is looking for new software programs. And if you can make it, you could be – honestly – the next Bill Gates or whoever. And if they can show you how to make a program like that, through Office, and you can use Office and convert it into a software, how easy is it? Seriously.

So I mean really have a good listen when they get up here, because it's a sensational product and it's something that's a very keep-it-simple-stupid format. That's what I need. No, serious. These kind of programs, you have to write in real layman's terms, just to help people out. I love it, because I don't like reading help docs. Does anyone like reading help docs?

How many people try the program first and then read the help docs? That's what I do all the time. And half the time, I still stuff it up.

Okay folks, without further ado, you're going to have a great session today. Please put your hands together for the gentleman who is the license director and one of the main marketers behind the launch of Program Creator. Please, a big round of applause for Mr. Jesse Forrest.

**Jesse:** Ladies and gentlemen, thank you for inviting myself and Bryan to come and speak to you today.

My name's Jesse Forrest. And in just a few moments, I'm going to bring Bryan Duffel up here onstage, and together we're going to reveal to you how you can create your very own software program in a matter of hours, and sometimes in a matter of days.

Now, on top of that, you're going to hear about Bryan's amazing story of how he went from being a broke and miserable truck-driver to earning over \$380,000 in less than 24 months, working part-time from home, as his own boss, around his wife and children. Who here would like to learn that? Fantastic.

Before I bring Bryan up here on stage, I just want to share with you a very important but also inspiring story.

My local baker, she's one of the happiest, most excited, most exuberant people I've ever met. I don't know if you have any bakers here, but I hear if you're in the baking profession it's one of the hardest professions you can be in.

But she's always so excited. She's so damned excited when I get in there to get my loaf of bread every day.

Now, a couple of days ago, I was just so curious what made her so happy all the time. So I walked in there and I said, "Look, Jennie, you've got to tell me why you're so happy all the time. What are you on and where can I get some?" No, no, I'm kidding.

But she sort of dropped her tone and she said, "Jesse, there's so much going on in my life right now, if I chose to, I could be really unhappy." She said, "A couple of weeks ago, my husband of

20 years died.” She said, “I work three jobs just to pay the bills. We’ve been held up here a number of times. And, on top of that, I rarely sleep more than two hours each night.”

Then she got excited again. She said, “You know what? The world is such a beautiful place. And each day, I wake up, I’m so excited, so appreciative, so grateful to be alive. I choose to be happy, and that’s why I am.”

Ladies and gentlemen, I want to quote Dale Carnegie, the author of *How To Win Friends And Influence People*. He once said, “The tragic thing I know about human beings is that we all tend to put off living. We’re all dreaming of some magical rose garden, far off in the horizon, instead of enjoying the roses that are blooming outside of our windows every day.”

Ladies and gentlemen, my question to you is this: what has to happen in order for you to feel good? Some of you, I would say a lot of the audience, a lot of people in general, put rules on happiness. They have a criteria, even. They say, “I’ve got to achieve all of my goals. I’ve got to have someone tell me they love, respect and appreciate me all at once, and I’ve got to make a million dollars on the Internet.”

But the truth is if you really choose to, you can feel good about anything, at any moment. But you have to choose to.

On that note, I’m just damned excited to be here at the World Internet Summit. Who agrees? Fantastic.

But mostly, I’m even more excited to introduce my very good friend and business associate, Bryan Duffell. Can we give him a warm Australian welcome, please?

**Bryan:** My love. Thank you for such a great welcome. I feel like Tom Hua did the other day, and I’m also no different from Frank Garon. My heart’s pounding and I want to get across a bit of a story to you, how I started off developing on the Microsoft platform – basically, my home hobby – and turned it into a \$380,000 business within a matter of 24 months.

Tom Hua touched on something yesterday. He said that you have a lot of passion in what you’re doing. So I relate to that.

I'm going to tell you a little story. I've got a picture on my office wall, and it says this: "Never give up." That's the heading.

Now, there's a little caption down at the bottom that says, "Never, ever give up, for that is the place and the time that the tide will turn. And the tide always turns."

So the tide turned for me probably 12, 13 months ago. And, as I say, I just develop niche little products to a niche market. That's the key. That is the key. It's turning Microsoft Office into your own little platform, where anybody can do what I've done.

I'm the same as you. I really am. My heart's pounding.

So we want to tell you just how I started off.

**Jesse:** Fantastic. Bryan, share with the audience, everyone here today, what you were doing. Tell us a bit about your story before you got started in the software business.

**Bryan:** Okay. I, like Frank Garon, can relate to driving trucks. I drove a truck and trailer, and I worked 12 to 16 hours a day, picking up milk back in NZed. So I know what it's like to feel tired and I know what it's like to be in a dead-end job, where you never see your wife, you never see your kids, and you have no time for nothing.

So I needed to get out of that. And, as you know, if you work shift work over a number of years, you can take 10 years off your life. So I really want to be with my wife and kids to see that, and I didn't want to die early or young. So that's basically what I did. I needed passion to get out of truck driving. So I basically started learning and took courses in Microsoft Office development.

**Jesse:** Fantastic. Good. So because you sparked an interest there, Bryan, you went to software school next?

**Bryan:** Yeah. My part-time, or the free moments that I had, I booked myself into Microsoft learning classes, to learn how to develop on the Microsoft platform. And that's simply using Word, Access, Excel, PowerPoint. And, believe you me, I didn't know anything about computers at all way back in the early days. So it was a real challenge to actually go to those

classes and learn textbook theory, sit down and write things that I didn't understand. But I wanted to learn, because I knew I had the pain and the passion to get out of what I was doing.

**Jesse:** Fantastic. Fantastic. So tell us about your first program and how that came about.

**Bryan:** Okay. Here's a big task. Ed Burton will be interested in this one. GST, July 1<sup>st</sup> of 2000, everybody knew about it, everybody hated it. Who enjoyed that moment here?

It may be a boring subject, but this is just one little niche market, and it's what I do. I build a small software program and I target a niche market.

So what happened was everybody hated GST. The sound of GST was going to rock you off your chair.

So what I did, I thought, "This is going to be a great little niche market to develop a small application, where people could use it. But also, the two key points were to produce the base and calculation sheet.

Now remember, I'm a dummy. So I logged into the ATO, Australian Tax Office, and learned all I could about the up-and-coming tax system. And from there, I developed a spreadsheet in Microsoft Excel, which produced an exact replica of your base and your calculation sheet.

I had no money to market. So what I did was I registered on the ATO office, on the registered facility.

Now, I was in a group from A to Zed. My program was called Simply GST. It was way down at the bottom, in the S's. But the key there was that there was 500,000 people a day logging into the ATO office to find out what programs were available to download or to have a look at before GST came in.

To cut a long story short, there's a lot of traffic going to that site. So all we had to do was search from A to Zed. They somehow clicked on S, went into Simply GST. They could download a demo, a Microsoft Excel demo. And from there, my sales per month would probably be anywhere between \$2,000 and \$3,000 a month. I was doing no advertising. It was just purely the people going to find out what the tax was going to be like.

**Jesse:** Okay, fantastic. Stay right there for a second, Bryan. If you guys are truly getting this, you understand that all Bryan did, again, you've heard his story of being a truck driver, but he went to software school, took apart what their process was. And from what Bryan tells me in previous discussions, software school's very difficult to learn things. You've got to learn about the jargon of computers, you learn coding, programming, all that jazz. The average person won't do it.

But what Bryan did was he translated that stuff into an easy, step-by-step formula that anyone could understand.

Then, he found a niche market, GST. We all knew it was coming, didn't we? There was a lot of publicity about it. So you knew it was going to be a problem in the marketplace. This is a niche. Don't just find any niche, find a problem niche. And was it a big problem? Absolutely.

So then what he did, a simple one-page website, no advertising. Sure, it was on an ATO website, but this could be a joint venture with anyone. It's simply a strategic alliance on the Internet. So \$2,000 or \$3,000 a month is fantastic.

Tell us, Bryan, tell us about your first copyright sale. Tell us what happened next.

**Bryan:** Okay. Remembering I was a simple truck driver and really down and out, what sort of happened here is that there was a lot of sales being made per month on that little program.

Now, I had a business couple that actually saw the program, and they saw that there was a good niche market for this. So what happened was that these two contacted me and they said, "Do you want to sell the copyright to your Simply GST program? And I sort of stuttered and stumbled because what sort of price do you put on that? And, off the top of my head, I sort of blurted out \$70,000. To my astonishment, they wrote me a check for \$70,000. I couldn't believe it. I could not believe it.

Just to prove that, here's the Wispeck Bank. This was a statement for that month. And circled in red is \$70,000. That's the check I got.

Now remember, this is an Excel-based program. I'm not a computer programmer. I don't want to be. I used Microsoft to piggyback off.

The other one circled down there, what I was finding, I wanted to target business owners and develop niche little products to sell to them. There's a huge gap for niche products to certain particular markets. The one underneath there, circled, was I bought a simple access-based database for a real estate guy, and he paid me \$2,500.

An actual fact, I banked \$72,500 that month for doing two Microsoft-based programs. I couldn't believe it. I really couldn't believe it. But there's proof.

**Jesse:** If I could comment here, who here has sent an e-book, a PDF document being sold for \$70,000 on the Internet? You can't do it.

But if you go to any of those computer stores, you can buy Microsoft – is it \$900 now? – your standard software program. There's just such large profit margins in it. Sure, Bryan sold the copyright. But again, all he did was attract someone who's interested in marketing. There are people out there who are solely interested in getting their hands on a business, certainly an opportunity where they share Bryan's dream of providing a solution to a huge, hungry market. And they're certainly willing to pay for that, as he's shown.

Fantastic. So what happened next, Bryan? Tell us about the programs you created off of that.

**Bryan:** Okay. I took a trip to Hawaii and sat on the sand. I had a mortgage and I had a wife and five beautiful girls to feed. Actually, there's six. I tell a lie. I'm not lying. I have six girls, believe it or not, so I need to be a software developer, just like Bill Gates, to fulfill the actual income.

What I did was I actually saw that niche market, and I knew I could contact business owners. I could walk down to 10 people in the street, business owners, and say to them, "What's your biggest problem today with software?" And every single one would say, "Look, I need this. I bought a program off the shelf, at the computer shop, but I want this in it. And this one won't do that and that one won't do that."

So I started to just listen to them and write down what they wanted. And I put little programs together based on Access and Microsoft Excel.

So I built a small suite of programs and I did my own marketing to business owners. And then I packaged them up into a bundle, a group of software, and I thought, “I can’t get to every business owner and sell those programs.” So what I wanted to do was I advertised, I put a classified ad in the paper, directing it to the sale of the copyright of these programs.

So you could pitch the copyright to a suite of – I think – 10 or 12 products at a time. And you could duplicate the CD and sell it to the business owners.

So what eventually happened was that, once again, a business owner contacted me and he said, “Look, I like what you’re doing. I like the programs. What’s your price?”

Okay, here’s the funny part again. Remembering that I just got a sale of about \$70,000, once again I was sort of dumbfounded as to the side I’d spent developing these programs. And remember, they’re just simple little programs. Simple programs. So I just plucked a figure out of my head, \$80,000. You can have the copyright to these programs, you can duplicate the CD’s. And to my astonishment, once again, the checkbook came out of his pocket and he said, “Look, I put value on that because I’ve got a system that I can duplicate to a niche market.” And that was the key, developing to a niche market, because nobody else was targeting it.

And, once again, as you’ll see on the screen there, here’s the check he wrote me up. It was \$80,000. Here’s a check that was \$60,000. And there was \$20,000 about two months later. So that was an \$80,000 sale.

So that year, I’d made \$150,000 in copyright sales.

Now, I sold licenses, also. Software licenses, which produced another \$230,000. This is Microsoft Excel and Microsoft Access, and using Publisher and Word to actually do it.

**Jesse:** Bryan, if you could just answer a small, quick question here. If we wrap this up, in your first two years in the software business, how many programs have you created, and then how much money have you made selling them?

And before you answer that, have you been in sales before this?

**Bryan:** No, no. I’m not a salesman.



**Jesse:** Have you been in business before this?

**Bryan:** No.

**Jesse:** In marketing?

**Bryan:** Never.

**Jesse:** So if you knew some of these techniques beforehand, it may have been easier.

**Bryan:** As I say, I'm just like you people sitting out there. I don't have sales and marketing ability to go out and make huge amounts of money. I don't want to do that. I'd like to sometimes sit in the background and be shy, and develop the program. Buy hey, sometimes you've got to get out of that shell.

That's right, Jesse.

**Jesse:** So total sales in two years?

**Bryan:** Totals, once again, \$150,000 for copyright sales and \$230,000 in license sales. So that amounted to \$380,000 in just under 24 months. I just fell off the chair. I couldn't believe what I'd actually done.

**Jesse:** Okay. Share with us, Bryan. You're releasing today, for the first time, never been released before, you've never shared these secrets with others before, your system. Tell us about the Program Creator Toolbox. The product's being launched today, ladies and gentlemen, on the Internet today. Tell us about that. What that can do, and is it really possible for someone who's never created a program before, isn't even good at computers. He's a computer dummy, you could call them. Is it possible, is it real that they can create programs like you have?

**Bryan:** Yes. After doing Microsoft courses, what physically happened was that I looked at all of the textbook theory and I basically went home and I threw it out. I couldn't understand it. A lot of technical jargon.

But there was a certain formula that you would have to use, or what I found I could use, to build simple software programs.

So what I did, I found that every program I built, I tended to use this sort of foundation. And it's no different from the builder, when you go to build a house. You look at the plans. You've got your foundation. And then you build your house on top of that.

So I'm no different when I develop a software program. I have a plan, the layout. Then I build my foundation. And then the innards basically go into that program.

So it's a platform I use time and time again. And people started asking me, "How do you do what you do?" And I couldn't tell them. They said, "I'd like to know what you do, because you're obviously making money out of Microsoft." I shouldn't say that.

So then I sat down and I put together what I call Program Creator. So anybody, anybody, regardless of anybody, even if you've never touched Microsoft Office before, Program Creator will walk you through 14-odd steps. And at the end of that, you've developed a program in a matter of hours. And believe you me, anybody can do it. And I'm going to show you some simple steps which will achieve that for you.

**Jesse:** Maybe run through on the screen here. Can everyone see that?

**Bryan:** Yeah, sure.

**Jesse:** Maybe run through what those icons are.

**Bryan:** As you can see here, those icons that are on the screen there, you click on the icon that will bring up a visual instruction of what you actually do. So you see the steps one to 14. You can click on every single icon in there, and there's a visual image of what you do, a step-by-step process of how you develop a good niche little product.

**Jesse:** Is it hard to follow?

**Bryan:** It's not hard to follow. I put diagrams in there which, as I say, this is my foundation for building any small program, a simple little program to a niche market. And you can follow the actual presentation shots, screen shots that view there.

**Jesse:** So, in essence, you point, you click, you follow the instructions. And, in as little as a couple of hours or days, you can create your very own software product.

**Bryan:** Yes. That's right.

**Jesse:** If we quickly run through, just quickly, and then we can show people some of the stuff you do and maybe the first step of creating a program. We can run this through. What we've written here, the "Create Your Products In A Flash Step-By-Step System," and the benefits of those.

**Bryan:** Okay. As you can see on the screen there, and Jesse just highlighted, Create Your Own Products In A Flash, you want to build your own. First of all, how many of you here have a website and a product that you're selling online? There's not many.

So put it this way: how many of you here would like to have a software product that you could put online and sell off an Internet website to a niche market? Okay, that's good.

What you're physically doing there is you're telling me that you'd like to develop something small to a niche market, and then have it ready. Because if you look at the facts, Microsoft – I know some people hate Microsoft – if you look at the stats, 95% of the world's PC market is held by Microsoft. 95%! That's huge.

The other thing is that Microsoft Office is run on 80% of the world's PC's. I'm not a salesman for Microsoft, but you look at the facts. Wouldn't it be easier to target that market and build something in Microsoft, which is understandable, rather than going to school and learning java script or whatever code you want to learn? I don't want to know about that. I just develop on Microsoft, and it makes it easier.

**Jesse:** That's fantastic. And what you're releasing here is the same formula you used to create 15 programs, as someone who doesn't have computer background.

**Bryan:** That's right.

**Jesse:** Fantastic. Bryan, can we show them the first step, how to use Microsoft Excel, right now, live, the first step in creating a program and exactly how easy it is for people who haven't done it before?

**Bryan:** Who here uses, like Jesse said before, you use Microsoft maybe on a weekly basis or you open Microsoft on a weekly basis? A few of you here? Okay, good.

So do you know a lot about Microsoft Excel itself? How to take a blank spreadsheet and turn it into a \$70K product? Would you like to do that? Okay, there's a trick to doing it.

I'll simply bring up a simple design layout here. This is just maybe one of the first steps as to what I take, and there's 14 others.

But what I physically do is I relate back to, as I said, the foundation of where I work from.

Now, as you know, that's a blank Excel spreadsheet. You can add visual impact to that by simply changing it around. You've got your tab sheets down at the bottom. You might see it back there, but we have tab sheets.

Let's take what I call a dialogue frame. To start any program off and to make it look like a proper program, what I call is a frame box. You grab that one. In this case, I've got a picture in here, which I'll grab, and business management spreadsheets.

**Jesse:** You're just cut and pasting here.

**Bryan:** This is cutting and pasting. This is what it walks through with Program Creator. You go through the 14 steps, you'll have a program at the end of 14 steps.

So if we copy that one, it's like taking it back to your blank Excel spreadsheet. Paste that form in there, and you see that layout there.

What happens is you can take the button that's also there, copy that through, take it through to your blank spreadsheet. We'll just pop it over here. It's not going to pop over there. I'll go back and just copy that one. Copy that one through, put it back in here, and paste that one in there.

Now, what physically happens, if you go to your tools and you click here, options, take out your grid lines, column, row and headers. We'll even take out that tab sheet.

See, what it physically does is it gives you a new image to put into Microsoft Excel. So you're taking everything out of there, and it gives you a good program to start off with.

**Jesse:** Can we give a round of applause? He's just shown you the first step.

Now, ladies and gentlemen, who could say how they could do that? Raise your hand if you could do that. As you can see, that's one step. Obviously, it takes a little bit longer to create an entire program.

But as you can see, if you can find a niche market, maybe it's something in your industry, maybe it's something you can see in someone else's industry, a problem. Just like the GST that's coming, there's many others. We talked about some earlier in the seminar.

If you can do that, then you can follow these easy steps. This is one. We don't have time to show you all 14. But if you can follow those steps, then in a couple of hours – we say in as little as 14 days – you can create your very own program.

So again, there's many ways you can market it. There's many ways. There's ways we've discussed earlier in the seminar. You can sell it to online joint ventures, as Bryan's talked about.

But the real money isn't in selling single copies for \$100 or \$200, it's selling the copyright to someone who shares the vision of that market, sees the problem as well.

We're at a hairdresser, a place just recently. She's obviously in the industry. She said, "There isn't an appointment manager in the industry that's less than \$25,000 to install into a hairdresser. If you want an appointment manager, it's very expensive."

So what she's doing, she's going to source the Program Creator Toolbox, and she's going to use it to create a program that's very similar, using Bryan's techniques. And she can sell it, maybe not for \$25,000, but she can certainly go to a hairdresser and her competition because she simply doesn't have the massive overheads of all these big programming companies have. Does that make sense? Okay, good.

Here's another one. I took a guy last week, from Smart Loch, Australia. He's never used Microsoft Excel before or to actually build on the actual platform. So what he's done is he's built a little program. You just saw the start cover there. Ben Hudson.

Now, here's what he says. Can we turn up the speakers? Hang on a second.

**Video:** Good day, Bryan. It's Ben Hudson, from Smart Loch, Australia. I just wanted to let you know that I'm thrilled with your new Program Creator Toolbox.

By using your toolbox, we were able to develop a stock control program for a business in just under two days.

Part of the national distribution network through which I distribute \_\_\_ systems, and through using the Program Creator Toolbox, I've been able to design a unique and effective stock control invoicing program not only to suit my needs, but to suit the needs of my national distributors.

If someone had told me that we could have made our own software program, I would have laughed in their face. But you proved me wrong in a big way. Program Creator Toolbox is really everything you said it would be, and more.

It's helped us tremendously in our business, and I recommend it to everyone. So I just wanted to say thanks. It's such a great program. This is a fantastic thing and it's easy to use, so I recommend it to all.

**Jesse:** Fantastic. Ladies and gentlemen, we're going to wrap this up. Unfortunately, we are out of time. There's five minutes left. So we're going to present you an offer today. Again, this is something that hasn't been released before. It hasn't been in the marketplace. Creator Toolbox. It's the same system. You point, you click, you follow the instructions, and you can create your very own software program, sometimes in a matter of hours. But, at a minimum, in 14 days.

Now, we'll show you the offer that we've put together for you.

**Bryan:** Can I just add in there for a few moments? To actually package a product, there's a simple way to do it, too. And you can either do single runs or large runs. And just for this example here, you can take a blank CD, you can buy stacks of CD's for whatever price. They

work out anywhere between 50¢ and 90¢ a CD. You can package it with a color cover, a color label. That's about \$2.34.

Once that's packaged in there, you can also get your slip or cover that can go inside a DVD case. Once again, depending on the run that you do. If it's a large run, that there. If you did single items, about \$2.34. Your DVD case, probably about 90¢.

So you've created your own software program, sellable software program, that's cost you no more than probably \$6.50 to actually put together. If it's to a niche market and there's nobody else targeting it, it really is an easy sell. And that can also go on a retail shelf, ready to go.

**Jesse:** Fantastic. We're going to have to wrap this up. Now, let me give one of the first things. Obviously, it's the Program Creator Toolbox. The Program Creator Toolbox. The same secrets Bryan has used to make 15 programs in as little as 24 months, and an income of \$380,000 in that time.

What we give you to fast-track you guys, the first bonus is the CD duplication rights – Bryan, if you want to hold them up – to those special programs; programs Bryan has sold heaps of. Heaps of these in single users in the marketplace. You get the CD duplication rights, meaning you can sell them as your own. You can sell it for \$100, you can sell it for up to \$400 – that's each – to different markets. These are programs that 99% of business owners need.

The second thing we're giving away is six months e-mail support and training. If you have a question, if you have a problem, if you have a challenge with creating a program, Bryan is here as your personal assistant. You can contact him nine to five, Monday to Friday, through e-mail, and he will answer any questions you have.

And the second thing that we're giving away is obviously the marketing support. If you're stuck with how you're going to market your program, you can't find how you're going to get into that niche and market to them, Bryan, again, has a wealth of knowledge on that.

Along with that, we'll give you my three killer Internet marketing bibles. Happiness is value. This is something that Brett talked about earlier. We're packing this with absolute value,

because we know – and again, if you follow this system, just like anything you’ve learned at this seminar so far – then success is only there if you take action.

So just to wrap that up, you get three killer Internet marketing bibles.

Now, they’re by one fantastic American Internet marketers, Bob Selling. Fantastic.

Now, at a total value, that’s \$673. The three Internet marketing manuals, some of them over 300 pages each, packed with everything you need to know about marketing. You could do a whole seminar on them yourself.

Also, we’ve got Bryan’s top secret confidential templates. Bryan, do you want to quickly talk about that?

**Bryan:** Sure. Once again, with those templates, you could go through Program Creator, you could pull out those templates, you could put them into your own program, and it’s what I’d probably call I’ve done the hard jobs for you. You could actually fast-track building with this program, by grabbing these templates, putting them into Program Creator, and you’re going to have a program in a matter of hours. And there’s lots of templates in there, which target niche little markets, which you can just automatically cut, copy and paste into Program Creator.

**Jesse:** So you’ve already done the work for them.

**Bryan:** The hard work’s done. All you’ve got to do is copy what I’ve done there, and it’s in Program Creator.

**Jesse:** Fantastic. And last step, of course, risk-free, 100% money-back guarantee.

Now, that basically means in one year, by following Bryan’s techniques, by using the steps in the Program Creator Toolbox and applying them, and by applying a minimum of four of the marketing tactics – that’s in one year – if you can do that and you don’t make at least your investment back in actual whole software in a box – that’s what it is, it’s not just one arm, it’s a whole system – if you do and you don’t make your money back, then we let you keep – do you want to bring up the value of the bonuses – we let you keep the value of the bonuses, which



comes to \$10,973. Keep the bonuses and everything else, and we return your money, return your investment. We're that confident that it will work for you, if you use it.

Now, the price. The price of that – again, this hasn't been released before, we haven't shown anyone these secrets before, it hasn't been in the marketplace before – this is the first crowd that you can get your own copy of. And the price of that comes to \$997. Again, that's for everything, including almost \$11,000 worth of bonuses.

So on that, we both want to thank you for having us here today. We hope you've gotten some value of this. We certainly hope that you can get in the Program Toolbox and use it.

We just want to say thank you for having us here, and I hope you enjoy the rest of the seminar.

**Speaker:** People, a big, warm thank you for them, as well. You can do it. You can do it. All the way from New Zealand. How do you feel being in Australia?

**Bryan:** Actually, pretty good. Actually, pretty good. I won't say anything about Net Baller's winning the Net Ball or the Old Blacks taking the \_\_\_ cup.

**Mike:** Folks, if you want to take advantage of Bryan's offer, Bryan and Jesse, by all means make sure you see them after the next guest speaker comes up. Or keep your brochure and make sure you fill one out. Take advantage of it. It's a great offer. And it's up to you. But, as Bryan says, you have to actually do it. Just take some action. See Bryan and Jesse. They'll be here all weekend. Make sure you see them, because they've got a great product that's up to you to turn it into something really magic.

If you buy their product, take it home and do nothing with it, you'll get nothing out of it. If you take it home, you do this with it, you know what you'll get. You'll triple and quadruple your investment many, many, many times over.

Thanks, Bryan.

**Bryan:** Thank you.

**Mike:** I love how, as a guest speaker here for 15 minutes, and now I'm doing all the intros. It's great. Jenny, what a plug, huh? Next year, I might even give you free coffee.

Okay, folks. What we're going to do now, folks, there's a lady I'm going to bring up onto the stage right now, that I take my hat off, even though I don't wear hats. Because I think to myself, a lot of ladies, I like, in business, seeing a very strong lady, a strong woman getting up there and doing a good presentation, because it's always been the guys getting up on the stage. But I love it when you see a real strong lady getting up there and delivering something that's powerful because I think a lady can really get a point across just as good or better than any guy. And I really, sincerely say that, because a lot of the ladies are very brilliant.

Seriously. A lot of the ladies, they come from a totally different angle. My girlfriend, I'm better than her, she lets me say.

**Jennie:** Thanks, Mike.

**Mike:** The thing is, realistically, when you look at it, there's different angles. Us guys sometimes look at it from a more masculine angle. Whereas the girls come in and, you know... I've gotten a lot of really good hints and tips off a lot of ladies off the Internet, online marketing, offline. So no, I really do take a lot of credit from a lot of the ladies.

This lady is here this weekend. She's actually got a website at [60minuteswithJen](http://60minuteswithJen.com).

# World Internet Summit, Sydney, Australia

## Bart Baggett – CD 3 of 4

**Ted:** So I tell you what, folks, stand up. Let's give a loud Aussie welcome, make him welcome.  
Bart Baggett.

**Bart:** Hey everybody. Thank you very much. Am I on?

How are you doing today?

**Attendees:** Good.

**Bart:** Did you have a good lunch?

**Attendees:** Yeah.

**Bart:** My name is Bart Baggett. I'm from middle Earth. Actually, I'm from Pond Mills, Queensland. I'm just kidding about the middle Earth statement. I had someone on the break go, "Are you really from Queensland?" Yeah. Yeah, dude, surf's up!"

You guys ready to make some money?

**Attendee:** Yes!

**Bart:** Do me a favor. Stand up if your website is already making you over \$10,000 a month. Congratulations.

Stand up if you're making \$5,000 or more on your website currently. Stay standing. You guys stay standing. One, two. Congratulations! Stay standing.

Stand up if you're making over \$1,000 a month on your website right now. Stand up.

Now, everybody stand up who intends to make more than \$1,000 a month on their website this year. Excuse me, sir. Are you not hearing me or are you crippled? Your legs are working, good.

Alright, are we ready to make some money?

**Attendee:** Yes!

**Bart:** Sit down and let's get started. I'm glad to hear everybody's committed to making some money. Because all I care about is making you money. My clients think I'm a little harsh sometimes, because I tell it the way it is. I'll say things like, "That's a stupid idea." I'll say things like, "Who exactly has purchased this in the past?"

I had this one guy, this is a funny story. It occurred to me to tell this story. He had bicycled through Vietnam, like after the war. This was like six years ago. And he wanted to sell his memoirs of bicycling through Vietnam. And he had a book and everything, right.

I work with Tammy De Palma and we do some publicity consulting, radio coaching, and he wanted some help selling his book. And I said, "Do you have any testimonials?" And he goes, "No." I go, "Okay, great. How many books have you sold?" He says, "None." I said, "Okay, has anybody read your book?" He goes, "Well, my mom read it." I go, "Did she like it?" He goes, "She didn't actually read it, I just gave it to her." "Well, there's not exactly a big market for it if your mom doesn't even like your own book."

So that was a pet project, and I had to be the bearer of bad news that, "Hey, if your mom doesn't like the book and she won't give you a testimonial, it's a bad idea."

Now, many of you in here already have ideas for publishing information products. Raise your hand if you think about you'll probably publish an information product online. Awesome. Then you just better take notes, because I talk fast.

Based on my experience living here last month, you can understand every word I say. I can't understand every word you say, if you speak very quickly. But there's enough American television, I think you can keep up.

Am I speaking too fast for anybody in the audience? Perfect. Good.

Here's what I want to do today. I want to cover a number of things. I'm going to show you what has worked and what has not worked on the publishing projects I've been involved with. Would that be useful?

**Attendees:** Yes.

**Bart:** I'm going to show you the concepts and details that have made me money, and some of the ones that haven't made me money. Would that be useful?

**Attendee!:** Yes.

**Bart:** By the way, this is Jane. She's going to be my technical assistant, and she is the reason I come to Australia more than most people do. Okay? She's very sweet to put up with me.

Now, you have a handout in front of you. Flip to the first page. Let me cover what I'm going to tell you. Remember Speak 101: tell them what you're going to tell them, tell them, and then tell them what you just told them. Okay?

Now, I'm going to run through a number of things. I probably put about two hours worth of content into this 45-minute lecture, which is why I have to speak quickly.

I'm going to tell you how I turned a bookstore failure. Let me just briefly run this.

Here's my 30-second story, my two-minute story.

When I was 14 years old, my dad turned to me and he said, "Bart, give me a sample of your handwriting. I want to show you something." I said, "Dad, this is silly. Whatever."

So I gave him a sample of my writing. He goes, "You're sarcastic, you're stubborn, you're a little arrogant, you've got a little self-image problem, you care too much what people think about you, you're a little too emotional," and he went on and on and on.

And I'll tell you today, I am still sarcastic. But I'm not near as stubborn and I've got a good self-image, and I've changed my life tremendously through this science called handwriting analysis. I was 14 years old.

When I began to change my handwriting and study self-improvement and learn NLP and hypnosis and all these self-help tools, and read the books, my life changed.

But what was really interesting about that is it became a hobby of mine. Everybody I met, every waitress, every waiter, “Hey, let me analyze your handwriting.”

So by the time I got out of college, I went to Pepperdine University, which is in California.

When I got out of college, I realized that I’m probably going to have to get a real job. This was a very traumatic awakening for me, because I really didn’t want to get a real job.

So I thought, “How can I do something besides get a real job?” So I’ve had one real job. I moved to Las Vegas for a couple of years. And, in the process of dealing cards – because I was making a lot of money and having fun – I wrote this book. And this book is called *The Secrets To Making Love Happen: Mastering Relationships Using Handwriting Analysis And NLP*. And basically, it’s a book on dating and relationships using handwriting analysis as a way to understand people.

This lecture is not about handwriting, but I’ll tell you why I bring it up at the beginning. It is what has made me famous in the United States and in many other countries. It’s the unique thing that I can do, that most people cannot do very well.

And because of that, when I was 19 years old, I started doing a couple of radio interviews, analyzing the handwriting of celebrities. For example, do you know who Naomi Watts is? I was at a party in Hollywood in November, and I was at a screening. And she was there with Denise El Toro. And I just walked up and said, “Hi, my name is Bart. I analyze handwriting. Do you want your handwriting analyzed?” She goes, “That’s great!” And her and her publicist, I had this big crowd of people. How fun would that be, to be able to get the attention of a major star like that in a minute?”

That’s why people buy my books all over the world, because there’s certain sort of attraction and a certain sort of curiosity about that. I cannot have 30 minutes. I just started. You’ve got to be kidding. Oh, my god. Oh, my god! OMG!

To wrap up the story of handwriting, I wrote a book when I was 23 years old. This was before the Internet, and I didn't know how to sell it.

Like most people do, they write books about something they're passionate about, and then they think about marketing afterwards. I don't do that anymore. I think about marketing first, and then I make a product to match the market.

So over about three or four years of really struggling, trying to sell this book, I learned the art of publicity. Thus, I've been on 1,500 radio shows, been on CNN. We got a call yesterday to go to a show called Good Morning Australia. If they can kick somebody off on Tuesday, I'll do it Tuesday. If not, I'll do it when I come back.

Some people ask me, "How do you get on all these talk shows?" Anybody interested in doing that?

It's like anything else. There's a system. If you don't have a press kit that is impressive, you're not going to get attention of the major, major television shows. But you can get your local newspaper, and you can start small.

I couldn't get on Good Morning, America and Good Morning, Australia right off the bat. You know why? I didn't have a demo tape.

This has a demo tape of me on all the talk shows in America. So they look at that and go, "Oh, this guy knows what he's doing. This is not a risk."

You've got to learn any kind of marketing to take away the risk of who your target customer is. I'll have that at the back table. You guys can look through it if you want to see how you do that.

There's a process here. I've been doing TV and radio for about 15 years, so I have a lot of things that you don't have. But I tell you what, there was a time when I had no experience, never been on a radio show, I had no mailing list and I had no customers. Can anybody relate to that point in their life? So it's possible for you all to do it.

My life changed in 1995, when I launched my first website. So I've now been doing it for how long? Who's good at math?

And, by the way, I'm not a master at HTML. Some of the pages that I've shown you, I'm going to show you, you'll laugh and you're like, "Oh my god, did you kid do that?" They're not that sophisticated, especially the delivery page of the digital products. I'm going to show you examples of stuff that is really online. And the reason I'm showing you the ugly stuff, I want you to realize that you can do it.

The worst thing I can do is come up here and tell you how great I am and how sophisticated, and then you go, "Oh, I can't do that, Bart has 10 years experience." No. The stuff I'm doing now is stuff that you guys all can do.

So let's start with a couple of sites here.

Oh, a quick story.

In my publishing business, I had one book and I struggled to make a living. I then started selling a tape, and then I started selling a CD, and then I started selling a number of other products. And currently, we have a product called "The Handwriting Analysis Certification Home Study Course." It sells for \$1,300. And a lot of people that buy this book for \$20 end up spending \$1,300 because they get so interested in it.

So it's an information publishing business. So if you think you're in the book business, you're not. You're in the business of solving problems. And if you can solve it through information, you can charge them a premium price.

And, by the way, we still sell stuff. As much as I've tried to not sell stuff, customers want stuff. So we've got shipping companies in Australia and India and other things that actually ship our stuff, so we don't have to pay big, international postage.

So let's look at what we're going to go over. This page here says, "Actual case studies." What you're going to see on the overhead is what you have in your hand. If you don't have it, raise your hand. They'll pass one out to you.

Okay, great. A couple people in the front here. Our Spanish-speaking man who has a French accent. It's true, no?



Now, I'm known as the handwriting guy. I have not made less than \$11,000 from my handwriting website in about three years – a month – and that's very much on autopilot. Ask Jane. I was here all through December. I sent two e-mails a week, at the most. Right, Jane? I had fun when I was here. And that amount of work, here's an e-mail, hit send, generates \$12,000 to \$13,000 a month just in the handwriting analysis alone. It's a very niche market. It's very hobby. Not that many people are really that interested in it.

Because I had the infrastructure in place, I can do that. I'm going to start out with some other products, to show you that it's not about me. There's products that have nothing to do with me that make money online. Products that you could also do. And I would bet you that you could probably take the same niche I'm talking about and sell it here in Australia.

How many people know people who would like to stop smoking? Raise your hand. How many people would like to lose weight? You know people. Not you, of course, but one of your friends. Go ahead and flip it to the weight loss, the next slide there.

I've showed you a couple of things. I've showed you the sales page and I'm going to show you some of the delivery pages. So if you flip it over, we need to be on the weight-loss, stop-smoking page. So it's right here.

This good-looking, bald-haired man is my father. His name is Kirk Baggett. Let me tell you how hard it is to get products.

In 1991, he went around the United States doing hypnosis seminars for \$39. He took a bunch of people and he said, "I'm going to hypnotize you and you're going to stop smoking." And he had about an 80% success rate.

A couple months later, he would come back and he would hypnotize them again, and they would continue to stop smoking. It was a good program.

Why was that funny? Like 20% were slow, so they needed to come back.

Anyway, I dug out the cassette tapes of these seminars and I thought, "Hey, here's a product!" I dug out the cassette tapes and said, "Dad, can I use your tape?" He goes, "Sure." How many

retired hypnotherapists have tapes in the garage you could probably go find? Seriously. They're all over.

So I put up this web page that literally was built like in 1997, '98. It's not very sophisticated. And you'll notice a pattern about all the sales pages. They're a sales letter. That's a pattern. Everybody notice that, sales letter?

I had one guy go, "You know, I've got this really beautiful website that doesn't make me money." I go, "Stop right there. It's pretty. That's your first problem."

It can be pretty, it's not a problem. But it has to have all the elements of a sales letter.

I'm not going to talk about sales letters because you've had people already talk about them, and the copywriting has to be good.

So basically, "You will become a non-smoker using our powerful hypnosis-based audio program and online stop smoking course. You stop for good, or your money back." Pretty clear headline, right?

So they're Jonesing for a cigarette. That's an American word for Jonesing. How do you translate that?

**Attendee:** Really want one?

**Bart:** Yeah, they're addicted. They're shaking. Sorry. And they go, "Oh my god, I've got to stop smoking." So they do that.

Now, I don't want to ship them CD's, because I have to actually manufacture them, ship them, drop-ship them. So I launched this with totally online digital products.

So we did that. They immediately put their money in. We use the same shopping cart, Rob Bell. Let me tell you something, this is an unaffiliated endorsement. I don't make any money. Ever since I switched to Rob's system, my life has been very easy. We've been with his shopping cart for four or five years. It does everything we need it to do. And the reason it does everything is I told him, "Rob, I need this."

My friend Yanik said, “Rob, I need this.” And his other partner, we kept saying, “We need digital delivery,” and he kept adding to it.

So it's not that we're just pitching that product, that's what we've used because he kept making it to help me. He informed me I'm one of his top complaints for spammers, recently. And I don't spam, by the way. Everything is opt-in. But when you've got a list of 90,000 people, some people forget that they opted-in. So he's nice to me. He doesn't kick me off.

So this is a simple site. When they finally decide to buy this, they go for the shopping cart, they immediately get a text page that says, “Here's your user name and password.” And they go there and they listen to it.

Now, I've had people say, “I want CD's. Will you send me CD's?” I finally broke down and made some CD's and we shipped them to them.

Go to the next page. We have weight loss.

Now, this is a brand new site. This is one of those things that I've had for a while in my inventory, but I never really launched it because I was doing other things. So I got a friend of mine, who's a good copywriter, I said, “Look, here's the deal. I'll split it with you. I don't have time to launch it, to write the sales letter. I don't want to do it, but you can use our products.”

So he did all the copywriting. He's managing the whole site. And now, he's my joint venture partner. Anybody interested in doing that? There's lots of people like me that just don't have enough time to have products or have ideas. So I coach him.

By the way, these two people do not exist. They are images we purchased of people in white suits. The content is hypnosis content that I bought or purchases or licensed from people that were hypnotists.

So basically, this is a sales letter. “Hypnosis is the golden key to unlock your ideal body weight.” It's a great program. It has like seven hypnosis tapes, it's got seminars, it has a great book, an e-book. It's a really, really good program, and it sells for \$49. And if they want the CD's, they can actually pay another \$20 and get them.

We actually made hard copies of CD's. I'm actually quite proud of this, because it actually looks professional. And I don't do a lot of stuff that looks really professional, because I'm cheap.

So it's real nice. So they get this in the mail, and now these fat women can listen to this month after month, and they do it. You don't lose weight like instantly. It takes a few months. So having a CD is an important part.

My dad, years ago, they'd go, "How long does it take me to lose weight?" He goes, "Well, it took you 50 years to put it on. It's going to take you a little while to get it off, ma'am."

I once told this girl, "You know, you're exceptionally heavy, so it's going to take a while to actually get the weight off." She told me she was very offended by that. "I'm not exceptionally heavy, I'm morbidly obese." "Excuse me. Alright, you'd rather have death."

Okay. The next one we've got, this is just a sales page for the book.

I wrote a book a couple years ago called *The Success Secrets Of The Rich And Happy*. Do you know who Tony Robbins is? This is my version of Unlimited Power. Everything I know about making money, being wealthy, changing belief systems, changing habits, having life balance, it was my parlay into this self-help field, so that I can get \$9,000 and \$10,000 a keynote lecture as a professional speaker. So that's part of the reason with this book.

We do sell lots of books. We distribute this book in India, and we just recently got a distributor here in Australia. So even though the book isn't in bookstores in Australia, you can go into any bookstore and they would now be able to order it. Last year, you could not do that.

So actually, I'm a real publisher and I have real books. But you know what? I don't make a lot of money off this book. I'll make a couple dollars, a dollar in royalties. But what I do make is if you buy this book, I'll get your name and e-mail, hopefully. Because in the back, there's all these bounce-back offers like free newsletters, and then you'll get on my list. That's where that comes from.

So that's a simple sales page. You know who Mark Victor Hansen is, *Chicken Soup For The Soul*? Here's his quote. "Bart reveals prosperity secrets only a few really understand. It is a

powerful, accurate and comprehensive guide for building wealth in your life. Read it, live it, love it.”

So he gets a benefit from being on my site, because it reminds people that he’s out there. I get a benefit because he’s already famous.

So you’ve got to use strong testimonials.

The fact that he gave me that means he obviously liked the book. That is a good credibility builder. It’s like people marketing Internet marketing. The self-help field is flooded. You have to do something to make it a little different.

Again, it’s the same thing. It’s a sales letter and you have the option of downloading it with a PDF file or not.

When I launched it with PDF files, I started getting orders from Israel and Pakistan and India, because shipping was very prohibitive for a \$20 book. I believe it’s \$29 in Australia.

Okay, let’s go to the next one.

This is called “Double Your Income.” By the way, this is the ugliest sales page I have. And it still makes money, despite how ugly it is.

So the three columns work, but it’s a little CD called “Double Your Income.” It’s a program I made to help people change their belief systems about making money. If you’re interested in doubling your income, raise your hand. If you’re making zero, it won’t work for you. Zero times zero is still loser, okay?

Anyway, it’s a good program. It’s hypnosis, it’s a lecture, it’s all this stuff. And I brought some disks for you, too. I’ve got 21 of those disks, if anyone’s interested in that program.

I think it’s a great program and it’s good. The problem is it could use a better sales page. I haven’t had to go back to use it.

But here's my point. Some of the stuff I made in 1998 and 1999 still makes me money. So I'm not stressed about the fact that it's not that pretty. And if anybody wants to help me with this program, I'd be interested. Yeah, you can help me redo the website.

So the Double Your Income didn't come up? Is that what we're saying, Jane? Okay, great.

Next slide. I was going to show you a demonstration of that, but it wouldn't pass in.

This is called the Australian Handwriting Starter Kit. This kit has made me lots of money. It's basically a handwriting analysis kit for dummies. Now, this one is in Australia, because we just got distribution here this last month. But look at all that stuff. That's a lot of stuff, isn't it? And that is \$69. Does it seem like a lot of stuff for \$69?

**Attendees:** Uh-huh.

**Bart:** Good. Some of that stuff is digital, which means that this book is downloadable. And this CD is downloadable. You listen to it online.

So when you get your package in the mail, you don't get these two things. You get the cards and the two books and the video. You see? But we built value by giving away extra stuff. Digital stuff is a tremendous way to get value. Interview somebody, teleconference, anything that you can download digitally or stream with audio is very, very valuable.

So what I did is we sell a deck of cards. See the cards spread out like that? There's little handwriting flash cards. They're just fun. They're like little flashcards. And you look, "Oh my god, she's a nymphomaniac!" They're really fun. Just true, that's what it says.

So what happens, they check out this deck of cards that's \$20, and there's an offer that says, "Hey, for \$20, you can get a video, a book, a CD and all this other stuff." This is different because I added some stuff in the Australian. But in the American website, it basically costs you \$20 for the cards and \$39 for the starter kit. Different configuration.

So that upsell, basically, I got 50% more people buying the whole shenanigans – does that translate, shenanigans? – instead of just the card. So that upsell probably made me another \$7,000 or \$8,000 that year, just adding upsells. And a lot of it is downloadable bonuses.

So when they purchase it, yes, they're getting stuff in the mail. And we immediately send them to a downloadable page, where they can listen to the files and download the book.

Is that easy? Is that easy or easy? That's the way it is.

Okay, what's next here?

Great. Now, here's the big product, "How To Analyze Handwriting" product. A \$16 book is what we start with. What I really want is people to spend \$1,300. This is the handwriting biz. I want to see \$1,300.

So I wrote this sales letter basically saying, "Become a leading handwriting expert by using my exact methods to create substantial income, improve your relationships, learn \_\_\_ therapy, and be dead-on accurate with every handwriting sample you ever look at again.

Does this page relate to 100% of the population? No. Just people that are interested in handwriting, whether it's applied kinesiology, chiropractor, or herbs, it's targeted at people that already have an interest in handwriting. Very niche marketing.

That's one reason I'm known as the niche marketing expert. Take these little niches and become dominant, and win in those niches.

If you scroll down, you'll see a couple things. We've got some testimonials, some bullet points. Again, headline, headline, headline is important.

And the next page, this is what's really important about selling high-priced products. You want to give people a visual of what it is.

Now, scroll down here. See the lady here? Are you online or are you on the PDF file? The PDF file?

If we were to click on this, it would pop up an audio and you would hear this woman actually give the testimonial. She would say, "Oh my god, I went to Bart's seminar and it changed my life. I started making money as soon as I left, doing handwriting analysis." And there's seven other testimonials there, in audio format.

I have video testimonials. I haven't figure out how to put them online yet. Actually, I know how, I just have to get someone to do it.

Down here, look at this picture of all that good stuff. Is that overwhelming? It's a lot of stuff, right? And it's all real stuff.

My challenge in getting it to Australia is it cost \$250 in UPS to get it there. So my Australian customers were very few and far between, because UPS was so expensive.

If you're selling in the United States, just go to any of the fulfillment services, like Ifullfill.

Here's how you do it. You want to ship in the US, raise your hand. Go to Yahoo.com. Type in "fulfillment services." And you'll have a list of 30 people that do fulfillment. It's really that simple. And you pay them \$3 or \$4 per shipment, and they'll ship it out to you. That's how I started shipping out the weight loss product and the Double Your Income.

I don't have a staff that work in my house. I work out of my house, work on my laptop overlooking Sydney Harbor. I work wherever my laptop is. And my shipping companies are wherever they need to be. My main employee, who does the handwriting stuff, she works out of her house. She has two kids and she's happy. She's just thrilled to be able to work with me, because she gets to raise her kids.

There's people all over the world that would love to work out of their house. And if you give them something they're passionate about, they'll work with you. And you don't have to pay them as much as if you had an office and an overhead.

So I have a very loose, virtual business. That's a bunch of stuff.

Now, you may not have a bunch of stuff to send them right away, and you don't have to. We showed you Stop Smoking, which was what, one CD? And here's a lot of stuff.

I don't want to be in the real publishing business. But you know what? The customers tell me they want it, I deliver it. I'm not going to turn away money just because I'm lazy. Well, that's not entirely true. I have turned away money because I'm lazy.



Okay, let's talk about some marketing here.

Lead generation. The next slide says, "Free Handwriting Book."

I do radio shows. If you have a good personality, you can get on radio shows. They're looking for guests all the time. I don't know of exactly fertilizer's going to be the topic. But if it has something to do with anthrax or something, it might actually work.

But the broader topics, like health or marketing or something interesting, you can do that.

When I do radio shows, I've actually stopped this, but last year I would offer a free book. How much does it cost when you give away a free book?

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

**Bart:** If I shipped it to them. Right. So I don't ship it to them. I say, "I'll give you access to my free PDF book." So that is like a very scaled-down 100 pages of the other book. And I give it away.

And I'll tell you what happens. The radio show hosts are so excited, because here's a guest, instead of selling something, I'm giving stuff away. "Hey, look, you don't have to buy it. Stop by the website HandwritingUniversity.com. There's a link that says, "Free handwriting book." It's got your radio station's name on it, like I'll customize it with the radio station's name, which is why it's good to know HTML. I can do this at midnight.

When I was on that TV show in Singapore yesterday, I went in there, when I found out, I changed a couple links on the web page, put the link to Singapore seminars, went to Google Ad Words, bought ads in Singapore. And in 15 minutes, I had everything arranged to get people to actually find me if they live in Singapore. I couldn't do that if I depended on a webmaster.

So do yourself a favor and spend a couple hours learning how to do DreamWeaver. You don't have to do it, but knowing how to do it gives you lots of flexibility.

If they call me and say, "You're going to be on Good Morning, Australia on Tuesday morning," I don't have to wait for my programmer in America to make a couple of changes to the links.

Does that make sense? So if you spend a few hours learning it, it's really as easy as Microsoft Word, once you learn how to use it. It's not that difficult.

So scroll down. There's this one. And this is what the site normally looks like. It's got a nice, big headline, normal site, and you've got the special offer for the starter kit.

“Finally, a handwriting analysis course that is fun, simple to learn, dead-on accurate. Announcing, Bart Baggett's handwriting starter kit.”

So again, I just changed one thing of the website and now I've customized it to the radio station.

When I was on a show in Denver called Alice 106 – I don't know why they call it Alice, there was no one named Alice that even worked there – they said, “The first 100 people that log onto his website get his book for free.” And it was the full book. It was the full book.

Why would I give away my full book? They're not going to go buy it at a bookstore, right? Why would I do that? Bounce-backs, backend sales. Right? I don't think 2,600 people would have rushed down to the bookstore to buy that book. I'm interesting and I'm really good-looking on radio, but 2,600 people were not going to go to the bookstore. But 2,600 people did download that book.

How many people would like to have a mailing list of 2,600 people? I know people in here that have zero, or three or four or five. In one one-hour show, I got a mailing list of 2,600 because I gave something away for free, with real value.

Did you learn something there? Find something for free that has real value, and give it away. That's how I built the list of 90,000 people. One of the ways is I gave away free stuff. They got on the list and found out, “Hey, this is really interesting.” Most of them say, “That handwriting stuff, that's crapola. That's not interesting. But I'll go to the website and check it out.”

Then they get a newsletter every week for six months, that's already written. I wrote it years ago. Every week, they get a newsletter using the autoresponder system. And in the fourth, fifth, sixth month, they'll spend \$1,000 sometimes. I'm thinking, “What took you so long? Duh! You do it the first time.”

So here's what happens when you're on a morning radio show. Do any publicity you can track statistically. This program called SiteMeter, SiteMeter.com is free. It's free. It's simple. It's easy. It's free. You just have to put up with a couple of ads when you check your statistics.

If you're cheap, use it. I use this one. I also use another program called WebTrend, which costs me about \$60 a month with more detailed statistics. I want to know when people are coming to my site and what promotion is working or not.

This says Tuesday I got 500 visits.

By the way, Handwriting University is not my main site. It's the one I use on radio. I've got other sites for other search engine traffic stuff. So normally, there's like 50, 40 very little sites.

I went on a radio show and I had 600 hits that day. Clearly, that radio show was worth my time. Right? If I paid a publicist \$100, then I would be able to quantify how much that's worth.

Now, if you see the next slide, this is what it looks like hour-by-hour basis. This is 8:00 in the morning, we had 80 visits. And then it trailed off. What does that tell you? What time was that on the radio?

**Attendee:** 7:00.

**Bart:** 7:00 to 8:00. And they went right on it. So people say, "Yeah, I did this radio show, but the sales will come in three days later." Look at the graph. They forget about you quick, like an ex-girlfriend a year later. Who? Exactly.

You will get immediate feedback on your marketing efforts, which is if you have the tools in place, you'll be able to be a good marketer. And that's the challenge I find with most of my clients, people I talk to at conferences, is they don't have the infrastructure. They don't have a shopping cart with digital delivery, they don't have a tracking mechanism, they don't know the conversion rate.

How many actually know what a conversion rate is? Okay. Those of you that don't, you need to do it. I'm going to go over a little bit about what that is. But you can't make an intelligent marketing decision unless you know the statistics.

I'm all about statistics. And I'm not a statistics guy. I was in college, do you have statistics in college here, in university? I loved that class so much, I took it twice. They make you do that when you fail it the first time. Seriously.

Yet now, I'm a big fan of it. Why? Because it makes me money. And I can't make a decision unless I know the numbers. What happens is people call me for consulting and I'm like, "What's your conversion rate? How many people did you get to your site last month?" They can't answer me. "How can you make a decision without the numbers?"

People tend to guess. Next slide.

Free report. We've seen this. Free report. Go to the next one. Opt-in list, free report. Got it.

Another option, pop-up window free report. They say pop-up windows don't work. They're irritating, but they still work.

Here's different reports, free newsletters. Click over. Cool. One more.

Handwriting Sherlock. This is a big winner. Somebody came to me and said, "Bart, I want to do an online free personality test." I said, "Sure. You can use my graphics, I'll help you write the content, you pay the programmer." They spent \$30,000 and created a free program called HandwritingSherlock.com.

I said, "I'll make you a deal, though. I get all the names I generate, you get all the names you generate." 200 leads a day come through the free handwriting program. Okay? Now, what does it cost me? Nothing. They look at the handwriting sample. They go, "Yes, big Y, little Y, big T, and then it generates a report, e-mails it to them.

And it e-mails it to them for what reason? So we have a valid e-mail address. We could generate it online, but we don't.

Okay, keep going. Am I talking fast or am I talking fast? You guys are keeping up, right? That's good.

This is my website for book publishers. I was telling somebody earlier, I don't really compete in the Internet marketing space. Now, a lot of my friends enter the marketing space, but it's competitive.

Marlon Sanders and Corey Rudl, they're all my friends and I know how hard they work. So I compete in the publishing and author space. That's something I can win. I can buy keywords, I can go to Google. I can actually afford to buy "author self-publishing," right? I can buy that for 40¢, 50¢ a click. You know how much it costs me a click for "Internet marketing?" \$4 or \$5. And there's affiliates of Corey Rudl that do it for that.

So I specialize. I have the knowledge. I can help every one of you in here. But I specialize in publishing and online publishing. A, that's what I know best. But B, it's a niche market I'm going to actually succeed in.

So I'm going to show you the sales letters online, okay? This is for sale today, so don't be surprised if I say, "By the way, you can buy this." But I want to show you the strategy of why this is an effective sales letter. This gets 10% to 12% conversions; which means when someone comes to this page, out of every 100 people, 11 people buy the product.

So it's got a good headline. Go back to the headline there. It's got a strong headline, with a strong guarantee. "If your website isn't earning at least \$11,989 per month in online sales, I can help you." Now, that targets everyone that's making less than \$11,000 a month. That's two people in here that don't qualify. And I'm sure those people also would know that I could help them, right?

So I qualified, I made a big promise. Now, here's the guarantee. "If this online course doesn't triple your book sales in 90 days, I'll refund the purchase price plus \$20 for your time." Is that fair?

Now, that gets their attention, because they obviously know that I'm serious. By the way, I've never issued a refund on this product, ever. It's good.

So scroll down. February 8<sup>th</sup>. The date scrolls with the actual date of what it is. So here's my picture, so they know that I'm not like some troll from middle earth.

By the way, if you're really ugly, don't put your picture on your website. Okay?

You've got testimonials, listen to it. You've got a sales letter. Again, you've seen the sales letter process. I won't bore you with the whole thing. Scroll down.

Then you've got credibility. So I've got samples of me, like on *Biography* magazine.

Go to the next one.

So here you go, *Biography* magazine. This is not theory, I've done it. Here's examples of me on PR. So this course is saying, "I'll teach you how to get radio coverage. I'll teach you how to get TV. I'll teach you how to get in magazines. I'll show you my publicist. I'll give you the phone number of my publicist. I'll show you what website.

I basically show all of the details to the average person publishing a book or online information product, how to do it.

So here's credibility, credibility. Here's Lisa Fox. These are all major talk shows, kind of like Burt Knutson. You know I knew that word. That's cool, isn't it? He's a good-looking man, don't you make fun of him. He has nice hair, too.

I'm going to get in big trouble, because it's receding. And it's all going to come back to me one day, that I made jokes about Burt Knutson.

Testimonials. You have to have testimonials. "I used your course and saved myself \$5,000 in the first day. The list of resources you've compiled was worth a fortune. Thanks for sharing it with the world." Her name, her credibility, her real e-mail address. And people do e-mail, ask and say, "Did you really buy this course?" And she says, "Yeah, Bart's a great guy. It was worth every penny of it."

What she did is she actually was about to publish one of her books, print it, and I gave her a resource of a printer that saved her \$5,000. Legitimate testimonial. It's kind of not what you know, it's who you know. Like knowing where to hit the hammer is so valuable.

This guy named Keith Halfner is great. He's a karate instructor. He said, "Just wanted to say hi. Thanks. You've over-delivered, and your responsiveness and detail has made this easy." He was a client. And as soon as we launched this site, orders came in the same day for his kid's book, called *Rock Solid Kid*. The reason? He's a very successful karate instructor. He runs the largest school in Michigan. So he already had a mailing list of people that knew him and trusted him. So as soon as his site was ready, he sent an e-mail list. They came, everything worked. The shopping cart I put together is the same one that Rob does, and it all started working.

Okay, next page.

Now, I think we're going into a sample. Okay, perfect. Now I'm going to show you what happens if you spend \$297 and go into the course. So now, go to the inside of the course online, live.

So now, we're going live online to show you what you get.

This is the Double Your Income, but the file wasn't working properly.

Okay, so let's say you spend \$297. That's US, by the way. So you get the password, and you immediately are taken to this page with the password, customers-only membership page.

Now, a lot of people said, "Bart, how do you publish online? Do you send them a PDF file, a book, audio, what?" This is all I do. I make a web page and I put the stuff on it, and then I call my guy who runs the server and say, "Can you put a password on here?" He goes, "Sure," and he puts a password on there. And now, people can't come in here without a password. She skipped the password part because she logged in before we started.

So customers-only, membership-paid. "Here I am, from the desk of Bart Baggett." Great. Here's the new stuff, because I update it all the time. And then here's the table of contents.

So let's click on something and see if we can listen to it. Okay?

Internet Book Publishing Secrets. Members Only Marketing Center.

By the way, this is on a CD too, for people who want to listen to it offline. Originally, I just wanted to do it all online, right? Some people like the CD's. I made it available on CD.

So let's listen to here and see what happens. This is using Real Audio, by the way. You can use Real Audio, Windows Media, Flash, you can use anything.

So you click on that, and it's going to ask for a password again, because Real Audio double-checks the password. And then it should start playing.

**Audio Track:** Hi, this is Bart Baggett. Thanks for listening to this course, which I titled Every Detail, Concept, Contact, Trick and Technique Bart Baggett knows about publishing Internet marketing e-books and free publicity.”

Essentially, I've dumped everything I know about marketing into this course. And it will probably evolve over the next year, as I learn new things.

But as I speak right now, these are the most current things that I know that I can give you. And let me tell you where it came from.

Over the last year, I've actually been a guest speaker at four Internet marketing conferences. Right? And it was interesting, because people kept coming up to me and asking me a series of questions. And some of the most common questions were, “Give me the details. Give me who do I call. Give me what software do I use.” Or they would call me later and hire me for \$300 an hour, and they would ask me simple things like, “How do I work Adobe PDF, Adobe Acrobat.”

**Bart:** How many could talk into a microphone, like that? You sit at your desk. I had a little headset. I sat at my desk. I looked at my questions and I answered questions. And I just talked to myself. And that's how I did it. Sounds just like me, right? That's just me. If you're paying, this is what you'd get.

And all it is, is a list of questions, and there's four or five hours of different audio/video stuff that answers the most common questions. Is that of value? The customer that's an author and a publisher, they go, “Wow! This is what I want! Here's the questions. I click on it, and I get the answers.” Pretty cool, huh?



So let's look at something else.

There's a section on niche marketing. So you go here, you say, "I don't need any technical advice. I'm already a technical guru. But I want some marketing advice.

**Audio Track:** Niche marketing. If you're in Canada, you can say niche marketing.

Niche marketing simply means that you're taking a particular segment and you're marketing to that segment. Most people – especially authors – think that their product or their book should be read by everybody. Well, who's your target market? Everybody needs this product. It's almost like selling a multi-level vitamin. "Everybody breaths, so everybody should take this vitamin."

Well, clue: phone ringing. Not everyone is your target market. Not everyone gives a damn about your product or your book, or is likely to read your book if they had a gun to your head and had a million dollars in front of them. It's not interesting to everybody, no matter what you're doing.

There are those books that do cross...

**Bart:** You can tell that I'm just being myself on that, right? That's what I would tell you. I love that phrase. Clue: phone's ringing. Hello!

So this is the product. We sell that. And again, is there anything sexy about this delivery page? No. If you know how to make a hyperlink, you can do this. Which, I know some of you don't. Which is why the section on operations tells you how to make a hyperlink.

But, you know what? You could easily program someone to do this.

The reason I show you is it has all great information, without a lot of pizzazz. And that's what I want to get across to you.

When I originally made this product a couple of years ago, it took me about one weekend of hard work to get all the fundamentals down. And then every couple of months, I go in and I update it. I update it, I add new questions, add new resources. I recently put about four hours of marketing seminars from other people on there, to really just solidify it.

That's how easy it is to make a digital online product. And I demonstrate it for you in Real Audio, but you can use Media. I've been using Flash lately, because most browsers have Flash and Real Audio charges you now, in some cases.

So the technology changed a little bit, but the principle is the same. We have the same downloadable page for the weight loss, the stop smoking, the sex education site, the Internet marketing, and the niche marketing secrets.

Niche marketing secrets is another product I developed at a seminar last year. Real brief story, I'm running out of time.

This lady came up to me in Phoenix and she says, "Bart, can I interview you and I want to help make a product?" I go, "Great!" She sat in a hotel room for four hours and interviewed me. And since then, I've made about \$7,000 from that.

Now, how many of you have made \$7,000 from four hours in a hotel room? You guys are nasty. You're just wrong, incorrect.

She marketed it, she put it on ClickBank, she does everything about it. On the disks we're selling, I've actually taken transcripts of that products and gave it to you, because it's really great. It goes through some of the examples step-by-step of what we've got, as far as how you do a niche market. And it applies to everything. But it shows you my story.

And again, she didn't have a product. She cornered me, she interviewed me, and she did all the work. And she sends me royalty checks. Do I like that? Yes! And most people would, too.

So find people that respect or have information for you, and then you can go get them too.

Skip to the \$36,000 spreadsheet.

This is an interesting spreadsheet in your thing. It's just a little sample.

I used to develop websites for people, for about six months. Tammy DePalma talked me into building websites for her author client. She's a publicist. And we built websites like \$16,000,

and we worked with some of their clients to build the websites, because it's confusing. Sometimes it's complicated.

And what I found is, operationally, there's lots and lots of steps to actually building a website. How many feel a little overwhelmed, like you don't know where to start, you're not sure what to do, what shopping cart? That is what happened.

When I trained people, I had to retrain them from scratch. And then I found myself also going, "Where's the headline? Where's the autoresponder? Where's the download page? Is there a password on the download page? You didn't put a graphic here." All these little things that I know, just because I've been doing this for nine years, we put into a spreadsheet. And I just said, "Show me the checked-off spreadsheet.

So I would work with this programmer in Omaha, and I'd say, "Janet, did you go through the spreadsheet?" She goes, "Check, check, check, oh my god! We did not do the shipping to Australia." "Well, go in the shopping cart and do the shipping."

So that spreadsheet cost me literally \$36,000 in expenses to create an internal operational management. That spreadsheet is on the little disk that we sell. And it's so invaluable, because if you go to the spreadsheet you just sit there and go, "Great, I did it. I didn't do it. I did the download page, I didn't do the download page." It's phenomenal. It's an internal.

It's not designed so that it's real easy, because it's for my people. So there's some things you may not understand right off the bat. But that's why you can get together with me once every month for our coaching calls, and we can just elaborate on what you're doing.

The final thing, I printed out the entire pages in your handout, so you can read them over. Some of you may make a decision right now, that you want to get in my coaching program. Some of you may wait until later today, but you can read about it.

My brother came to me recently, he's a coach for big Fortune 500 companies. He's a personal success coach. He runs a big company. And he said, "Bart, I finally want to write a book. Would you help me?"

He's my older brother, so he doesn't ask for a lot of help. I said, "Yeah, I'd be glad to." And him and a couple of his clients – Sean Phillips is one of them who we referenced earlier, he sold one of the companies, EAS, for \$180-million and best-selling books – and we get on the phone every month and we talk about their publishing projects and how I can help them and they see what strategies.

And what I found was having that monthly contact, you give them assignments and then a month later they've got about half of them finished, or they get stuck.

So I said, "Brett, instead of working with you one-on-one," my brother's name is Brett, "why don't I just open it to some of my clients? And that way, the four, five or six of us can actually get together and we can all answer questions."

Now, one thing you understand, I'm not going to lie to my brother. Even though sometimes he lied to me and he picked on me a lot when I was younger, I will not lie to him.

So you guys can be on that phone call. We charge \$100 a month for the phone call. It's basically an online coaching program. And you can get the same advice I give my brother.

Where's the blue forms? This is the sales pitch. I'll tell you, right now, what it is. The form's coming around.

The online publishing disk, with all the stuff and the spreadsheet, nine months worth of coaching with me, and a copy of my book and a copy of *Build My Income* book.

By the way, Mal told me I'm charging way too cheap for this. I should be charging \$1,000 more. But I'm not going to. If you want that, it's \$497, Australian. Not very expensive.

The course itself is \$297 online. The coaching is \$900. These are real valuable books.

If I believe I've brought 40 books with me, and we've got more in the warehouse. And the Double Your Income CD's, which are the hypnosis part, I have exactly 21 copies. And if you don't get the 21 copies, we'll give you the password and you can download them. Okay?

So if you've already decided that you want to take the \$497 package, go back, see the table, and they'll give you the downloadable disk, the actual hardcopy of the disk, as well as the book.

The reason I included this is a lot of you actually aren't rich yet. And even though you may not be big fans of self-help, it will change your life. I'm not the number one handwriting expert in the world because this stuff is bad. It's very, very good.

So the reason you may buy this is because you want to get rich in Internet marketing. Maybe the reason you read that book is to change some of your core beliefs, so you can think more like Armand and me and Mal and the guys who are already doing it. There's a process and a thinking process for doing that. Okay?

Did you learn something today?

**Attendees:** Yes!

**Bart:** Excellent. I am now going to be here until Sunday. I'll see some of you at dinner Sunday night. And I'm going to be at the back table, taking your order forms and answering your questions. So thank you for your time.

# World Internet Summit, Sydney, Australia

## Paul Barrs – CD 3 of 4

**Speaker:** I guess I'm here to introduce our next speaker, Paul Barrs. Fantastic Paul Barrs.

I've got a comment to make about Paul.

Until a couple of weeks ago, I didn't actually know who Paul was. I'd seen him on the World Internet Summit website. I'd seen what he can do. I'd certainly heard stories about what he does, but I generally didn't know him.

Looking at the website, reading what he did and listening to the conference calls, I have to say I was riveted. Who heard Paul on some of the conference calls? Wasn't he interesting? Absolutely.

And you know the best part about it? He's an Aussie, and he's doing it. Because a lot of us here are thinking, "God, we're Australians. I don't know about this American Internet marketing stuff." We've learned so much from them already, who would agree? The Americans are just phenomenal. Particularly in the marketing, they're about 10 years ahead. There's so much, as Australians, I think we can learn anyway.

Paul, again, I didn't know much about. But I heard him on the conference call, his radio announcer voice, which comes across brilliantly, crystal clear.

But on top of that, two nights ago I sat down with Paul and he was just open to all of my questions. I sat him down, we got to know each other a little better, and I just learned some of the most ground-breaking stuff. I just picked his brain.

I challenge you to do the same. Corner him. Tackle him in the corridor. Not really. But certainly, if you can, share a quiet moment with him or get a guru session with him or something. Do it, because he certainly knows his stuff. He's someone doing it. That's probably the most fantastic thing about it.

But I think take lots of notes, hang on to every word he says, and certainly you're in for a very fun-packed, interesting, moneymaking session. I hope you all listen very closely. Take notes and go from there.

I'd like to introduce... Where is he?

**Paul:** Over here.

**Speaker:** There he is. He looks a little different than his photo. The wonderful Paul Barrs.

**Paul:** Thank you. Thank you very much.

Folks, I tell you, I don't know how you've been feeling this weekend, but if I were sitting in your shoes, after the first night I would have scared. After the next day, I would have been in brain-fry mode. What's going to happen in the next two days?

Well, it will be interesting to see what's going to happen. You'll come out of this entire event, and you'll be in a position of you'll be ready to go, you'll have all the tools that you need, or you'll be completely crippled by the amount of knowledge that you've learned.

There's a piece here, a piece here, there, there, there, there and everywhere. How do you bring it all together? You hear what these people can do, but how do you make it work for you?

Here's what I do. I'll give you just a very quick couple-minute snapshot, a reminder.

I'm a single father, I have three children. I care for them, look after them myself. How that came about doesn't matter. But through the last few years, before I began doing this actually earning income, I was living in a two-bedroom box, a government-commissioned housing place on \$286 with a disability support pension.

My computer, someone gave to me secondhand, a beat-up old P2, and an Internet connection. They paid for my first month to get online, find out how you can make a living. I was not prepared to get a job. I couldn't. At that time, I was caring for my sick wife.

So what do you do? Do you give up? Do you die? No, you get online. You find out what the options are. You pull them all together.

The problem was there's so much crap out there. Isn't there? Give me a show of hands who's invested hours and hours and hours online and not made any more money for their time and effort? Easily over half the room.

I spent two years doing that, then someone showed me what worked. I thought, "Wow! That's really simple!"

So now, everything that I do, everything that I teach is angled towards people where I was three years ago. It's really simple.

So if it gets too advanced, let me know. I want to make sure that I'm talking to you, no matter what you're just beginning out or whether you're at the point where you're already making \$10,000 a month and want to make more.

The simplest of the principles do not change. I call it the business mastery. I use the phrase mastery in all of my training. My primary site, Home Business Mastery. Some of my other training programs, Sales Mastery, Internet Marketing Mastery, all of these things because mastery is that fifth level of coaching and training where not only do you know it, but you know it well enough to explain it to others.

If you're going to create your own products, which is a great idea, we'll cover that in a moment, you need to know it better. You know how to teach it to others.

So I guess the first thing, to move on, is ask the question, "What is a profitable website?" What is a profitable website?

I have different business areas within my home-based business, working school hours, four to five hours a day. And I come across "business websites," that are not profitable. Why? Because they don't make more money each year than what it costs to run them. And this is at the very simplest format.

A profitable website is a website that generates more income through online-based inquiries – not yellow pages ads, not advertisements in the newspaper, but online-based inquiries – than it costs to run.



If you're making profit, it becomes profitable. You need to do more than that, you want to live off it. But in its essential form, that is a profitable website.

Why does a business fail? I had someone ask me this earlier. Why does a business fail? What are all the reasons why any business – corporation, multi-billion-dollar or small mom-and-dad home business – why does it fail? Jot this one.

**Attendee:** Not enough cash flow.

**Paul:** Not enough cash flow? Could be. Another reason why businesses fail? I'll take three suggestions. If you know the answer, my answer, then don't give it.

**Attendee:** Expenses exceed revenue?

**Paul:** Expenses exceed revenue.

**Attendee:** No system.

**Paul:** No system. Yep. I take all of them coming to one thing, and I narrow it down to they spend more money than they make. I don't care what's happening in the economy. I don't care who's president, who's prime minister, who's at war with who, who died last week. It doesn't matter. If you spend more than you make, you're a moron when it comes to long-term business.

Sure, you might have to do a little bit to start up, but set your deadline and then continue on from there.

I'll come back to some of you in a moment.

These are the points. Can everyone see them? I tried to space them out, so they should be clear enough. Just move your head around, if you need to.

These are the points that make it work. I'll show you the business marketing plan that I apply to any website that I develop. You'll see how mine came to pass last week, the five days it took me to do it. It generated \$5,000 in the first 24 hours of it being released. I'll show you how I put that site together. The site was called Ebusiness-Mastery.com.

It starts with a concept. Obviously, an idea. What are we going to do? If you don't yet have a concept or an idea in mind, it's a good place to start. Don't you think? Yeah. Can't move much farther. "I want to build a car." "What kind of car?" "I don't know, one that will get from here to there."

Well, that's a start. Henry Ford had the right idea, make lots of them.

The design is also a crucial part. I'll be covering these in more detail in a moment.

The design is a crucial part. Is it user-friendly? Can people actually arrive on the page and get to the order page? Can they contact you if they need to?

The marketing. You're hearing a lot about that this weekend. It's an essential part. But it is, in my opinion, only one part of the puzzle. You need to bring them all together.

Automation. Boy, that makes it easy.

As a part of the work that I've done and being away for a while, I don't have a laptop. I've never had the need to have a laptop. If I go away for a holiday, I'm going for a holiday. I'm not taking my computer with me.

Automation. I checked my e-mail before I came down here today. In the last two days, 35 orders from various different websites. Every single one of those customers has had a thank you sent back to them.

Tomorrow or yesterday, they will get a confirmation. "Did it download well? If not, contact me, please."

And the final one, profit. Whatever your expenses are, remember you have to, eventually, if you're not doing it now, spend less than what you make.

That's a dumb and simple concept, but go out there and read the paper and you'll see how many people are not doing it. You want to get ahead in business, do the one thing that most of them are not – spend less than you make. Very important.

So I put together a marketing plan for this website. I had one week, because I was busy with other stuff. What was my objective going to be? Well, I had to create a fully-operational, online website and sales platform. Fully-operational.

Step one, I had to design a template, a look that was streamlined, easy to navigate. I'm not going to be there that tells them, "Click here. Where's your contact button? Click here." You can't grab someone by the hand and guide them. It has to be easy to navigate.

And the look and feel of your template structure and design cannot detract from the sales process. That's the bells and whistles, the flashing, moving things. You've seen them all, but don't get used as much these days. But please, do not be tempted to do the same.

When that page comes up, you heard this afternoon with Brett, what did you see? Bang, what did you see, the very first thing, when he brought up that first page? The headline. Exactly. The sales process. You cannot take anything away from it.

Step two. Now, keep in mind that I do a marketing plan like this for any website, whether it's one of my own or whether it's one of my clients, or whatever. If someone's coming to help me out, I'll do this. If a client comes to me and says, "Paul, can you give me a quote," yeah, I can give you a quote for me to fix up your website. However, before I talk to you, you need to know it's going to cost you at least \$5,000 before we talk." "Now can you give me a quote?" "Yes, I can. It will cost you \$750 for me to give you a quote." "What?!"

Actually, my quote is the marketing plan, so I know that it works. The one I'm giving you right now is what others would also pay for.

Step two for me, in creating that fully-operational sales platform, automated information. I had to update and install automatic information services.

Now, I guess in a nutshell, if you can recall with Bart a few moments ago, talking about the checklist that he had, this is my checklist. And if you jot down these points along the way, you can do the same thing so you don't forget it. Because you will, at some point. When you get busy, you're going to miss something. This is the way not to.

So I need to update the automated information services. We all know what that means now, don't we? The autoresponders, the e-mail newsletter, instant downloadable thank you's, if that's the way it's going to work.

Step three, what do you do next? Well, I need to do the search engine work. I've heard a lot about it this weekend. I believe search engines are vitally important, but they are only one part of the puzzle. It all comes together. Piece by piece, we need to bring it together.

So optimize all the pages of the actual website itself. This is what I do before I begin a website. And I'll show you how it comes to pass shortly. Plus, follow-up submission for at least – what have I got here – three months. At least three months.

Sometimes, not every page that you create, even if you're using the tools that we've had a look at already this weekend, not every page will be accepted and into those first page positions in the first month. Follow up. Use good reporting tools. I use Web Position Goals Reporter for that information. It's the only thing that I use it for. It's a great tool. I can put in my pages, put in my keywords, it will search them, and it will give me a result. "Here's what page these things appeared on in the search engine."

It's a reporting tool. Statistics, good information.

At this point of time, on some of my websites, I have over 1,000 different keyword phrases arriving in front page positions and bringing traffic to any one given website. That's not too bad. Not quite as good as Armand, but it's not too bad. But you can do the same.

You have to write it down and say, "I'm going to do that as part of the process."

What's the next thing I need to do? Well, this is a second objective.

To effectively market and sell, via main website and affiliates, directly via the Internet. I told you this was basic stuff. But I believe if you don't write it down, chances are you won't do it. If it's up here, you're going to miss something.

I don't need to do these things anymore, but I still do them because I know it's going to work.

To effectively market and sell via the main website and affiliates.

So step four, create design and write captivating sales copy, a good headline.

Now, the way that I do each of these things – I’ll just pause there for a moment – the way that I do each of these things, I’m not a website designer. I’m not a graphics artist. I’m not a sales copy writer. What I do is much the same as I did on Friday night.

Going back a couple of steps, design the template so it’s easy to use. Now, I could spend five hours trying to do that, and I’m sure I would get it right and I’ve got enough experience. But it’s a hell of a lot quicker to find an existing template that looks great, that is simple and streamlined and easy to use. So I just grab that template and plug it in.

Here’s a URL for you to write down: [www.aplustemplates.com](http://www.aplustemplates.com). It’s one of a multitude of websites, where you can get license right to use the templates. And there’s some particularly good ones in there.

I think membership’s \$39 for a year. I’ve been using that for three years; only once have I ever come across another website using one of the templates I had chosen.

Can I just get a quick show of hands, how many folks here are, before the Internet Summit was announced or after you saw it on the web page, have seen my PaulBarrs.com, the home business mastery website? That’s the purplish one.

It’s a template page. All I did was grab a template that I liked, threw my mug on it, changed some of the images to my graphical links, duplicated the pages so it was the same every step of the way, which took all of an hour or two.

Once I’d created that page, I said, “There it is. That’s the way I want it to stay.”

So what do I do next? Well, I made called the index page, the contact page. In this particular case, there was one for affiliates, one for reciprocal links, one for the newsletter. Five pages. It took three minutes. Save as contact.html. Save as affiliates.html. No plug-and-play programs, no difficult stuff to work with.

How do you create a contact page? You've got your template. Save as contact.html, and just add your content into it.

Can you see what I mean by how easy that is? I guarantee you can learn to do it. It is so simple. You do not have to be. I'm sure there are, here, some brilliant website designers. I've had university graduates come to some talks which I've given up in my land and just go, "Wow! Paul, I have never heard stuff like that before. They don't teach it."

They want you to use a program like this, which you learn to use the program and then they release a new version and you've got to learn to use that program. And then when you finally click "generate pages," it spits out these pages that have just got garbage code in them.

I upgraded a page. I won't tell you what the program was. I don't want to upset you too much. But I upgraded a website recently that was a 45-page website, and I had to start from scratch. I removed 1,780-something lines of code, HTML code out of this thing, and it didn't even change the look of it. It was generated by one of the most popular \$400 or \$500 programs out there.

I come to a client with my own and I say, "Look, here's a choice, a couple of templates. Which one do you like? Pick one. I'll save you \$1,000. Don't like it, we'll get a designer to design one for you," so you'll charge \$1,000 for it. "I'll take that one." Okay?

But for yourselves, to learn how to do it yourself is incredibly easy.

One overriding philosophy that I had the entire time, I'm sitting at home, it's a two-bedroom box, literally. I hated the place. My wife is in bed behind me, sound asleep, for 18 hours a day. I'm sitting in the bedroom, typing very quietly, so I don't disturb her. You don't want to disturb a woman when they're sleeping. I can tell you that one now. Typing very quietly, to try and build this. No experience, no university education, no clue whatsoever, until I saw someone who gave me some videos I could watch on my computer of how to do it. Almost as good as having them there.

I didn't have the money to go and pay someone else. I had to learn it myself.

Now, you've got two choices. Number one, learn it yourself and learn it well.

Or number two, learn it well enough to keep the guy you're paying honest. You know what that's all about. Okay?

Step four, create and design creative, captivating sales copy for the web page. Sales copy takes me at least a couple of days. Here's how I do it. Can you guess how I did it, explaining how I've just done the web template? I got a template, yeah. I have a swipe file of over 400 good things on my database, and I just go through, "I like that headline, let's throw it in."

What I do is I start a little bit easier. I get a template structure, the whole thing, just like I did on Friday night. I'm sitting there, watching and going, "Cool! I am doing something right."

But a good template, it's got the blanks. Fill in the blanks. Bang. Starts off this big. You fill in the blanks, and it grows to whatever is required.

How long should a sales page be? As long as it needs to be to get the message over. There is no limit, I don't believe, in that regard. Whatever's required.

That was the next thing that I had to do. It took me, as I said, two days to do it. Here's how you do it, if you're just getting started out.

Now, I have a degree in writing. It means squat when it comes to writing sales copy. I can tell you that one now. Nothing to do with it.

You do your first draft, bang, all the way through. It might take you an hour or two. Then you leave it, you walk away and you come back at least 24 hours later, no less. You want to just distance yourself from what you've just written.

Then you come back and you look at it and go, "Uh-huh, that works." Make a few more changes, put some color in there, put some underline, some bold. I'm not going to try to tell you how to do it. Brett's far better than me at telling you how to do it. But I follow his direction. I do that.

Then what do I do? I leave it I along. I walk away again. I come back and I make the changes.

What are the results? Fantastic results. Website makes 10,000% profit in the first 24 hours, you better believe it's great results.

Step five, I need an affiliate program to effectively market the sales by the main website and affiliates. Create the promotion material for affiliates, as required.

Now, I'm going to diversify here very quickly. Here's a website URL for you. It's my affiliate training toolbox, which obviously, normally, affiliates would only get:

[www.PaulBarrs.com/partners](http://www.PaulBarrs.com/partners). PaulBarrs.com/partners.

Affiliate toolbox, I have 40-something pages of affiliate training tools.

Has anyone been part of an Internet affiliate program? You've joined up with something, "Hey, I've put a link on my website, I make money when someone clicks and buys. How many folks have done that?"

Leave your hand up. All hands back up again. Leave your hand up if they gave you more than link classified ad and banner. What have we got, three, four left? Five.

Not many. An affiliate training toolbox is just that. Is anyone not clear on what I say when I'm referring to affiliates? Good. An advantage of speaking this afternoon, all the bases have been covered.

But if you want your affiliates to do a good job, you've got to give them the tools to do it.

So have a look at that URL, when you get a moment. The training toolbox that I have put together in there is unparalleled. There are no others, I guarantee you. If there is, I haven't seen them in three and a half, four years. There is no other affiliate training toolbox.

If you want to plug an affiliate program into your website, you have my permission now. Not to steal it, but to model your training toolbox on what's in there that took me two months to do, what I charge clients \$1,500 to do for them, just that one section. You can model it. Look at the list of the tools and resources that they have. Because while you might be good at it – not at this point, but possibly coming soon – who says your affiliates are? Do you see what I mean? You need to give them just as much information as you give to yourself. Pass it all on.



So the next thing I had to do was create the promotional material. It's almost done. That's three days into the process. Almost done and finished. Keep in mind that I only work four or five hours a day.

Step six was to set up and create joint ventures with other websites. This here is what I would like to call "joint venture heaven." Would you agree with me on that? Has someone not yet had the opportunity to say, "Hey, I'm talking to you and what you've got to offer. Gee, wouldn't your customers love what I offer? My customers would love what you've got to offer."

How's the easiest way to do it? Through an affiliate program.

How do you go about getting joint venture prospects if – and please accept this the right way – you don't have a name like I do. To those folks in my Internet community, who know already about what I do, I send an e-mail, I get a reply.

Who do you do it, though? How did I do it three years ago? "There's this moron from Australia contacting me. Delete, delete."

How do you get a good-quality contact with a joint venture partner if you don't know who they are or they don't know who you are? How do you get them to read your e-mail? Suggestions?

**Attendee:** Buy their product.

**Paul:** Buy their product? Yep. If they're good, they'll know that you've bought it.

**Attendee:** Send them a hard copy of your product.

**Paul:** Send them a hard copy of your product? Yep.

**Attendee:** Persistence.

**Paul:** Persistence? Yep. Delete button will work, though, through persistence. But you're right.

**Attendee:** Put in the subject header, "Warning: Do not \_\_\_\_."

**Paul:** Yep. If I got one of those, I would delete it without even giving it a second thought.

So my computer explodes the moment after I delete it, but hey. Yes?

**Attendee:** \_\_\_ the telephone.

**Paul:** The telephone, bingo. All of those do work. I use the phone. Here's what I do.

Send them an e-mail first. Just try the easiest one first, what the heck. But what does the e-mail say? "By the way, I'm going to give you a call." At that time, I wasn't able to send them a physical product. But, "I'm going to give you a call." That doesn't work, fax it to them, mail it to them, just call them up. How do you do it? "Great! Have I got a deal for you! Now, if you don't listen to this phone call..."

Get them on the phone. And give them a copy. I had something, the other day, send me a joint venture request. I get dozens and dozens of them every week. I have two auto replies. I use Outlook Express. Just insert signatures and auto reply. One of them recently says, "Thanks for your inquiry. We're not taking any joint ventures, at the moment." Send.

I would be at least polite enough to send something back and say, "I got it, but we're not doing anything."

Next, for the one that comes to me with, "Dear <first name>, have I got a deal for you." Learn from the mistakes of others.

I even had a very well-known marketing guru – I hate that term, but a really well-known name – "Dear Paul Barrs, I'd like your address so I can mail something to you." "Dear Sir, it's on my website."

There was a form letter. They didn't do their homework. You must do your homework.

Alexa.com. Has anyone ever heard of that one? Alexa. Great tool. We saw the Google toolbar. Armand was showing the Google toolbar. This is another toolbar from Alexa. It'll give you some capital information on who owns a website, how much traffic they get to it, and I'll spend a few moments talking more on joint ventures because that's how this website will work – has already started, actually. I only made it last week.

Alexa will give you information like their traffic ranking, according to Alexa. It's only based upon the hundreds upon hundreds or there may be millions of users who have the Alexa toolbar. What is their traffic ranking. If someone says to you, "Got a great product for you, joint venture," and you can see that they ranked one-million plus, to say, "Don't waste your time" is not correct. But to say, "Find a better opportunity," would be correct. Be kind and courteous at all times.

But if you find that theirs is ranked 20,000 or 10,000, you do it, no matter how bad the product. Just do it. They're a party you want to team up with. Alexa will give you information like that.

Or, if you want to find someone to target for your product, look at their website, go to Alexa, type it in. It will give you their ranking details. If it's made public, all of their WhoIs information, all the information of who they are, phone number, address, the whole works, if they make that public. Some can hide it. You've got to find another way. But it's a perfect way to do it. And then you can contact them.

Alexa.com. It's a brilliant, brilliant little tool.

How do you find the people, though? See, this is what I've got to think of. I've been designing a website that I have to effectively market and sell via the website and affiliates.

Now, I have a network of hundreds of affiliates who are already generating commissions already. They'll do it for me straightaway, but I'd like to pull in a few more people. So this is how I would go about finding their information.

Go to their website. The Alexa toolbar is installed. You look at their information, you contact them.

If you have a hard-copy product or an electronic one, give them access to it. Mal made it very clear, give away a part of your profit that you don't have to get the profits that you never had. Something like that. Mal, I apologize. It's a paraphrase, but principles.

So let's say this person refers their customers and they sell 100 units, and you're going to give them 40%. I don't believe in giving away more than 45%. Sorry, no joint venture party gets more money out of my product than I do. Don't be foolish. It is your business. Okay?

But they refer 100 and you give them 45%. Now, if they didn't refer it, you wouldn't have had it in the first place. Now they are referring them. But you still don't have it. What do you have? The other 55%.

So it's a \$100 product, what does that work out at, 55 by 100. \$5,500. For what? I'm happy to pay someone \$4,500 if they're going to give me \$5,500. Wouldn't you say that's a good deal, considering that your \$4,500 doesn't come out of what you've got anyway. Yeah. It wouldn't be a good deal. It wouldn't work like that.

But the joint venture strategies that I've built into this website is crucially important. How you do it? You do it through an affiliate program. Autopilot Riches, I know, is a good system. If you don't have a system, look at it, investigate it. It will do the work for you.

Make notes of these points.

This is basic points, but these are mistakes that people make, and I see them make every day online.

Success comes through simple steps. The sale is made or broken in the first 10 seconds. I had a 33K dial-up connection. Yeehaw. Believe me, a lot of websites with these big flash animations lose me. I want a headline and what's in it for me.

What radio station do we listen to? The WIIFM, what's in it for me.

Your new website must meet the customers needs promptly and professionally, in the following ways.

Number one: my main page and your new main page must be fast loading, with only necessary graphics. This is summarizing what I just covered in finite detail form. Must be fast-loading with only necessary graphics.

I'm glad that we heard the other comments earlier. Brett with the logo. I do a lot of work with resorts. Come to their website, "Oh, it's a logo." And it takes 35 seconds to download. So? Who cares? I don't. They love it, the owner of the place. Feel good, they designed it. But we don't care.

So fast-loading, necessary graphics.

Number two: the navigation links must be easily accessible. And this is important, maintained as a constant throughout the site; which means if they're on that left-hand side column on the front page, guess where they'll be on every other page throughout your website? Left-hand side column.

I recommend that you do put them left, because we read from left to right. Yes, we click the mouse on the right-hand side – and Armand's comments with the Google Ad Words was very, very good, putting them on the right side. But for navigation purposes, we read – in this community – from left to right, primarily. So put your information on the left.

Also, what screen size resolution do you build a website to? I'll tell you what you build it to, and I'll tell you why: 800 by 600. Make it the smaller size. Why? Because at this point in time, my stats are still showing across tens of thousands of web page viewers every month, over 80% are using 800 by 600 screen size resolution.

So if it's going to be bigger, they're going to have to scroll back, scroll back, scroll back. Typewriters went out of business a long time ago. Don't make them use it on your computer. Okay?

I'll read the first one, the navigation links. Accessible and maintained as a constant.

Now, let me just ask this quick question. You'll find that my teaching style is very abrupt. Like Bart, before, I tell it as it is. Why didn't I give you notes? Why didn't I give you the notes for this stuff written down?

Two reasons. One, you'll hate my guts. No, no, no. What will happen is when you write them down, you've got physical movement, more visual contact and, of course, the audio is going in. I'm using three senses there: audio, visual and the kinetic, the movement.

There's a greater chance you're going to remember this. I'm sorry, but I don't want you to come here, take these things home with everybody else's notes, and not remember it. This is important. If you don't do it, you might as well not have come.

Alright, number three: the order and contact page. I love this. You ever tried to contact someone, couldn't find their contact links on their website?

The order and contact page link must be prominent throughout the site, making it as simple as possible for them to order or contact you. Wouldn't you say that's good advice? Yeah.

How many websites don't do it? Unbelievable amount. I have reviewed hundreds upon hundreds of websites that people have paid tens of thousands of dollars for. How do I order the product? "I think it looks good, but I have a quick question for you. If I want to actually order one of these things, how do I do it?" These are real examples.

Number four: all page template graphics will be loaded from the same files throughout the site, so as to speed the page loading.

Now, what I mean by that is this. If you use a plug-and-play program, it will often. If you have the subdirectory I gave you before, PaulBarrs.com/partners, it could be. In this case, eBusinessMastery-Links. I want the actual images/links indexed on html that come out of the same place on my web server, where all the other pages come from. Because then the only load time you have is that front page. Everything else after that is stored in your cache; unless, of course, you have that switched off. Can't help you.

Do you understand? Does anyone not understand what I mean by that? Okay.

If you use many of the quick, instant, create-your-graphics programs that are out there, if you have what's called a sub-directory, which would be your domain/links/cats, cows, whatever, it will create a new image file for every single subdirectory, which means they've got to load again and again and again.

But if they all come from the same place, it's just a little thing, it's a tiny, little thing, but it will speed up the process and the usability for the client.

And the reason for that is so the customer is drawn to content-based pages. They want to read the stuff that's on them. You don't want to distract them.

And number five, of course, is the content-based pages will always lead to every page. Yellow brick road leads to where? The sales, the order, the contact page. So the order or contact page. What is the goal of getting someone to an ecommerce-enabled website? To get them to... buy.

Many web designers who have come out of a university are almost standing there at the gates, with a shotgun saying, "If you dare buy through this website, I'm going to shoot you in the foot." But they've done it already, and they don't even know it.

**Attendee:** Can you scroll it up, Paul?

**Paul:** Unfortunately, I can't. Number five, content-based pages, is basically this: every page will always lead to the sales information page, sales copy, the order page, and your contact. Because if they don't order, you want them to contact you.

So using a PowerPoint presentation, so she doesn't go up and down. At least if it does, I've got no idea how. And I don't want to try, because it's going to disappear on me and then we're in trouble.

Let's just take a quick break.

Why do I say these types of things?

Hit the wrong button. There we go. Don't touch it.

It is my belief that all people think in one of two different ways. As a matter of fact, I believe also that our brains are programmed the same way. It makes it really easy when you know this about something.

If you have your legs crossed at the moment, just put both your feet flat on the floor for me. We're going to do something a little bit silly to illustrate this point.

My 12-year-old got me with this. I've got to tell you guys.

I'm going to stand over on this side, otherwise I'm going to hurt myself. Headline: Speaker dies at World Internet Summit." That's a great headline. That will get their attention.

With your right foot, just lift your knee up a little bit. Lift your right knee up a little bit and rotate your foot from the knee in a clockwise direction. Okay. If you've got a knee injury, don't do it. Clockwise direction, using the whole lower part of the leg.

Now, with your right hand, draw a number six. Which way is your foot going. What are you laughing for? Try it again. Now you know what happens. Right foot, in the air, clockwise direction.

Now, with your right hand, draw a number six. What's the deal with that? Clockwise, people.

Here's the truth. I don't want to ask for a show of hands, because the odd freak won't get it right. I'm not going to ask for a show of hands.

The truth is this. We all sell to people. Computers don't make decisions on buying products just yet. They may process the order at the end. We may use them to help make our web pages be automated. But they don't take the order just yet.

We sell to people. We buy for one of two reasons. One is to acquire pleasure. Two is to avoid pain. Unfortunately, sadly so, most of us are motivated – not in this room, out there – to avoid pain. Remember that with your sales copy and everything else that you do.

Let's finalize these last points. This is easy stuff. It doesn't take me long to do this.

The sales process is just as in the offline. That's why I did the exercise before I came to this section.

Prospective client contact. Your new website must be designed to walk them through the sale. Hit them with a headline. I'm not going to go through the sales copy process. We've done it already today once.

Hit them with the headline. Qualify them. If they get there and the headline doesn't grab them, chances are they're not your prospective customer. That's fine, let them go. But if they are your prospective customer, they need what you have, you should walk them through.



The main page must be used to quickly qualify and assess their needs. Don't try and sell ice to an Eskimo, folks. There's no point. Maybe today, it could come in handy. It's pretty hot out there. Pretty warm in here, too, I believe.

Get the sale or get the lead. Sales process, walk through the steps of the sale. The sales copy thing, we did it today. So I'm not going to recover that for you. I'll be telling you exactly the same thing.

Just quickly, someone said to me, "What are you hoping to get out of coming here, Paul?" I said, "I want to make sure that what I tell people is correct."

Wonderful range of speakers. I'm so pleased to be here. And we're all confirming. You notice we all say the same things? Just maybe slightly differently, but it's all the same thing. You know why? We know how people think. Okay?

Number seven: the main page must be used to qualify them. That first section that opens up, it will qualify them.

Go and move on to the next one. These are just quick points.

Get the sale or get the lead.

Now, I've made a mini site, a couple of pages only. This eBusinessMastery website.

The close? It will be direct. It's a buy or die. That's the phrase that I used to work when I worked in professional selling.

Number one: they will order the product or, if they don't, I'll kill them. That's right. We know where you live. I have a shotgun and a shovel. That's right, you won't be missed.

Number one: they will order the product or they will subscribe to the autoresponder, or they will subscribe to the newsletter. One, two, three strikes and you're out.

Order the product, subscribe to the autoresponder or the newsletter for future follow-up. The order page will capture their details. You have a question?

**Attendee:** Yes. What are they getting if they subscribe to the \_\_\_?

**Paul:** I'll cover that in just a moment.

The order page will capture their details before they place the order. Why? To build a database, and because only one out of three will complete the order.

You'd be amazed. I installed this little tactic into my website and found, all of a sudden, that only one out of three people who clicked the order button actually completed the order. What happened to the rest?

Well, now I add them into a database and I follow them up. They get an immediate autoresponder e-mail. "Hi, thanks very much for your order. I'm really pleased. Once your order is confirmed, yadda, yadda, yadda."

Three days later, "Something must have happened. Your order wasn't processed correctly. My apologized. Please go back here to do it again." Gentle, subtle follow-up.

A week later, "John, I'm confused. I have this order, I'm waiting to ship it out to you. But I don't quite see what happened." And then I address the frequently-asked-questions area of concerns.

I have picked up 83% of those two-thirds that were not ordering by doing that. Okay?

Occasionally, Elvis Presley puts an order in. I even had Bill Gates do one once, as well. He didn't respond to my e-mails.

Three-step bulletproof plan to website success. This will crack you up. This is the \$1,000 minute. Don't laugh, that's what I've been paid to teach these three things to other people before.

Number one: get people to your website. Duh! We all know that. How many people fail at it, though?

Number one: get people to your website.

Number two: give them a reason to come back. Get them to come back again.

Some people actually don't purchase the first time they come across your material. As a matter of fact, most of them don't.

And three: give them a reason to refer their friends.

Get them to your website. Search engines, other links, joint ventures, e-zine promotions. Give them a reason to come back. Get them to come back. Newsletter autoresponder. Give them a reason to refer their friends. Pay them for it, through an affiliate program.

I wrote a little book called *The Ultimate Traffic Secret*. It's free if you go to download.com. I think it's on download.com. *The Ultimate Traffic Secret*, a little book. The refer-a-friend forms, put your name and five friends, get a free gift. Don't tell me they don't work. I used it last Christmas, generated 302,000 visitors to a little Christmas e-card that I created just through a refer-a-friend form, in three weeks. That's 100,000 brand new prospects in three weeks.

Get them in, get them to come back, get them to refer their friends. Do it in any business, you'll have success.

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

**Paul:** *The Ultimate Traffic Secret* was the book. It will be at PaulBarrs.com. I think it's also on Download.com. I give people the book away for free, in exchange for referring their friends.

I've covered quite a few of these: how to get them there, search engines, referrals, joint ventures.

I do these presentations because you've got to do the presentation. I want to come straight to this one here, because I've only got a couple of moments left.

Search engine success chart. You cannot see it properly here. It's available by autoresponder at [seo@ebusiness-mastery.com](mailto:seo@ebusiness-mastery.com). [seo@ebusiness-mastery.com](mailto:seo@ebusiness-mastery.com). It is a search engine success chart. It simply shows you how to link all of your websites together, all of your pages together.

Because we were running behind time before I even got to start, I don't have the time to go through it at the moment.

Something's working? Hello. My goodness, listen to that.

This is what my site eventually looked at. Looked like, I should say. Very, very simple. The sales copy there, that was my guestimation, it's close to accurate.

Brett, you can tell me about it later. I've only had this for a couple of days.

"Three years ago, my finances were on the brink of disaster. My first website took six months to get online and didn't make a cent. Last month, I created a brand new website in just five days, generated \$11,357 in less than a week." Wouldn't you like your new websites to do that?

See, there's one thing that's missing. The thing that was missing was the product. It comes down to product. Product has something to do with it. The product that I created was – here it is here – concept, creation and copy. The concept was people want to know how to build a website. Well, record the entire process on video and audio, so they can sit back just like I did a couple years ago, and actually watch me do it. That makes sense, doesn't it? Wouldn't you like to sit and look over my shoulder, and have me explain to you why I'm doing things? It takes a little longer than 40 minutes. An hour or so.

So the product was, very simply, the opportunity to record the entire website. This was the marketing plan. Guess what I did while I built the website? I recorded the entire thing on screencam video. And I popped it onto some CD's, so you can pop them in your computer, press play, and sit back and watch it.

Video and audio. I have additional voice seminars, because video files are so big you just don't have time to give everything in a video. It would be 20 CD's, which isn't financially feasible.

What about the tools and resources? I thought to myself, "Great! They can watch me do it, but how do they do it?" They'll learn how from watching the videos. But what tools do you use? What programs do I use? How do they work? Where do you get them from? That was part of the product. And that's all part of the creation of the e-business mastery system.

We had a question about the autoresponder? The main page sales copy, the process was very simple.

Lead capture autoresponder. I'll come back to this page later, and you can jot down the notes. Weekly audio newsletter. I offer not a seven-part autoresponder, but a free 12-month website marketing plan. If you want it, you must subscribe online, only through a form. Not available any other way, and the tools to actually then do it yourself.

Keeping all of that in mind, I want to rephrase what I said at the very beginning, as we now close up.

A profitable website is a website that generates more income through online-based inquiries than it costs to run. And sends you on a fantastic holiday each three months with your family and your friends. That's a profitable website. Yeah!

Concept, design, marketing, design, automation, profit, it's all part of it. It's a piece-by-piece plan.

Now, what I actually did, because I knew that time wouldn't be limited and I knew that all these pieces of the puzzle had to come together, did you get something like this popped on their seat when they were sitting down? I need to close up, because we've got to move. We've got the conference coming up.

Very simply, I recorded the entire lot. Four CD's. There's a bonus fifth CD. Quickly jot this down, what's in the bonus? A number of other seminars of mine. Goal-Setting Mastery: How To Achieve Your Life Goals, The Internet Marketing Masters Seminar, The World Internet Summit Audio Notes. I'm up until 1:00 or 2:00 in the morning recording my notes that I've taken while I'm down here. They're on there, as well. I've got permission to do that, so don't look at me like that. You're not going to remember everything.

The Affiliate Marketing Mastery Seminar Series. These are complete seminars, five hours plus, that I've recorded in the past. And the E-zine Publishing Mastery Seminar Series. They're all part of the bonus.

You have to write them down. I didn't know what they were going to be. Come and see me out the back. But very simply, I have to close and we have to make an offer on these things. I feel strange and uncomfortable not doing it online. I'll tell you that much.

Online, I sell this for \$447 US. Reprint rights are available. You can see the information there.

Very simply, I have a limited number of them here today. It will take you through step-by-step, on the screen-capture video. Price for today, tomorrow, the seminar, \$427 Australian for the whole lot, including the bonuses. And because I don't know where you are the moment, I was asked earlier my membership site, The Complete Guide To Home Business Success 12-month membership, another couple of hundred dollars thrown in as well.

We do need to wrap it up. Any questions? We have time for three questions. Have we got time for three questions?

Reprint rights are available. It's a limited license only, meaning you'll have reprint rights to sell 250. You'll make \$100,000 net profit out of that. Look at the math that's on there.

Two more questions. We've got the conference coming up, so we can't miss that one.

**Attendee:** Ever made any other off other sites, affiliate sites, apart from what you've got there, after you \_\_\_ websites?

**Paul:** Oh, absolutely. I get affiliate checks every week. Not as much, because I'm only getting 40%. Better to get 100% yourself, yeah.

Bonus items? Okay, Goal-Setting Mastery: How To Achieve Your Life Goals. Alright, I've got to go.

Internet Marketing Mastery, Affiliate Marketing Mastery, it's five more seminars on audio.

Okay?

I have to wrap up, but come and see me afterwards. They're lining up. I can see the trap door is about to go. Thank you very much for your time and listening. It's a pleasure to be here. If you've got questions, come and see me. Thank you.



# World Internet Summit, Sydney, Australia

## Live Call – CD 3 of 4

**Ted:** Alright. Good evening, Australia! Good morning, America! And welcome all points between.

Hey, you tuned in to the super teleconference of the World Internet Summit Australia, 2004.

Folks, there's been so much good stuff happening. We've got the speakers that are each going to share their one biggest, greatest, single secret to success; the stuff that if you couldn't be here, I'll tell you what, you can take this stuff actionable and you can find out how to make it.

If you could be here, this will be the greatest review that you've ever had. I tell you, things are happening real fast.

My name, Ted Ciuba. They used to know me as America's foremost Internet marketing consultant. Now, they know me as America and Australia's foremost Internet marketing consultant.

Thank you. Boy, I tell you what, these Aussies are a great crowd. And they have agreed to stand up, and we're going to sing the theme song. On your feet, everybody. Let's go.

<Theme song>

Yeehaw! For those of you on the teleconference, calling in from all parts of the world, you don't know that but Ted Ciuba just won a \$100 bet with Brett McFall.

I told you these Aussies were the greatest crowd. I'll tell you.

I'll tell you what, folks, without much further ado other than telling you that we are calling in on a dial-in card and that it has been known to drop the connection. If that happens and if we know it, we will dial back in. If we don't know it, we'll have this posted on the website and everybody who dialed does know what that thing is.



So I tell you what, let's just jump right into it. We've got a star-studded group of speakers. They've been sharing so much information, every single one of them. This is the thing. Every single one of them is not repeating one another. They each have their area of expertise, their niche. And that's what they're going to share with us. The world according to their individual expertise, because that's what they came to share with the people that are here.

We're just going to ask them their one greatest single secret to success. Each speaker will have up to two minutes, one minute, two minutes, no more. We'll have to cut you off, of course, because I know you guys are very, very talkative.

Other than that, in no particular order, let's start with a guy – and a great guy – named Jessie Forrest. What is your one greatest single secret to success?

**Jessie:** The one greatest single secret to success is finding a niche market and then finding that problem to that niche market, and creating a solution in an information product or preferably in a software product that can be sold again and again and again. Create a second product, follow that up with your first customer base again and again and again.

And eventually, once you've dominated the marketplace, sell a license or sell a copyright to that product for tens of thousands of dollars.

**Ted:** Wow, that's a good one! Get going and make it to the top.

The next guy is how about Sean D'Souza? What is your greatest single secret to success?

**Sean:** I've actually got seven secrets to success. The first secret, write this down, is follow-up. The second secret is follow-up. Third, follow-up. Fourth, follow-up. Fifth, follow-up. Six, follow-up. Seven, follow-up.

Most of you are going to give up too early in the game. Most people come and sign up and buy your product and services five, six months after you've started. Follow-up. Seven secrets. How about that?

**Ted:** Wow! Did you get that one? Follow-up. That's great. That's great.

Oh, by the way, I did fail to mention our first one, Jessie Forrest, is from Australia. Second one is from India. Sean is Indian, but he's now in New Zealand.

I tell you what, our third speaker or third featured guest is originally from the Philippines. He's now one of the greatest Internet marketers in the US of A, known as Armand Morin.

**Armand:** Well, let's see. Dramatic pause. The greatest Internet secret I have is this. Just start.

There's actually about 300-plus people here in this room right now. The majority of you, the sad fact is, are not going to start on Monday morning.

The majority of you that are listening to this call in the US are not starting right now.

So the one greatest Internet secret would be to actually just do something. You don't have to be perfect to succeed. You just have to start doing something. And when you start doing something, then something can happen, which is you actually make money. Does that make sense?

How many people would like to make more money?

**Attendees:** Yeah.

**Armand:** The second question is how many people would like to make a lot more money?

**Attendees:** Yeah.

**Armand:** This is why I'm talking to the second group. The greatest Internet secret is just to start doing something. Confucius said, "A journey of a million miles starts with a single step." "A thousand miles starts with a single step."

Either way, you have to start doing something, and that's the greatest Internet secret.

**Ted:** Thank you, Armand Morin. Start. That's a good one, I'll tell you, for sure.

Our next speaker – and, by the way, of course, this is the World Internet Summit, and we've purposely gathered the greatest Internet marketers over all the world – our next one, and it's kind

of debatable if he comes from America or Canada. We never can get over that. He does have a residence in Canada, though. Mr. Rob Bell, president of AutopilotRiches.com.

**Rob:** Thanks, Ted. The greatest secret that I can say, for me, has always been persistence. Never give up. Never, ever give up. I must have failed at least 20 times before I finally found something that I love, and that is persistence. If you fail, just get up and do it again, try it some way different. That's all I can say.

**Ted:** Never give up. He sounds like Winston Churchill, which is a good person to sound like, I'll tell you. For sure.

We have a participant in the audience that would like to share a little bit about what's going on with her. Your name is?

**Attendee:** I'm Helen, and I'm up from Tasmania.

**Ted:** Tasmanian Devil. Helen, what's your last name, if you don't mind?

**Attendee:** Bassett.

**Ted:** Helen Bassett. Tell us, you've been here for almost two and a half days. And just share with us. We're talking not only to us, of course, we're talking to the whole world over the teleconference. What do you think about what's going on? Give us your thoughts.

**Attendee:** This has been the most sensational, fantastic, life-changing event that I've ever been through.

I've always dreamed of having an Internet business. I didn't have the confidence and I just got too confused when I went out there and tried to find out all the stuff.

I've been here for the last two and a half days and I'm now focused. I know exactly what I want to do. I've met so many fantastic people. And all the speakers are so generous with their expertise and their time and everything else. So man, I'm just going to go out there and go for it.

**Ted:** That's what I want to hear! Have we got another guy here? And you came from where?

**Attendee:** Mauritius.

**Ted:** Mauritius? Now, we don't know where Moriches is.

**Attendee:** Near South Africa, very far from here, a very tiny island but beautiful island.

**Ted:** Beautiful. And what is your name?

**Attendee:** My name is Aneal Comard Proac.

**Ted:** Aneal Comard Proac? Okay. Now, I happen to know that you had to do something very special just to get here. Tell us what that is.

**Attendee:** When I read about the World Internet Summit, I decided to come here but I could not get the money.

So I sold my car to come here.

**Ted:** Wow! That's commitment. Now, you obviously invested – at least in relative terms – more than most people did, because most people just put it on their credit card. Tell us your thoughts of the value that you've received for the sacrifice you made to be here.

**Attendee:** Okay. It's nearly four years I am on the net. I have never been able to get five cents. But I've spent more than \$10,000. I wanted to come here because I wanted to know how to get my money back now.

**Ted:** Well, do you think you got the goods?

**Attendee:** Yeah, I got the goods. I'll get my money back, and more than that.

**Ted:** Alright. Let's hear it for Aneal Comard Proac. Thank you. Thank you.

Our next person – then we're going to go back to around the speakers here – is Marge McAllister. And I'll tell you what, this person's doing some work. I'm going to ask you about that. But just share your thoughts. How do you feel about what's happening?

**Attendee:** Well, when I first heard about the World Internet Summit, I couldn't wait to whip out my plastic and sign up on the web. And now, I'm here. It has exceeded my expectations. All these gurus smile at you.

**Ted:** Imagine that.

**Attendee:** Imagine that. You don't have to be scared of them.

**Ted:** Alright. Now tell us, you came here as an attendee, but I saw you – and you actually invited me – doing something special and taking advantage of this opportunity, where it's so easy. What exactly did you do?

**Attendee:** I knew, when I was coming here, that one person out of 270 was going to be called up here and given a website and a license to print money. But I thought, "269 to one were not great odds that it would be me." So I thought, "What else can I do while I'm here?" I was going to Mike Stewart's audio workshop on Monday, so I thought maybe I could create an audio product through the seminar, to work on at that workshop.

So I approached the various speakers to see if I could interview them about how to get the most out of the Internet Summit or something like this, put it together as an audio product and have something to sell through their big lists.

**Ted:** I tell you what, Marge McAllister, thank you. You're learning good. Thank you.

Okay, there are three people that bring you this event, that have organized this event. Of course, you might suspect myself, Ted Ciuba. We've got also one of the other guys, Mr. Tom Hua, who is here to share with us your greatest single secret to success. Give us your comments about being a promoter. Would you, Tom?

**Tom:** Thank you very much, everyone. Now, let's see. You have created a product and you've got a website put up, ready to take orders. What do you do next? You go to those most popular search engines, go to find the market that is right for the product you have put on your website, and find out those big players in that market. These can be companies or individuals.

The next thing you want to do, become one of their customers. Get to know them and let them get to know you.

The next thing you want to do, give them an offer, a joint venture offer. This is how you leverage the large lists and those big players in the right market. Give them an offer. Start from 60% of the commission up to 90%, as long as you don't have to lose any money. Because most of the information products would not cost you anything to produce an additional unit.

Get a subscription box ready on your website, so when people visit your website, even though they don't buy your product, they can come to your list. Offer them something valuable, a free report, to give them incentive to join your list.

Now, if you can crack any one of those big players in the industry, in the right market, then you can go on to the next one.

This time, if you offer the 90% for the first big player, this time you can consider to offer only 80%. Right? And you go one after another, one after another, until you have your very own list.

Now, this is my secret of making it big quickly. Thank you.

**Ted:** Alright, Tom Hua. Thank you very much. Is this guy a walking, talking encyclopedia or what?

Folks, we're so glad you're here. We've got, like I said, three promoters. The third promoter is Brett McFall.

**Brett:** Hey. You're after one tip. Is that right, Ted. Is he after one tip?

**Ted:** A big one, though.

**Brett:** Can I add value and give you three? An irresistible offer, right?

The first thing I want to give you, I was on a plane to America, going to one of these seminars juts last year, and the guy sitting beside me said, "What is your one secret to marketing success?" I said, "That's a good question." He said, "Can you do it in two sentences?" I said, "Okay, that's even better."

I said, “Okay, the first point is this” – write this down, folks – “solve a problem. Solve a problem. If you have a product, a service, an idea that takes away pain from someone, makes it easier, you’re starting on a winner.

Number two: make an irresistible offer. Irresistible; so that someone would feel absolutely stupid if they didn’t take advantage of your offer.

And number three is this, the last one: take action.

Now, why I put that in there is that so many people have the great ideas, they do all the work, and they come to seminars like this, and they get bogged down and they don’t take action.

But it is so important. The reason why you are here tonight, in a way, is because Ted and I had an idea. We were going to solve a problem, we were going to make the offer irresistible – that’s point one and two. Nothing would have happened unless we actually said, “You know what? Let’s do it. Let’s see if we can actually bring this to Australia.”

It’s in my simplest form I can give you. But if you follow that, three steps, your chances of success are increased immensely. Do you agree with me?

**Attendees:** Yes.

**Brett:** Okay, good. Go for it.

**Ted:** Let’s hear it for Brett McFall.

Alright. Our next speaker comes from Perth, Australia. Again, World Internet Summit. I first met him in Vancouver, British Columbia, Canada, was swayed with the information he was sharing with us. And then, everything was sealed for me because I saw the crowd go crazy. Mr. Chris Bloor.

**Chris:** Thank you. My secret doesn’t really have anything to do with marketing, and yet it does. I’d like to tell you a true story.

A client of mine in Perth wanted me to come up with a marketing idea that would grow his business. I said, "Let's give people a pen." Who's ever been given a pen by business before? It's dead, dull and boring, isn't it? You think, "Pen, schmen."

So we created a parchment scroll, and I wrote on this parchment scroll five things to consider whenever you use this pen. And I tried to reach out and make the ordinary extraordinary.

On a Tuesday morning, I was driving along the Mitchell Freeway in Perth. My phone rang. The pens had gone out on the Monday. A Perth grandmother by the name of Mary was on the phone. She was crying her eyes out. She said to me, "You're the man that wrote the letter!" And I said, "I've written lots of letters. Which letter?" I thought, "What the heck have I done?" "The pen letter." I said, "Can you explain a little bit more? Can you tell me what you mean about the pen letter?"

See, one of the things I had written was, "Use this pen to write a daily to-do list. Your life will become more organized, you'll feel happier and less stressful." But point number four was, "Use this pen to send a note to somebody that you love, that you care for, to tell them, 'I love you because...' or 'I'm sorry for.'"

And I added a little note. "Some people consider apologizing a sign of weakness. But in reality, it is one of the greatest character strengths you can ever possess."

And Mary said to me, "Five years ago, I fell out with my son. I've never seen his wife. I've never seen my grandchildren that have been born since then. But when I read the note about the pen, something touched my heart. I've just gotten off the phone from talking to my son for the first time in five years, and I just wanted to phone and say thank you because my son and his wife and my two grandchildren are in the car right now, and they're coming to see me."

If, in your marketing, you fail to touch the heart of people, then your money is worth nothing and your life is very empty. Take the ordinary in what you do and touch someone's life with it. I'll tell you what, that lady phoning me and telling me a little later about a pen reunited her with a son that she hadn't spoken to in five years, a daughter-in-law she'd never seen and grandchildren she'd never hugged is worth every penny I've ever made, every penny I ever will make. And I think about it every single day.



My secret, folks, reach out and touch somebody in your marketing. Because that which comes from the heart touches the heart. Thank you.

**Ted:** Thank you, Chris Bloor. Those are real tears, and he's got water on his jacket. Gosh, that's something. That is something.

Someone's got a hard act to follow. So we're going to select a guy who is, indeed, a world citizen. He hails from a country called Singapore. And he has spent some good time in the United States, friend and business partner and a lot of other stuff, great Internet marketer, Johan Mok.

**Johan:** Thank you. My greatest Internet marketing secret can be reduced to one word, and it's called relationships.

Friends, you can get anything you want in life, as long as you help other people get what they want. But do realize this, though. It's conditional. You can only get what you want when you help other people get what they want.

It's all about relationships. Think about this. You, as an Internet marketer, have a relationship with your subscriber. In order to get that e-mail address, you probably had to give them something of value first.

You, as an Internet marketer, have to give someone – your joint venture partner – a benefit in return for their help, to help you create more sales.

And friends, relationships are all about other people. When other people come into the equation, you have the ultimate form of leverage because you can leverage other people's time, other people's money, other people's resources.

So to give you a concrete example, if you're a website designer and you cannot write copy, find someone who can write copy for you. Chances are that the person that can write copy for you probably doesn't know how to design websites.

So the possibilities are endless. It's all about people. It's a people business. Thank you very much.

**Ted:** Thank you, Johan. Thank you, Johan.

We have another gentleman from the audience jumping to the stage. And your name is?

**Attendee:** Uva Jacobs.

**Ted:** Uva Jacobs? Hey, you've been here now a couple days. What's happening? Give us something from your heart, would you please?

**Attendee:** Well, actually I came here to find out what these propeller-heads are doing and how to do one of these sites. Of course, I don't have one. I'm fairly certain I can do one now. I've got a game plan. I've got a good idea what to do. There's some really nifty tools that I've learned about. So I have no doubt my goal is in six weeks to have something like this up and running and some dollars in the bank. Thanks.

**Ted:** Thank you, Uva. Thank you. Alright, we've got another sweet young lady coming up, and she wants to share a few comments that she's got. Come on up on stage. Thank you. And your name is?

**Attendee:** I'm Jane Bennett from Melbourne.

**Ted:** From Melbourne, Jane.

**Attendee:** Melbourne is the way you say it.

**Ted:** It's the accent. Tell us, what's happening for you at the World Internet Summit?

**Attendee:** I'm having a ball. I don't have enough time to sleep. But the generosity and the knowledge that the people here have shared has just been absolutely phenomenal. I've got ideas spinning in my brain. I've been sitting down there with light bulb going, "Oh, I can do that! Oh, I didn't realize that!" I almost can't write down the number of ideas that I've got. I tossed out whether to come. I looked at it and went, "Eh, eh, another seminar." The invite came from somebody I had a lot of respect for. I've taken Mal Emery's ideas. I get 95% of my business. I'm in a consulting niche; 95% of my business comes over the web. I have more business than I can handle, which is another problem.

**Ted:** Sounds like a good problem to me.

**Attendee:** It's a good problem to have. I got my money back out the first day, I have to say.

**Ted:** After three hours, you got your money's worth?

**Attendee:** Yep.

**Ted:** That's pretty good, right? Alright, any last comment, Jane?

**Attendee:** Fantastic! I'm just so excited, because I can see a way of making a business and having a lifestyle. It's not just about the money. Money is important, absolutely, but it's about the freedom and the things that you can do with it, and the ability for me to do something that I love doing and get extremely well-paid for it.

**Ted:** Jane, thank you very, very much. Very, very much.

Our next person is a speaker. A speaker that has found the Internet lifestyle absolutely suitable and actually the perfect solution. In fact, in his case, the solution that he just had to have and couldn't have had any other way. He's a single father with, I believe, three children. Mr. Paul Barrs.

**Paul:** Thank you. The best single biggest secret, create for yourself not just happy customers, but thrilled and happy customers. You want them to be stoked all the way down to their socks. And I have an example from just a day ago, which I have to tell.

I had a couple of boxes sent. I moved ahead of me, didn't want to bring them on the plane. I won't name the company. Had them sent down here by freight. I don't know where they went, but they didn't come here. I know that much.

So 24 hours after they were overdue, I ring up the help line. "Can you help me find them?" "Sure. What's your consignment number?" "It's on my desk in Queensland. I don't have it. Can you help me?" "No." "Can you help me?" "No."

It sounded like, "Can you help me?" "Squawk!" "Can you help me?" "Squawk!" She's a duck. "Can you help me?" "Squawk!"

The difference between ducks and eagles, folks. Guess what I did? I hung up the phone because her supervisor, “Squawk, squawk, squawk!”

I rang back a few moments later, got somebody else on the phone who was an eagle. I said, “Can you help me?” He said, “Sure I can, Mr. Barrs. It will take a little while longer.” Rang me back, they arrived later on that night.”

Make your customers just thrilled out of their socks. You’ve got a problem? Fix it, no matter what it costs. That’s the one key secret I’ve got.

**Ted:** Solve a problem. Our next celebrity is a person who I do know solves problems. A guy, in fact, who has been known to have some really exciting stuff to share about software, Mr. Bryan Duffell.

**Bryan:** Thank you, ladies and gentlemen. I guess the one secret I would give to you is you’ve got to move out of your comfort zone. You’ve got to have that passion and a desire to get out, make that step, open the door. If you’re going to do software or anything, develop it to a niche market. You really have to go for a niche market. That’s the one secret I’ll say. Open the door and do it; physically do it.

**Ted:** Alright, Bryan Duffell. I don’t know if you’ve noticed yet, but there’s been a theme about doing it and taking action. And I’m sure everybody in this room will do it and will take action. Is that true?

**Attendees:** Yes!

**Ted:** Alright. On the telephone, what’s the same thing. I tell you what, speaking and taking action, it is just about time for a commercial. We’re not really going to have a commercial, but we’re going to have a little break. We’re all, in the room, going to stand up and sing our theme song, because our next celebrity after our theme song deserves it. Because when she came into the room, she came as a person who wanted to learn and she’s leaving with some very big dollars in her wallet. She’s going to have to sing with us too. Let’s invite Marge Burman up to the stage here. Marge, can you come up, please? Everybody stand up. Let’s hear some theme music, and let’s make it count.

<Theme song>

Give yourselves a hand. Thank you.

Folks, you don't have to worry about that friendship thing going down the drain.

And your name is?

**Attendee:** Margaret Burman.

**Ted:** Margaret, you are the incredible person who won the Internet challenge. We promoted – and I'm going to ask you what you think about it – we promoted “Give me a willing person, loan me a laptop computer with an Internet connection, and within 72 hours that person will have a product, a website and money in the bank, plus a system to earn that money over and over again, for life.”

Now, you were the lucky person. What do you think about it?

**Attendee:** Ted, when I first read it, I thought that it was impossible. In actual fact, I also thought that it was impossible that you would make us all sing. But it has happened. So this is a revolution.

I had no idea how it would happen, but I've actually seen it happen. It's really liberating. Absolutely totally liberating.

**Ted:** Excellent. Also, of course, you were given ownership to the domain name. You chose it. We had several pre-selected. You chose it. You were given ownership of the hosting, you were given ownership of AutopilotRiches.com to do the e-commerce processing, and you were given the passwords, the login ID and everything.

If I am not mistaken, you didn't tell me this, but it seemed like when you came down to the conference on Friday morning you already knew that you had made money. Is that true?

**Attendee:** On Friday morning?

**Ted:** Yeah, because we built your website, we posted it live to the web, we brainstormed the product. We did all that on Thursday.

**Attendee:** Yes, I did.

**Ted:** I thought so. What were your feelings when you opened up Autopilot Riches and you saw that you were making money overnight?

**Attendee:** Well, I think, at that time, it was about \$1,500 or \$1,600. And all I had done is go to sleep in a backpacker's hostel.

**Ted:** She upgraded to the Swiss Hotel Sydney after that. Amazing, isn't it?

**Attendee:** It is incredible.

**Ted:** Now, what would you think if we told you that right now – or let's put it this way, as of 45 minutes ago – you had... First of all, let me ask you, what is the most important thing, every objective, every marketer has? If you can't get the sale you want to get list of prospects.

You now have 395 subscribers to your list.

**Attendee:** Wow!

**Ted:** Interested people.

**Attendee:** Amazing.

**Ted:** You now have 78 cash-paying customers.

**Attendee:** Whoa!

**Ted:** And you've got 70 people who signed up to sell for you. There are 70 affiliates.

**Attendee:** That's incredible!

**Ted:** By the way, it hasn't been 72 hours yet, either. Has it? It's been less than 48. Is that correct?

**Attendee:** Yes.

**Ted:** And you have a total of \$9,596! I think they're happy for you.

**Attendee:** Yeah, that's amazing. Thank you.

**Ted:** I just want you to know something. Our record previous to this was \$10,822. You're about, at least about 45 minutes ago, you're faulting maybe \$1,300 of beating the record. Do you think you'll make it?

**Attendee:** I think we will make it. If we can sing, we can beat the record.

**Ted:** Tell us, what do you think about that?

**Attendee:** I think it's fantastic. We're living in an amazing age, we're in a wonderful country, with wonderful experts, at a wonderful seminar. What more could we want?

**Ted:** Well, I would like one little thing. Could you give me a hug?

**Attendee:** You want a kiss?

**Ted:** Ask and things will happen better. Margaret, thank you very, very much.  
Congratulations!

Our next celebrity is a person that I first met in Florida. I believe it was Orlando, Florida, USA. He was traveling around, taking time. He was living the Internet lifestyle then, even though it was a combination more mail order. He is an icon in the industry. I happen to know that last year he made over \$5-million in this business. He's had an eight-year streak of at least over \$1-million. Please, help me welcome Mr. Peter Sun.

**Peter:** Thank you, Ted. Hello, everybody. Can I just see hands up, who hasn't got a business right now? Who's not in business? Who's on a wage?

Well, the first thing I'll have to tell you is that in order to make money is to get into a business. That's the first secret to success.

The second thing I would say to you is that every business follows a very predictable and measurable part to being successful, which is that it has the right structure and the right methods and procedures.

So you've got to run your business by numbers, whether it's Internet, whether it's mail order, whether it's McDonald's. A successful business will run by numbers. And if you ask any of the speakers, they'll be able to tell you that if they put a website up, they'll get 10,000 hits and they'll get so many inquiries. And from so many inquiries, they'll get so many sales.

So you've got to know what your numbers are. That's how you build your business.

The third thing, I would say, is it takes knowledge. You've got your knowledge by coming to an event like this.

The second thing it will take is hard work, and lots of it, because it is not easy. It will take hard work to make the shift for you, from where you are to where you want to be.

And the third thing it will take, after the hard work, is time.

So knowledge, plus hard work, plus time will give you a result. And eventually, if you do your numbers, that result will just keep getting better and better. And that's how you build a business.

Tomorrow morning, I will tell you exactly how you can take an idea, a book or a product, and how to actually physically make \$1-million in 12 months. And I'll show you the exact part to take that product and develop it to that level within 12 months.

So that will be tomorrow morning, first thing, when I'm on.

**Ted:** Wow! Peter Sun, thank you. Is there anybody planning to sleep in, in the morning?

Our next celebrity is also an icon in the industry. He's helped hundreds, if not thousands of people. In fact, some of the "celebrities" that are onstage today cut their wings with our featured Mal Emery, from Australia.

**Mal:** Thanks very much, Ted. Folks, get your pen out, because here's the one big secret. The big one. Got your pens out?



I learned to do everything my wife tells me to do, and I'll stay out of trouble and have a happy life.

Seriously, folks. Here he is. I'm glad Ted gave me this, because it gave me something to write on, as well as sitting there I was writing out the one big secret.

This is what I call the one big advanced secret that goes above every other secret I believe you've heard so far, and will hear. It goes above everything you've learned and been taught this weekend. It won't matter what skill level you have acquired, in what industry, in any vocation, any choice of industry. It goes above any single marketing tactic or strategy or knowledge. Who wants to know the one big secret, the really big, advanced secret?

Here it is. I've written it out for you. Without this, everything you've learned this weekend, everything you'll learn in the future will not work.

Sell to a rich, hungry crowd that don't need your product or service, but want it. Simply, if you don't have a starving crowd for your product, you can have the best marketing, you can have the best website, you can have the best everything in the world, the best guarantee, the best bonus, every single one of those things you can have, and I'll still wipe the floor with you if I've got a hungry, starving crowd who can afford to buy from me. That's the one big advanced secret.

**Ted:** Thank you, Mal Emery. Thank you, Mal Emery.

**Mal:** I've also learned something here from the weekend. I learned that Ted can't sing.

**Ted:** Well! What do you say about that?

Okay, we have another person that's been smiling, learning, getting this stuff in. And your name is?

**Attendee:** Dwayne Seaburg.

**Ted:** Dwayne. Give us your thoughts, give us your feelings about what's happening.

**Attendee:** I've been blown away by the heart of all of these people here, in terms of their willingness to share, their experience on how they've been successful, as well as the various people I've met here in the audience, which I'm grateful for.

One of the primary reasons I wanted to come to this particular event is I'm a retired university professor. Please don't hold that against me. I'm still teaching. And I can see this as having a possibility of giving students hope.

When I'm talking to students, one of their worst fears is, "How do I get a job?" Or, "If I had a job, how do I hang onto it or make more money?"

Well, I'm trying to talk them out of having a job in the first place. But if that's the way they want to go, then I want to help them to have the kind of life that they want to have. And they look at the cost of housing, they're saying to themselves, "I can't even finish school, let alone get a house later on, because of the cost.

So I was looking for a vehicle that I could use myself, to prove that if I have sophomores in a university, I can show them how to make enough money by the time that they graduate to buy a house, or more, and have the kind of life that they want to have, period.

Jenny said earlier, I think the other night, the only thing that separates you and I as well as those students from having whatever you want to have in life is BUT... the but that we put in front of our lives, that allows us to stop ourselves. And that's our choice.

So I'm really grateful for all you've provided, and also the joy and the fun we had along with it, too. This is really great stuff. I've been blown away. Thanks a lot.

**Ted:** Dwayne Seaburg! I think when Dwayne talks about the joy and fun, he actually enjoyed singing. What do you think?

Okay, our next person. Your name is?

**Attendee:** Jane Moren.

**Ted:** Jane, you've been running around with a big smile all weekend, too. Are you excited? Are you happy? What's happening?

**Attendee:** I'm excited, I'm happy. I can't wait to get going. Everybody's been fantastic. The participants, networking, everybody's chatting and the food's fantastic. What more can I say?

**Ted:** Do you think you got anything out of this weekend that you can actually go out and make some significant money over the next 60, 90 days?

**Attendee:** Absolutely. I intend to start on Monday morning.

**Ted:** I like that.

**Attendee:** And I'm starting from a zero base.

**Ted:** Alright. Jane, thank you very much.

**Attendee:** Thank you.

**Ted:** Every one of these speakers have their own areas of expertise. And we've got a guy here coming up, he's an author, publisher, radio show host, television show host, can help you make money. Mr. Bart Baggett.

**Bart:** Thank you, Ted. I did learn one important thing. If you deliver enough value in an Internet conference, it doesn't matter how bad your theme song really is. They will love you anyway.

The only thing that could have made that work was to see Janet Jackson's right breast. That's about the only thing that would have made that alright by me.

They're a great crowd. They laugh at all our jokes. It's beautiful. Those of you on the phone call, thanks for calling in. We are going to tell you some great tips.

There's so many details, for those of you that listen to things over and over again. Because if you're just beginning, the advanced stuff will go right over your head. And if you're advanced, you'll hear something very new. So the distinction is repetition.

The one piece of advice that I'll give you is free publicity equals free money. Free publicity equals free money.

That means that if you don't have money to advertise, then do things to get free publicity.

I talked about, in my one hour, getting on Good Morning, Australia and Good Morning, America, and TV and talk shows and radio shows.

But what I didn't talk about is basically free articles. I wrote an article and posted it to my website four years ago. It was a simple article about dating. And about January 24<sup>th</sup> of this year, an editor picked up that article and linked to it from Comcast.com, which is almost as big as AOL as far as the number of subscribers they have in America.

And on Sunday morning, I woke up to about \$3,000 in my bank account, and I couldn't figure out where the traffic was coming from. And a person had basically linked, on the home page of Comcast, to this article; 25,000 people linked to this article. And out of that, I had \$3,000 in sales, or so.

And it was amazing. It was free. I didn't even do anything to earn it. I would like to tell you how brilliant I was to do that, but the same principle applies. Get articles, get radio, TV, make it available so that you can give something away for free. There's media outlets all over the world, all kinds of online magazines, TV, radio, as well as print that are looking for content. And if that content relates to products you're selling, they'll give you free publicity. And that equals free money.

Thank you, Ted.

**Ted:** Thank you, Bart Baggett. Free money sounds really good in my book.

Our next celebrity is a person known as the Internet Audio Guy. And, in fact, he is doing the recording of this event. But more than that, he has helped hundreds of people – and that's at least 300 in this audience – understand the power of audio. Mr. Mike Stewart.

**Mike:** Thank you. My secret is listen. Thank you. Thank you. No. The reason I say that is if you listen, you will comprehend. Intently listen. I'm going to tell a quick, quick story.

I listened to some of these speakers at previous events, and I picked up things and I took action on them. And just before Christmas, one of my customers told me that he needed some help, that his business was going under.

This simple little strategy, the little technique of advertising on Overture.com, was something I just shared with him as a gift. I didn't even charge him money. I thought, "Maybe this will help his business."

And before I came to Australia, he told me, he said, "I'll pay you whatever you want, if you'll come back over here and help me some more." I said, "What do you mean by that?" He said, "Because I was going under in December and what you showed me, that one little strategy," made his business go up 100 times. He did \$1,000 of business in December and did over \$140,000 in January, just from that one little strategy that I've learned from these experts.

So listen. And obviously, if you learn how to record, people can listen to you.

So I'm going to leave you with something. I love those Beatles. Here's my Beatles tie. And John Lennon once said – he must have known about the Internet – "So you say I'm a dreamer. Well, I wish you'd be a dreamer too. Someday, maybe you'll join us and the world will live as one." So let's do it.

**Ted:** Mr. Mike Stewart. Mr. Mike Stewart.

Okay, we have another featured Australian star. And I'll tell you what, this is a young man, and I have never seen anybody who could sell better than him online or offline. Help me welcome David Cavanagh.

**David:** Thanks, Ted. I just had a few things down. Simon Cowell would be very proud, in American Idol, of Ted Ciuba's song. Don't you think?

Okay, the biggest secret I can think of – if you can get your pens out, please – online or offline, is, and I've learned that off of a lot of very good marketers, to model success. Model people that have done it. Brett McFall, Ted, Bart, Armand Morin, Peter Sun, any person up there, Johan Mok, everyone, they're all very good. So model people who are successful. Don't listen to rubbish and crap. And don't try to reinvent the wheel. Just do what works, and do it properly.

Look at people sitting up in front of you, and do what they tell you because they know what's right. Every person here on the call and in front of me tonight is a guru waiting to happen.

I was nobody on the Internet until I listened to things that Armand Morin taught me. And look at it now.

I've got here, "The only truth is the result." Get the result, make yourself truthful, and make yourself wealthy. Don't give up. Tell yourself you can do it. Do it. Take massive action. And go for it. Thank you.

**Ted:** David Cavanagh. Thank you. That's good, sound advice.

Speaking of another person who is accustomed to giving good, sound advice – in fact, he has an accounting background and, in fact, he can help you with all of the problems that you'll gather when you get loads and loads of money, help me welcome Ed Burton.

**Ed:** Thank you. I'm sorry I was late. I was delayed. Sorry about that.

My best advice to you is get a damned good accountant. Now, I'm not an accountant, so don't go looking for me. But you want to go in and say to the guy, "How much money are you worth?" And if he can't tell you, honestly, what he's worth, if he's, "Oh no, I don't want to tell you that," he's no good. He's too of himself. Sorry for the expression.

But if he says to you, "I'm worth \$5-million and I do this as a hobby," or something like that, then that's the sort of guy you've got to take the advice from. Take the advice from experts.

If you go to a financial planner, which I am but I don't do financial planning, ask him, "How many houses do you have?" If he says, "10" and you want to buy houses, great. If he says, "I won't tell you," why would you go to a used car salesman? It's as simple as that.

So then, if he's a stock broker, once again, "How much did you make last year? Can I see your financial statement?" If he won't tell you, he's a prima donna. Anybody with a good track record will tell you that.

That's my advice, guys.

**Ted:** Ed Burton. Go to people who really and truly are experts, have the goods to show you. Have the goods to show you.

A quick inventory. Is there any speaker that we have overlooked? Where is Jennie Armato? We would love to have Jennie. Jennie was supposed to be onstage, but she's running up the crowd. Let's hear it for Jennie Armato.

**Jennie:** Thank you. It's not easy sitting in the back and everyone else has had a turn, and they've got their little bit. And I'm wracking my brain thinking, "Maybe I shouldn't go up there, because I'm not sure what else I can say."

Everything they've said is of immense value. And, as you know, all I've done is put into practice what these guys have told you.

And how I've done that is I took notice, through the help of Brett, Ted and Tom, to realize what I was already doing and how I could convert that into an Internet-based business.

So my message or my one secret for you is start with looking at where you're at right now, what it is that you're doing, and how you could translate that into a service for other people. And that, my friends, could transform your life, as it has for me.

That's my one secret. Thank you.

**Ted:** Thank you, Jennie Armato. Thank you.

We've got a couple other attendees. Guys, we're going to have to cut it down pretty soon. We'll be running out of time. Might run out of calling card, if you know what I mean. Can we have the next person come up? We'd like to hear a little bit about your story, how you're feeling, and your name is?

**Attendee:** My name is Aaron Malick.

**Ted:** Aaron, what's happening with you?

**Attendee:** I came here perhaps from a different position than a large percentage of this audience, in that I fall into a high-tech sales and marketing background. So I was looking for a bit of clarity, more than anything.

But at the end of the day, I think two things came to me. If you don't take action, you've wasted your \$2,500 coming.

And number two, don't get caught up in the high-tech stuff. I know a lot of it, but it doesn't help you if you don't do something. Just get off your butt and take action.

At the end of the day, you can learn everything you need to know to do this, or find someone who will do it for you, or find someone who will teach you. Piece of cake.

**Ted:** Piece of cake. Thank you, Aaron Malick. Thank you, Aaron Malick.

Our next person, I tell you what, I have seen the gleam in his eye from when we first started, cranked up on Thursday evening. And your name is?

**Attendee:** Peter. Peter Pain.

**Ted:** Peter Pain. Give us your insight.

**Attendee:** That's spelled like the same as no gain without pain.

What I got? I guess everyone came for different reasons. I suppose most people, if you boiled it down, probably would own up to the fact that they're probably coming for the money because that's how it was advertised. Right?

But when we got here, what we actually found to get what you, first of all, have to do is you have to give. And the more you give, the more you give, the more likely you are to get. But the giving comes before you get. That's what I've learned out of this seminar today.

And I guess the second most important thing is if you really, really, really want to improve and get better and better, what's the best way to do it? Be with people who are well ahead of the game in terms of where you are today, which is why I came.



And I guess my contribution is to say thank you, Ted, for what you've done. Thank you all three of you. That's Tom and Brett, as well. Because what you've allowed us to do, the most important thing, is if you want to have vision, if you want to see over the rooftop, if you want to see over the treetops, stand on the shoulders of giants.

These people are giants and they're human, just like us. They've made all the mistakes, but they're allowing us, their gift to us, is they're actually allowing us to stand on their shoulders. Thank you very, very much.

**Ted:** Peter Pain. Peter Pain.

Yes, okay. Folks, we're going to wrap this up. And we're going to wrap it up with a very special event. We have got all the promoters together and the Internet challenge winner. Come on, scoot over guys here, shoulder to shoulder. Everybody stand up. We're going to have a very exciting time.

Hey, Brett McFall wrote the song, but he doesn't like to sing it. What do you say?

Okay, can we hit the theme music? Good evening, Australia! Good morning, America! And good day, all points in between.

<Theme song>

**Ted:** This Internet marketing is fun and we'll see you after dinner. Thank you, folks.

# World Internet Summit, Sydney, Australia

## Hot Seats, Part 1 of 2 – CD 3 of 4

**Ted:** Alright, folks. Thank you. You are the greatest. The greatest. Can we go ahead and close those doors, please? We're going to have some sessions here.

First off, Brian Bohelt, Brian Bohelt, Internet Audio Guy in the corner, Internet Audio Lady needs to see you, just for a moment, if you would.

Next, we've got a couple little offers I wanted to get at you.

So many of these speakers have been coming up and asking for money. Right? So I decided I'd give you something free. Free copy of *Think And Grow Rich*. You're welcome.

Now, of course, it's a digital book. Right? So you've got the URL free copy of ThinkAndGrowRich.com.

Folks, I'll tell you what, how many of us are attending the Master's Dinner on Sunday evening? Good. Everybody look at those hands. Thank you very much.

If you can possibly make it, I think it's an investment in your future. There is a small charge. What is it, \$395, \$495? \$795? Oh, \$397. I should have known that.

But, of course, we're going to have an outrageous dinner on top of the Sydney Tower, which is beautiful. You ought to know that that's the highest dining tower in the whole southern hemisphere.

And we're going to have, for those of you who like it – and I heard the Australians like their beer – unlimited drinks. So you'll get that.

But the real secret is the after-dinner presentation, which I will be leading. And everybody else, the speakers, will be participating. The actual format is I will do the first part and then the

speakers will be sharing their part of it or their comments on it. But it is focused on *Think And Grow Rich*.

There are a lot of principles. Napoleon Hill identified 13 of them. It starts with desire, extreme desire. Then it goes on through faith, auto-suggestion, a number of other stuff. I'm not going to give away tonight what I'm giving away then.

But, here's what I can give away. Napoleon Hill never found anybody who earned their money – therefore, I'm not talking about inherited or won through a lottery – never found anybody who earned their money who didn't do it very intentionally, who didn't do it by using some kind of mental tricks, who didn't do it by researching and figuring out how others did it, who didn't do it by following these 13 principles that he's identified. And I can guarantee you this: every single one of these speakers demonstrates item after item, item after item.

Again, I'm not going to go into it now, but I want to tell you that I can't think of a better way, of a better time, of a better place to put yourself in an environment where you are in a meal. By the way, the meal doesn't actually cost us \$397. But it does cost right at \$100. And for most of us, we're not going to a \$100 meal every day. You will feel, in that environment, after this event, prosperity like you've never encountered.

So if you can do it, go ahead. I don't have an order form for that. They'll take your money. Just be sure and tell them \$397, not \$395. But that's Aussie dollars, too.

Okay, folks, is there anybody got any extremely good information this weekend? You know what, though? Is there anybody who thinks they've got it all? No way.

Folks, incredible deal. You already know this, because we helped put together the Internet challenge, you can get CD's of the event for \$297. You can get the CD and videos together.

Now, the CD's, we'll deliver, thanks to Mike and the Internet Audio Lady. The CD's, we'll be able to deliver to you tomorrow evening. That is amazing technology. The videos, of course, will take a little bit of time to follow-up.

But \$297 for the CD's only, \$597 CD's and DVD's together. Again, folks, if you really want to maximize your experience, I can't encourage you enough.

And now, for our next and final sheet – and we already know a lot about this – would you please come to the stage, Rob Bell?

**Rob:** Thanks, Ted. Alright. I'm going to answer the magic question everybody has been asking me all weekend, how much Autopilot Riches is.

So I talked to Ted and does everybody have one of these purple order forms?

So here's what I'm going to do. We have a special promotional price, which is going to lock you in for two years with a client database license of 10,000 users. You don't have to worry about any additional fees or charges, and you don't have to worry about also any increases that are going to come up in the next two years.

**Ted:** How about when you update the system? They'll probably have to pay more then, right?

**Rob:** No. We're going to lock them into that price for two years. There will be some additional features, possibly, that will come out. But existing system, it will be two years for \$1,197.

Here's what I'm going to do for everyone here. Like in Canada, I know the Australian dollar is worth a little bit less than the mighty US dollars. So here's what I'm going to do. I'm going to throw in an extra client database license for 25,000 users, for the whole life of the two-year license.

The account normally comes with a 10,000-user database, so we're going to upgrade that for you to a 25,000-user client database. And that's an additional savings of \$699.

**Ted:** And Rob, you're also going to have some stage time tomorrow afternoon. Is that correct?

**Rob:** That's correct. Tomorrow, I'll run them through another interactive demo in the system and show you some more of the advanced features. I know I've answered a lot of questions here already, and hopefully we'll be able to take a lot more questions tomorrow as well. We'll show you some of the additional features of the system.

**Ted:** And I know that you're from Canada, so you're not as blunt as me. And not only am I from America, I'm from the country and I'm also from Texas.

But whenever you hear me say something like, “If you don’t have Autopilot Riches, you’re fooling yourself if you think you’re in Internet marketing,” you’ve never commented anything. Would you comment now?

**Rob:** It’s very true. I mean whether you’re using Autopilot Riches or any other system, you have to have a system out there to automate your business. Otherwise, you just do not have a fighting chance to have success. If you’re not capturing e-mail addresses, building your list, if you’re not building a relationship with your customers, our system is designed to do that exactly, to build an ongoing relationship with your customers.

**Ted:** Let’s give Rob a hand. Thanks for the special.

Alright, can I have the speakers come to the stage? We’re going to be doing a very exciting thing right now. Go ahead and have a seat there, Rob. Anybody who’s in the room who is a speaker, come forward and we’ll get you on the stage.

What we’re doing now is called the hot seats. Now, most of you, of course, know what we’re talking about. Most of you had gotten the e-mail. I’ll tell you what, you Aussies, you people are after my own heart. Because, as you know, I’ve done a number of these. But most people don’t want to get on a hot seat because there is a possibility you could be embarrassed. In fact, it’s probably more than a possibility. It’s a reality. Because we are here to look at a multi-million-dollar brain trust here.

Alright, David, I’ve been wanting this chance for a long time. But we’re just going to, in a free-for-all format, we’re going to share what we would do with your project, your copy, whatever it is.

Now, the sad thing is that we had many more people – that’s why I’m saying you’re after my heart – who said, “I’d like to be there.” We couldn’t say yes to everybody, unfortunately.

So what we’re going to do, we’re going to have to put an absolute 10-minute limit on each speaker. Each participant, we could go for it.

So does everybody know what we’re going to be doing? Are the rules clear? I didn’t think so.

We are going to be selecting certain people who have volunteered to come forward, share a brief description – and we're only going to have 10 minutes, so we're going to have to keep things moving fast – to come forward, share what your project is, what your idea is – if we need more chairs, we've got a lot more chairs over here, too – what your project is, what your idea is, what your copy is. In other words, what you're doing about Internet marketing. It could be what your idea is.

This million-dollar brain trust is going to give you their ideas on how to improve it and really make progress. Is that okay? Alright.

By the way, as usual, I refuse to get involved in the selection process so that nobody could say it was rigged.

Now, here we have one, Linus Chang, number one. Linus Chang, are you in the audience?

**Linus:** I am.

**Ted:** Come on, get in the hot seat.

**Linus:** Is it okay if I record this, guys?

**Ted:** It's going to be recorded anyway. You should have brought yours. It would have been okay, but we're not going to run back now.

Linus, give us a brief description. You're not talking to the audience, you're talking to the marketers right here.

By the way, can we get a couple other mikes up here? At least two, if we can? Give us a description, what are you up here for?

**Linus:** I'm selling a backup, a tape backup software. It's aimed at small businesses, because there's a gap in the marketplace. There are a number of very big players, such as Veritess and Computer Associates, that target major corporates. And that leaves small business owners without a product. They either pay \$1,000 for a product which is complete overkill, or they use what's provided in Windows, which is not sufficient.

So my product takes what's in Windows, integrates with Windows and adds features that's required to give a complete tape backup strategy out of the box, that's easy to use. That seems to be the feedback that we're getting is that our USP is, one, it's easy to use. Two, it's good value for money, because we only include the features that are needed.

Now, for the last year, I've managed to improve traffic to my website by a factor of 10, and it's currently at the point where it's making around six figures over the course of a year. I want to increase that by a factor of 10 within one year.

To do that, I need to improve my traffic, my conversion rate – I'm using a two-step process from sales letter to download, and then download to purchase. My download-to-purchase is only at 10%, which is a problem. I need to improve that. And I've spoken to Brett already and Armand, and they've given me a lot of ideas on how to improve the sales letter to download conversion rate.

And also, another problem that I face is that I've already set up international distributors for the product, and that fixes a certain price. What I really want to do is do price testing. So I thought maybe I'll rebrand the product completely, start with a fresh web page, and do all of these things that Armand has suggested, including price testing and alterations to the sales letters and see if I can make more money from that, in my existing site.

**Ted:** Okay, guys. You're the experts.

**Speaker:** Price point?

**Linus:** \$129 US. The competition, there's one product. In fact, they dropped their price to \$129. And the major players are about \$600 to \$1,000.

**Speaker:** What's your question?

**Linus:** The question is how do I do price testing, if I've already set up resellers and distributors.

**Speaker:** Rebrand it.

**Linus:** Rebrand it?

**Ted:** Make sure we speak on the mike. The question was how do I do price testing if I've already set up distributors?

**Speaker:** First of all, I'd say rebrand it or do a split test, as Armand said.

**Linus:** Okay. With the split-test, it's a two-step. So I would have to keep track of who downloaded at what price and make sure that they get the same price?

**Speaker:** It's very simple. What you do is you set up your distributors actually as a super-affiliate, so to say. And what you do is you have an A/B split test. Half the visitors come here, half the visitors go there. The distributor still gets the credit, no matter what. So whatever price point, if you sell it at a higher price, the distributor's just getting a bigger commission. If they sell at a lower price, the distributor's getting a smaller commission.

But you're using the same process, and it's just a simple split-test script that would do it. In fact, go to [CGItoolbox.com](http://CGItoolbox.com), you can actually download a free one right there. That's good enough, and I use that all the time.

But you need a good stats software to determine that. And one of the things I recommend is [Webtrends.live.com](http://Webtrends.live.com). That gives you all the stats that you need, in one place.

Here's another suggestion, though.

Which are there more of: consumers – and when I say consumers, I mean businesses, small businesses, maybe personal users like everyone in this room – or actual businesses?

**Linus:** Small businesses, say 10 to 200 employees.

**Speaker:** Which are there more of, businesses less than 10 or more than 10?

**Linus:** Less than 10, definitely.

**Speaker:** Okay. My point is this. A lot of people in this room don't know that they should be backing up all their data. So if you actually can reposition that software to reach the masses, as opposed to dealing with businesses with 10 and higher, you're going to reach a much larger audience.



How many people in this room would like to make sure that their data never gets lost on their computer? How many people would be willing to pay \$129 for it? Could you see me in the back of the room after? I've got this great deal. It's \$125, though.

**Linus:** Okay, let's talk about download to purchase. I know there's been a lot of conjecture about a one-step or two-step process, in terms of software. My concern with going from a two-step to a one-step is that if they can't get it to work on their machine, I'm going to be inundated with support e-mails and the stress levels are going to go up.

**Speaker:** We sell software, and I've been selling software for five years online, and the deal is that a one-step process works much better than a two-step process. You can offer them a free download, a free trial, and then do it. But you're ultimately trying to get the sale on the first shot, rather than the second.

The way you're doing it right now, you're not clicking – I've seen his page, so I have a little advantage over some people – right now, there's just a link.

**Linus:** Yes.

**Speaker:** The link itself, you're not asking for the name, you're not asking for the e-mail addresses, so you're not able to follow-up with them.

**Linus:** I am, actually. It's a link to another page. And then you have to tick a few check boxes, fill your name out, and then you get sent out a...

**Speaker:** I see how it is. But there's a one-step or two-step process, meaning the one-step process you're just going for the sale. The two-step process itself is asking a person to subscribe, sending them the download link, and then following up with them, and ultimately hoping that they're going to buy the product.

Again, my belief and my opinion is you should do a one-step process, more or less a hybrid of that, for the people that are leery. They can subscribe to your newsletter. You should always try to go for the e-mail address anyway.

But ultimately, what we've found, is that the one-step process works. And a one-step process on a \$97 product, we're converting almost 4%. So there's not really that much of a difference, as far as that goes.

**Linus:** Okay. Well, I'm converting different sales letters, as I mentioned, about 12%, 20% to 25%, and then 40% for the best sales letter.

**Speaker:** Okay. The difference is I'm talking about actually getting the sale, and you're talking about getting the download. That's the difference. Be aware.

The one-step process, out of 4%. One thing that was stated earlier by Peter is that your whole business is about numbers. And numbers will dictate everything that you do online. So this is the process. And now watch what we do with the numbers.

What's your conversion rate on your best sales letter?

**Linus:** Around about 40%.

**Speaker:** 40%? And now, how many of those convert into actual customer?

**Linus:** I can't track that.

**Speaker:** You're missing the boat. You have to know exactly what that 40% converts to, in actually people buying the product.

**Linus:** I know the overall stats. They're around 10%.

**Speaker:** For download or purchase?

**Linus:** From a download to a purchase, it's around 10%. But I can't track which sales letter the person saw.

**Speaker:** You need to add a tracking mechanism that's going to tag them on the front, so you know exactly which sales letter they purchased from. But ultimately, what you need to know is that overall website conversion from beginning, and then you'll know what your true stats are. And that will dictate what you need to do in order to make that better.

**Linus:** I do know those things.

**Speaker:** I would test doing a one-step process, though, and try it that way.

**Linus:** So possibly totally rebranding the software and then applying all these techniques?

**Speaker:** Rebranding I would do anyway, because we just proved, in this room, that everyone needs it. It's something everyone needs. They just don't know that they need it yet, until they find out, until it's too late. Until I've lost my software, until I got a virus, until my computer just totally shut down. And that's when we realized that we need it.

So you're selling preventative maintenance, like insurance, and you are selling an actual product.

**Ted:** Let's give Linus Chang a big hand. That wasn't so bad, was it?

**Attendee:** What's Linus' website?

**Ted:** What's your website, Linus?

**Linus:** [www.backupassist.com](http://www.backupassist.com).

**Ted:** By the way, the next person, if you've got a website, go ahead and announce it upfront. The next person is Leon Wickt. Leon? You snooze, you lose, Leon. If you don't say anything, you're out. Alright, Leon. Boy, you just missed million-dollar advice. Let us know.

Okay, about those hot seats. Paul, an ex-high school teacher. Is Paul in the crowd? That would be Paul Clark, wouldn't it? Come forward, Paul Clark. Go ahead and have a hot seat.

**Paul:** Thank you, Ted.

**Ted:** And briefly describe what your product is, or where you're at and how you can get the advice.

**Paul:** Okay. As you just described, I'm an ex-high school teacher. I've now made the transition to a successful share and options trader online. I'm generating my entire income, at the moment, from the share market. I've been doing it for probably 10 years or so now. And

I've developed a system which – at the time, a lot of trial and error – I think is a highly profitable, very successful, low-risk system.

The last, I suppose, two years I've just been testing that system, get the confidence of that system. And now, I guess I want to use my background in teaching to educate other people. I developed that into a program where I can teach people.

There's so many courses out there, I guess what I'm trying to get across is something that really stands out. There's a lot of share programs out there, there's a lot of seminars out there that are teaching all these sort of stuff. People have gone out there and had bad experiences in the share market or whatever. I guess I'm just trying to find an angle that's going to help me sort of stand out.

So that's sort of the basic idea at the moment, developing that educational program, looking at how to develop that into an online program as well, an online business, where I can teach others what I'm doing.

**Speaker:** Paul, are you registered? Are you licensed?

**Paul:** No, I'm not licensed.

**Speaker:** You're going to have to get a license before you kick the game off. They'll take you out of the game straight away.

**Paul:** Yeah, sure. Okay.

**Speaker:** One thing I was going to ask you is when it's stocks and shares and bonds, I've worked with a company before, I did a website for them. People like feeling comfortable, safe, secure, and very low-risk, as you know. Why should I deal with you above anyone else? And what can you give me to make me feel safe, that your product will help me make money and, at the same time, have very low risk?

**Paul:** As I said, I've tested this extensively over a number of years. It's not something that I've spent five minutes putting together. And it's not a black box program. There are a number of black box programs that out there in the market, that tell you how to buy and sell and all that sort

of thing. And people think, “Oh yeah, this is great.” They don’t have to learn and understand how to trade the market, all those sorts of things.

**Speaker:** Do you have trading statements you can show people?

**Paul:** Yeah, absolutely.

**Speaker:** Rather than back-testing.

**Paul:** Sure.

**Speaker:** I want to see the statements.

**Paul:** Sure. Sure. Certainly. And I’ve traded also for my family. And I’ve got testimonials, as Brett was saying before. Obviously, you need that credibility. My family, I’ve taught them to trade, and they trade as well.

**Speaker:** Do you have anybody else you can get testimonials from?

**Paul:** Yeah.

**Speaker:** Offer them a free share program, and then get the testimonial that way.

**Paul:** My mother, for example...

**Speaker:** But your mother’s no good.

**Paul:** Just to give an example of how successful it has been, my mother actually also now all she does is leave off the income from her share and options investments. She doesn’t have to work. So she’s got this little lifestyle that, obviously, we all desire.

I’ve got a little bit of a headliner, I’ve just sort of started to get together. So maybe that will sort of help as well, if I can get a few people to sort of comment on the headline. I started roughing a few things out, so it’s very much in the early phase. But I’ll give you one of the headlines that I’ve got. Hopefully, some of you guys can help out and give me some advice with that.

The first one I've got is, "Attention: how anyone can coolly and consistently suck large profits from the markets, that will leave seasoned pro traders scratching their heads and rushing to break down your door to reveal the secrets of your success, when they've spent a lot of time trying to beat the market yet still struggle to pay the bills."

"Top trader reveals amazingly simple, low-risk, high-probability of success trading breakthrough that's exploding the profit potential of traders and investors, that lets you sleep well at night while others are suffering from insomnia and stress."

I know it's a long one, but I just had a bit of a go. That's a long one. I've got a shorter one, but that's a long one. I know that's a long one. Obviously, making that more concise.

My mother is 60, and my grandmother also trades, and she's 86. And both of them didn't know what shares were a couple of years ago.

**Speaker:** Can I see that for a moment? Quickly discover how an 86-year-old grandmother can coolly and consistently suck large profits from the markets that will leave a seasoned pro traders – okay, this is going to take a while – scratching their heads in wonder.

**Ted:** The idea for the 86-year-old grandmother is perfect.

**Speaker:** That's one thing. The other thing is you're running straight into objections. You've got to tackle the objections straight away.

The best thing I can advise you to do is to create testimonials that are skeptical testimonials. You've got to create before and after testimonials. "I hated this. It was crazy. I was dreaming of my whole savings going down the drain. And then what happened was I found this."

I have, on my website, testimonials that said, "I almost unsubscribed from this site." Guess what? You want to read that, don't you? You don't want to read why someone subscribes. You want to know why someone almost unsubscribed. You want to get really skeptical in your testimonials. Go one after the other. Start with the problem, go with the solution. Start with the problem, go with the solution for all your testimonials.

So you want to ask people who deal with you, “Give me really skeptical. What did you think at first? Did you think you were ever going to get to this level? And then what happened?”

It’s the oldest thing. Jenny Craig and every diet program uses a before and after. You want to do that.

**Paul:** Okay, good advice.

**Speaker:** In relation to testimonials, I heard Brett McFall say something a couple of years ago. I think it was a couple of years ago. It may have been only a year ago. It was at Mal’s boot camp. So confusing, how time goes by. You have so much fun in the meantime.

Brett said something that is one of the smartest marketing ideas I’ve ever heard in my life. That is to create a book of proof. And you call it the Book of Proof.

And Brett, I’ve shared that with so many of my clients, and it just works gangbusters. Your advice at the time was not to embellish it, not to try and sell anything, to just call that the Book of Proof and have it printed up.

If I’ve left anything out there, could you say a bit about that?

**Speaker:** There’s one other way to do that. That’s a great idea. But now, what if I gave everyone the resale rights to Brett’s Book of Proof. Would you like that?

Okay, now think about this. Think of what I just said, though. I gave you resale rights to Brett’s Book of Proof. What is it ultimately doing? It’s promoting Brett’s product. Every book you sell, Brett’s making money because they’re wondering what all of these testimonials are for. So they’re ordering Brett’s course. Brett’s making a killing off of this.

But now, if you were commissioned, you’d all be affiliates for that Book of Proof and had your own link in that product. You’re earning a commission. Now, he’s paying you to advertise his main product, which is probably much more expensive than that Book of Proof product. Do you see how that works? It’s called viral marketing.

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

**Speaker:** The reprint rights? I would give them away.

For example, what if I could give you reprint rights, let's say it's \$37, and I'll give you the product and I'll give you full resale rights, and I'll give you the right to give resale rights to other people as well, too? How's that? In fact, you can even charge them money for the resale rights on top of it. I don't care. Ultimately, what I want is I want everybody in the world to have that book of proof, if it's my product. And then, I want you to become an affiliate. I'll pay you a commission for every product that you sell.

Brett's product, how much is the bigger product that would be promoting? \$200? \$300? So you'd get maybe \$100 or \$150 commission off of it. So he should create a book of proof.

**Paul:** A book of proof. Fantastic advice. Thanks, guys. I appreciate that.

**Speaker:** The amazing secrets of how an 86-year-old grandmother consistently outperforms any stock options market maker.

**Speaker:** And didn't know the difference between a bull and a bear.

**Speaker:** And didn't know the difference between a bull and a bear. The amazing secrets of how an 86-year-old human computer grandmother. You know what I mean, don't you?

**Paul:** Yeah, that's great. Thanks, gentlemen.

**Speaker:** In regards to the book of proof, I think you guys would like to see it in action. So if you go to this website, it's [HypnoticMarketingInstitute.com](http://HypnoticMarketingInstitute.com), it's where you can download the proof that hypnotic marketing works. It's a book that I put together, on behalf of Joe Vitale. And on top of what Armand suggested, giving away the reprint rights, it's a tool that can launch you to instant fame, like this, because people are giving it away.

What Armand described, we have a backend product that goes at \$777. And you'll earn half of that, if you give that book away with your affiliate link.

But the thing is it's a fringe benefit that you get, if you're an unknown. And if you can sort of hook up with someone who's famous and give away that book of proof, do that on someone



else's behalf, you can actually get famous along the way. You have someone famous in front of you, and you're basically riding on their coattails. All that proof implicitly leads to you.

So what I did was I functioned as the editor of the testimonials, and I let in some site comments and everything else.

**Attendee:** Can you give that address again, please?

**Speaker:** It's HypnoticMarketingInstitute.com.

**Speaker:** You really want to concentrate on the testimonials, because what we did was we recently got nominated for a pretty large magazine in the US, Fast Company. I don't know if you guys know about it.

But what we did was we listed all of the testimonials that we got off that, and we sent them to download an MP3 file. And we didn't ask them to buy anything. We just listed 800 testimonials that we got off that book. And we got sales just going crazy, because they just read the testimonials and they went, "What is this, and why shouldn't we get it?"

So we gave them a little bonus up in front. They got the MP3 and they thought, "Wow, this is great." And then they saw the testimonials and they go, "I need to get this now."

**Ted:** Alright, let's hear it for Paul Clark.

**Paul:** Thank you. Ted, appreciate that. And thanks, guys, for the fantastic advice.

**Ted:** Great participate in the atomic hot seat.

By the way, I forgot, we called that atomic hot seat. That was copyrighted, right?

Question? Paul, do you have a website, at this point?

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

**Ted:** Okay, website to be announced. Okay.

**Attendee:** They can get information about Paul's website from another website?

**Ted:** Absolutely. And that website would be...

**Attendee:** Say it with me, [www.60MinutesWithJen.com](http://www.60MinutesWithJen.com). [Editor@60MinutesWithJen.com](mailto:Editor@60MinutesWithJen.com).

**Ted:** And that is 60, by the way, which you probably already knew.

Okay, the next person is Mark Sturge. Mark Sturge? Where are you at, Mark? Alright.  
Welcome to the atomic hot seat, Mark.

Go ahead and have a seat. Remember, 10 minutes I'm going to cut you off. So give a brief description, and let's see what kind of multi-million-dollar marketing advice you can get.

**Mark:** Alright. To use one of Mal's lines, you know how you've all got a video camera, you take videos of your family. I teach you how to take really great videos with your video camera. And from that, I sort of built the system up. I was asked to help edit programs for community television, that sort of thing. And I've just sort of packaged my program into a product.

Just from the first thing I heard, I have been talking to Johan, and the one-step, two-step process, I think I've been talking with Johan, maybe you guys can go back and forth. I had the impression you were talking like a two-step process, a download into a free product that leads to autoresponder e-mails, to the upsell product.

**Speaker:** I want to comment on this for a while, because what Mark essentially did was he created a huge binder of information, along side with three videotapes and a couple of CD's with royalty-free music as well.

To me, that's something that comes in this huge box. And to me, that's a heck of a product but really should belong in the backend because it's something that you can easily charge \$397 or \$497 for.

So what I suggested to Mark was to have a front-end product that is digital, and have that digital product sell your backend automatically. So all you have to do is concentrate on selling the front-end and have the front-end product sell the backend by itself.

**Mark:** So I'm actually charging for the front-end.

**Speaker:** That's right.

**Mark:** So use a one-step... The burning question I have is I've got a web page. As far as marketing my product, I'm great at taking videos. I just do not know how to get traffic to that. I've heard a lot about Google Ad Words, search engine optimization. I've actually started – on Chris's advice – a site-built site to get traffic that way. Obviously, traffic is what I want.

**Speaker:** Mark, I'll just say it, and probably once again, you've got to have a unique selling point on that video, like a front-end, to define yourself from everybody else. It's like targeting that niche market.

**Mark:** Before you go on, please explain front-end and backend. Like the front-end of your website, right? And your backend is your product?

**Speaker:** The front-end is the initial product that you're selling. And then the backend is actually the product that you're going to sell after that.

Now, they could both be on two different sites. They could be two of the same products. But what you're doing is you're taking the initial product, selling it at a lower price, and then upselling them – maybe at the time of purchase or possibly later – through follow-up series on the actual backend.

**Mark:** Like we did with that Internet challenge, right?

**Speaker:** Like on the Internet challenge.

**Mark:** The \$27 product, their front-end product, nice and cheap. The backend product there is \$297 for the full CD's of the event. Okay?

**Speaker:** The fastest way, though, to drive traffic, ultimately, how many people want traffic now? As of like five minutes from now? Okay, buy it. That's all you have to do. Ad Words. Google Ad Words. Go there, create an account. It costs you \$5. Put in some keywords in there. You'll drive traffic to your site in a couple minutes. People start clicking on your site.

The problem is if your site doesn't convert, you're in big trouble because you're wasting money.

So what you need to do is test it with a small amount of traffic first, to find out your conversion before you really turn on the faucet and start spending a lot of money on your traffic. Because you'll find out that you're wasting all this money on traffic that there's no need for.

You want to make sure your website's converting a bare minimum of 1%, and then keep tweaking. I don't settle if I get between 3% and 4%, as far as my website conversion goes. And that's appropriate for me. I know I'm pretty happy, at that point. It could be better, but I'm pretty happy at that point.

So I would do the Google Ad Words first. But what you said over there was actually the most appropriate thing, and that is find your niche first, develop your front-end, then develop your backend. And then you're getting maximum use of your marketing dollars.

**Speaker:** You basically created a product. I've got your product, and it's amazing. Anybody here that wants to know how to make money with their video camera, this guy's produced that product.

What if you were to get some other experts? There's two things you can do. One is you would get other people to give you a good product to give away with yours, as long as it had a link back to their site. You might have an image consultant, you might have a voice development coach, you might have a whole range of people. You might have a copywriter like Brett or an Internet marketer like myself, or somebody that's going to show somebody, once they've made the great video, how to actually market it.

It would be frustrating as hell – wouldn't it, folks – to buy his pack, create an awesome video, and not have a clue how to sell it and make bucket loads of money with it.

The other thing is how many of you out there – I just want to find out – if you bought a pack to show you how to do virtually anything, how many of you would not mind paying maybe \$10 a month to get ongoing training for that? Raise your hands. A reasonable amount of people.

Get a Vision Gate package and start a membership site. And say, "When you buy my pack for an extra \$10 a month, we'll give you access to all of these experts, giving you monthly downloads, monthly training, etc. Because that way, you've got a whammo of an upsell.

**Speaker:** I just wanted to comment on that, as well.

What you could do to increase the conversion rate on your sales letters is approach some of the people in your industry who are experts, give them your product for free, get their testimonial on your website. So you're not just getting Joe Blokes down the street recommending it's a great thing to buy, it's something that your target market goes, "Wow! That person endorses it. That's fantastic."

And the second thing I wanted to explain was a lot of people don't realize the psychology of front-end/backend. The point of having such a low price front-end is to get people in, where your main objective is to sell them a higher-end, more expensive backend.

And the reason it's so cheap and you want to get them in fast, is so then they trust, like and respect you. The same reason a lot of us eat at McDonald's and don't eat at the family-owned chicken shop store, because we're used to such a good experience with McDonald's.

I take that back. But you know what I'm saying. You know it's going to be clean, you know what to expect.

So by having a small front-end getting people in, you're giving them service and they think, "Okay, I can trust this guy, he delivers," and then they buy. That's it.

**Speaker:** There's one other thing I was going to say to you, Mark. How many people out there, right now, want to make money on the Internet. I'll do that again. How many people out there want to make money on the Internet? Okay.

If I can show you a product that can make you that kind of money, that everyone would like, are you interested? How many people think Mark's got a product they could actually sell? Hands up, if you could honestly promote that kind of product. How much commission would you give those people, right now, to sell your products as an affiliate?

Could you give them 20% if they referred traffic to you that bought? How many people would like to get a percentage of selling a product like that right now?

**Speaker:** How many people would want 50%?

**Speaker:** Yeah. Put the price up, give 50% commission, and you guys sell it to all your friends because it's a good product that you can really sell. Sign them up.

**Speaker:** Also, are you guys curious about how to get testimonials? Like you've got a product that you'd want to create, are you curious about how to get testimonials? Just send it to someone who's well-known. That's what we did with our product. We sent it to someone who was really well-known, and we asked them to review it. And they said, "Wow, this is really good!" And we said, "Can we have a testimonial and can you send it to about 10 of your well-known friends as well, and ask them for their testimonials?"

So suddenly, we had 12 testimonials of some of the best people in the industry. And people are going, "How do you get that?" That's how you get it.

So just ask someone to send it to their well-known friends. Because, guess what? Everyone on the stage is well-connected.

**Speaker:** I just wanted to add a comment to that front-end/backend concept for everybody here.

About five years ago, I had a book and a video that I was selling for \$79. And I sold – I don't know – about 7,000 of them.

## Hot Seats, Part 2 of 2 – CD 3 of 4

**Speaker:** Hello?

I sold about 7,000 in about four months. But what was more interesting, for every 100 people that bought the \$79 product, about a year and a half later, I sold people between a \$4,000 and \$12,000 product on the backend. And that's where you start to make the real money. It's not selling the little stuff, it's when you start to sell the \$1,000, \$2,000, \$3,000 and up products.

**Ted:** That does sound good. Let's hear it for Mark Sturge. Congratulations.

**Mark:** It's [www.kmsvideo.com](http://www.kmsvideo.com).

**Ted:** Alright. The next participant for the atomic hot seat – and I do hope you get it – Mal Grey. Mal Grey, are you in the audience? Alright, Mal. Let’s hear it for Mal. Come on up and have a seat. You know the rules. Be brief. You’ve got 10 minutes. Let’s go, guys.

**Mal Grey:** I came up with this idea last weekend. I’ve done some brainstorming over the previous couple weeks and realized that one of my favorite things is cooking. And I know a lot of people who can’t cook, lots of friends. So I thought maybe I could start a website attracting people who can’t cook.

So my market, I think, will be people who have just left home, maybe gone to a university or just started work. And also, people who have just been divorced or widowed, who probably never, ever had to cook in their lives. And now, they had to.

**Attendee:** And women who can’t cook.

**Speaker:** Two sales here already.

**Mal Grey:** Okay. And what I would like to do with my website, which hasn’t been started yet, as soon as I get on, have 20 easy recipes they can just download themselves, of which I’ll get their e-mail address to start my e-zine. And every month, I’ll send them three or four recipes, again, nice and easy. And we’ll go from them. And I’m looking at getting any type of e-books I can based on cooking, and go for it.

**Speaker:** Okay, you’ve got to niche it to target market. I’ve had like four or five different niches of the people that they just said.

**Speaker:** You’ve also got a problem with credibility at this stage, right? So you’re going to have to prove to people that your recipes are good, that you actually know how to cook, have done a little bit of research into cooking with ingredients and things like that. But you’re going to have to make your recipe super-easy, step-by-step.

Could you use Camtasia to create some sort of demonstration, perhaps, of how to use the recipe? One thing, you can know their recipe. And 20 people can know the same recipe, but it’s how you actually put it together that can change the results.

So we've got some variables there, which are hitches for you, but they can be overcome.

**Speaker:** I would say that if you're going to do that sort of a product, you better find an angle that people actually want to pay for. I don't think people really want to pay for recipes, because you can get them for nothing. But if you said something like "Sydney housewife discovers how to cook fat-free meals that drop pounds off your waistline, even if you eat like a pig," that site is going to work.

**Armand:** I actually did this. I actually have a product on mine right now, where I sell recipes.

Now, the reason I do it is because what most people don't know is that the Internet, when it first started, one of the main purposes of the Internet was to trade recipes. That was the main purpose. Not the main, one of the main purposes of the Internet originally.

So I found out there was a huge amount of people trading recipes online, so I found out that the number one thing that they were trading, as far as recipes, was chicken recipes.

So I did a search on Google, just like I talked about the other day, and I found out that there was a site, the number two listing on Google, called 250000FreeChickenRecipes.

So what I did then was copied and pasted, contacted the people, asked them. I put 250 chicken recipes together and then put it into a book. I sell it for \$19.95 on ChickenCafe.com. And I have a digital e-book right online.

Now, as far as credibility goes, it doesn't matter. I bought some clipart. I found a guy that looks like Chef Boyardee, and I put him up in the top graphic. I wrote a headline on it. It's the shortest sales letter I've ever written. And we sell three or four copies every single day of that book. And then we backend them with products and offers I get. I signed up for an affiliate program through CommissionJunction, and then I just send them cooking products, I send them food products, I send them Omaha Steak products, and stuff like that, where they're going to buy it, and I make commissions off of it. But it's all because of chicken recipes. It's searched on 92,000 times every single month. Recipes, over 900,000 times every single month. And the number one thing is chicken recipes.



That's what Ed was saying earlier is you have to niche it. Not just recipes, what kind of recipes? Like salad recipes is the number three. Don't take chicken recipes.

**Speaker:** I'd even say add a celebrity to it. For example, like the Australian naked chef, just to get some celebrity that's going to endorse your product.

**Attendee:** Yo, baby.

**Speaker:** I'm a big fan of Armand Morin, and I know on ChickenCafe, Armand split-tests two headlines specifically for the chicken recipe book. So maybe you want to ask Armand which headline out-pulls the other. And maybe you'll be able to do the same.

**Armand:** I had to change my whole writing style when I actually wrote this headline, and when I wrote the sales copy, because I discovered you need to romance the people more. So I had to look up all these very descriptive words, which I don't normally use – not talking about food.

So I had to romance the people into the whole process and get them to visualize, "Imagine coming home and your wife has just made this beautiful steak dinner. You can see the juices soothing out of the steak. All of a sudden, your mouth starts to water when you sit down. All of a sudden, she brings out this apple pie. You can smell the aroma of the apples coming off the pie."

How many people are getting hungry? I know I am.

But you start writing like that. Because remember, we're dealing with food. We're selling the idea, we're selling the vision. We're trying to get them to picture the recipes on there.

And now, also what I did, in this book, all I did was made just a little chapter on one side. Chapter one, chapter two, chapter three. And each one contains three recipes. And it's surely just copy and paste. That's how I did it.

But you have to romance the people when you're dealing with that type of market, and that's what I found works best. And we split-tested between \$17.95 and \$29.95. I actually kept it at \$17.95 because the problem that we found out was that when I first did it, the reason why we had to test so much, was that I didn't realize people were looking for free chicken recipes. Because

when I did my Ad Words, you can negatively advertise your products on Google, meaning that I was getting too many people clicking and I had 800 hits in 24 hours. No one bought anything.

So I put “250 chicken recipes for \$17.95.” That was in my subject line, my title on Google. This way, only people that had \$17.95 would click on it, and those would be the people interested. And then I started making sales.

**Speaker:** I know why it didn’t work. Because his copy was too foul. How a country and western singer who made money on the Internet can cook chicken. Wasn’t that a great yoke? I think I laid an egg.

Armand’s got two kinds of souls that I’m seeing: country and western.

**Mal Grey:** One of the things I’m looking to do is to link it to all the university sites, the divorced and widowed sites, at least have people get a link back to mine so they can learn how to cook. Anyway, thank you.

**Ted:** Give a hand for Mal Grey. Alright. Good job, Mal. Another survivor of the atomic hot seat.

Okay, next one. Like I said, I didn’t choose it, but I’m into this stuff also. Is there a Grahame Turner here, to talk about mind power kind of stuff? Grahame Turner? Grahame? You snooze, you lose.

The next one is a man named Dwayne Seaburg, talking about his project. Come on up, Dwayne.

By the way, one little note, guys. Please do not take the microphone from the hot seat guy, whatever you have to do. Take it from a speaker.

**Dwayne:** Thank you very much. I do not have a website at this point in time. The problem and want has to do with students who are graduating, that can’t find a job. Or, if they do, they have to settle for second- or third-best. And I’d say their average is probably about \$35,000. And you could do a budget with them. They can barely make it the first year with \$35,000.

So my concept is developing a website where we would teach them how to create that, to appeal to the segment of the market that they would like to get a job in, and then teach them what to put on their website so that the employers in that particular market would go to that website to get information from it, so that the student could, in a sense, future-pace with them in terms of what they're going to do live for them, as opposed to a typical resume which is about the past. This is about the future and what they would do to help them to expand their sales or whatever.

So in that regard, they develop a relationship. So over a short period of time, that the employers would then contact the student and ask them and say, "Come, I want you to talk to me." And I can visualize giving them things for their business and something I can help them with to provide that. And that's my concept.

**Speaker:** Wow!

**Dwayne:** There's 1.2-million people in the US graduating. So there's a huge demand in terms of having a job, that the problem is the market goes and comes. So they're left dangling. The timing is always messed up, because the point of time they graduated, in June, that's not when the jobs are, necessarily. People are not hiring/firing in June. They hire and fire when they get around to it. Right?

So the students need a way to have a means to reach people and develop a relationship, so that the employers who want them badly enough, that they're willing to negotiate on time.

The other problem that the students have is they present themselves as a commodity. "I'm a student, I majored in XYZ." Well, what the heck's that got to do with what the employer wants?" They've got to position themselves as a result or as a benefit, or as an outcome to the employer's issues and problems, which are things we talked about today, that humble people have problems with.

If the students will present themselves that way, which they can do through a website, I think it would help.

**Speaker:** So the main thing, Dwayne, if you had to summarize that in one second, what's the one question – seriously – what's the one question in a short sentence that you want summarized?

**Dwayne:** Does this idea have possibilities?

**Speaker:** Any ideas has. But what question do you really want answered, specifically?

**Dwayne:** Does this idea have possibilities or am I smoking pot here? So I'm thinking that the website, if done properly, we could \_\_\_ it to a track of potential employers, assuming we can't talk them into doing things on their own through Internet and make life that way. If they're going to settle for working for an employer, then I'm trying to figure out if I could do it this way.

**Speaker:** Dwayne, hang on. So it's like a job search, but you want to reverse that role?

**Dwayne:** I want to reverse it. I want the job to come to them at a higher salary, so they don't have to do an interview or resume.

That's what's happened in my life. My personal experience is that people called me, "Will you come teach at the university?" They solicited me, I didn't solicit them. They called me up and said, "Would you come do it?" And I said, "That's a good idea. I'll do that."

That's the way my life has run. So that's what I want to teach the kids, is how it works that way rather than the other way around.

Attraction strategy rather than a pursuit strategy.

**Speaker:** Do you think it would be better aiming for the end user, as in the student? Should you run with the employers and such, or the agencies? Which way do you want to direct your product?

**Dwayne:** I was thinking about students.

**Speaker:** Okay. Are you trying to make money?

**Dwayne:** I'm sorry?

**Speaker:** Are you trying to make money?

**Dwayne:** Here's my theory. Not initially.

**Speaker:** Then anything is okay, then.

**Dwayne:** Here's what it would have to be. When students graduate, they come back later and they ask for additional things from me, which they want to pay me for. So this baby is like a front-end approach to help them. And when they get into a financial situation where they can pay and want something done, then they also help me.

**Speaker:** I really think this is a problem of Mr. George Bush. So really, you need to narrow down the solution. For example, "How could you increase your employment opportunity chances by 7% in seven days, just rewriting your resume." Simplify it, and don't try to provide a solution to everything. Just try to concentrate on one problem and provide a solution. And I'm sure that you can make more money.

**Speaker:** For example, you could have something like, "The ultimate website for employers looking for switched-on students who graduated with IP's of such-and-such or more." You know what I mean? So make them look like that website is like the yellow pages or the phone book for every single employer or agency to go to, to find the best people, the new talent scout, or the whatever.

So whenever they're thinking – top of mind awareness – whenever they're thinking of finding the best people for the job, they know your website is the one to come to.

**Speaker:** Now, the possibility there is double-fold. Firstly, the student can list on your website, if that's how the distribution methodology takes place. But more importantly, it's a double-hit. A double-hit is the employer pays for you to get the right student, and the student pays to be listed, to get the right job. Double-banger.

**Speaker:** The biggest way this thing is going to work, it's going to work only with numbers. You have to have a large amount of employers and you have to have a large amount of students. You have to come out immediately out of the gate and be the Monster.com, and you have to compete at that level initially, in order to start.

Now, the backend programming isn't going to be a big deal in order to do all this. You can probably get it done for less than \$1,000 on – I think Mike shared with you guys – RentACoder. You can have someone do it all in THP, and you can have it done for a backend.

The biggest thing is going to be the advertising, getting the word out on this. And Bart talked about free press releases and things. You need to come out with a bang and it's got to be well-planned, and it's going to be about six or seven months worth of planning in order to make it work, because here's what you're doing. You're changing everyone's opinion of how this process has worked for the last 100+ years or more.

So you have a big job in front of you. And Tom, I think Tom had it right with just focus on one small aspect of it and maybe not do the whole picture. But if you are stuck on doing this whole big picture, then do it right or don't do it at all. And just do it six months and boom, on the market. Don't tell anyone about it. Don't say nothing. Just come right out of the gate and everything's got to be top of the line, top of the line graphics, top of the line everything. It's about the whole image.

Monster.com succeeded because of their image. It was easy, it was memorable, and it was something that was new that was online. It was resumes of people looking for jobs online.

What you're looking to do is you're reversing the whole thing. You're creating a whole paradigm shift. That's what you're trying to do. So you need to do it all at once, or don't do it at all.

**Dwayne:** Okay, thank you.

**Speaker:** This might not even be related to this. I just do things probably a little bit differently and not distract you from anything that you're doing.

But anybody here who is looking for a fantastic idea for a website, if you want feel-good stuff, my business partner Connie and I go into high schools, and we tell kids why they don't need to get a job. We tell them why, if they do get a job, statistically they're going to work their butts off and get virtually nothing from it; and why if they start a business and think outside the square, they can be millionaires by the time they're about 21, 22 and 23 years of age.

My background, in relation to things, and I'm certainly not decrying education, I had to leave home, leave school and live on the street when I was 14. I know Mal never read a book until he was 41. I've got a 16-year-old son, and I'm praying nightly that he never wants to get a job, that he'll start his own business.

Those of you that have jobs, why are you here? Because you're fed up with your job and you want more freedom..

Job stands for, in my opinion, Just Over Broke. It's contrarian, but if you want a great idea, do something to show people how they can never have to get a job. How to make yourself unemployable in seven days or less.

**Ted:** Alright, let's hear it for Dwayne Seaburg.

**Dwayne:** Alright, Dwayne. Congratulations.

**Ted:** Alright, is there a Patricia Fom in the house? Patricia Fom, make your way up. Again, you know the rules. You've seen it happen. Let's give her a big hand.

**Jennie:** I was actually just thinking, "Isn't it about time we had a woman up on the stage?" I feel like a million dollars.

**Speaker:** But we have David.

**Patricia:** Firstly, I would like to just thank a lot of people behind the scene. Because when I first registered for this seminar, I had to hassle Jennie. I said, "Jennie, I've got no product, no customers. Why am I signing up for this?" And she was most helpful. And also, Brett and Ted and a few of the other speakers who responded and said, "Look, don't worry. Do a little bit of homework and check out all the speakers' websites. Get an idea of what you really want to do. Just find your passion." And I said, "Passion, come out! Talk to me! Talk to me!"

And finally, I thought, "Okay, I've got nothing. But my husband and I have always been interested in nutrition and being healthy." So I thought, "That's a good idea. That's a good place to start."

So the last six weeks or so, I've basically dragged my husband and said, "You've got to help me with this."

So what I've put together is a little sales letter, which I've shown to some of the speakers. And I would like Brett to have a look as well, and you guys to comment on.

What I did was I basically said, "That's the problem," and then give them the solution. That's how I tackled it.

Basically, you're looking at skin care, personal care, things that men and women put on your faces, from your lipstick to your aftershave, so on and so forth. Some say, "They're all cancer-causing agents in some of them, and a lot of people are not aware of it, from the fluoride in your toothpaste right up to you name it.

So I got all the research. We basically checked out websites, did a lot of reading of books, and basically spent many, many, many hours. I know what you mean, Jennie. Many a time, I thought, "Why the hell am I doing this? Why don't I just go there, buy somebody's product, and just flow with that?"

No, we stuck with it, and I came up with this. And I'm saying, "Okay, this is it," and I've also sourced two of what I think are the best products in Australia. They're certified organic. A lot of people are not aware of this. So I thought, "I'll put a website together, basically pointing out the problem. And then say, "Here's the solution. Buy these products."

I'm basically appealing to, I suppose, the baby-boomers. And, in fact, everyone here. Because as I said, we all want to make money. But all the money in the world's not going to help us if we drop dead from a heart attack or we don't take care of our health.

So that's where I was coming from. I'm getting very nervous. I'm a little bit like Tom. I'm not used to being on stage. It's a bit of a surprise, actually, to be called up.

So guys, it's over to you. Just give me an idea as to...

**Speaker:** Can I tell you what you need to put for your headline?



**Patricia:** Yes.

**Speaker:** I can see from here, it says, “Cancer warning,” or whatever. You saying these cancer warnings aren’t going to do anything. The government has probably spent millions, if not squillions of dollars already researching all of this stuff. You need to go out there, get a dead body, something that says, “Government research finds or someone’s research finds that if you use this product, then this is what it does to you.” It just kills every other objection that you have, or the other party has. It’s not you saying it, it’s someone else saying it.

**Patricia:** Because I’m selling somebody else’s products? I’ve got a lot of testimonials there, as well, from people who have used it and absolutely raved about it. So I guess that’s where I was coming from, mainly using other people’s story.

You were going to say something more?

**Armand:** I’m just waiting. One of the things I noticed is this, on the back part. And I’m not sure this is your website, necessarily. This might be a handout.

**Patricia:** This is basically the content of what I was going to put on the website.

**Armand:** That’s good. What we want to do with this is you mentioned you had two things that you wanted to promote, primarily. Correct?

**Patricia:** Yes.

**Armand:** What are those two products, first?

**Patricia:** Basically, it’s a skincare range and also a nutritional supplement.

**Armand:** Okay, skincare and a nutritional supplement. Is there a way that they synergistically work together?

**Patricia:** Yes, they do work together. Yep.

**Armand:** If you had to think about it, then they don't. So my point is to create two different websites for each one of those products. Sell only one of those products on each website. So you can write a direct sales piece for each individual product.

One of the first things that you can do, and there's a friend of mine, he does about \$1-million every two weeks selling nutritional supplements online. And what he does is simply this. Let's put it this way. He doesn't sell the product, necessarily. He gives them a seven-day trial. After seven days, he actually starts billing them on auto-ship.

And then, he just repeatedly drives traffic to that site. So it's easy for people to make a decision. It's \$6.95 for a sample. They pay the shipping for it. So it's not costing you necessarily any money. You'll probably make a buck or two off of it. And then you put them on an auto-ship program automatically, where you're going to make that money recurring each and every month.

It's just great. He's been doing this for quite some time. And before the order form, he takes their name and e-mail address. Name and e-mail address before they get to the order form.

"If you'd like to get your free seven-day trial, fill in your first name, your e-mail address, and click the submit button below." They're immediately then sent to the next page, which is the order form, which then offers them an upsell, "Because you are ordering today, you are also eligible to receive an \$X discount off of our monthly price," and he has a certain percentage of those people go ahead and just purchase the whole month upfront.

And then some people just continue on with their order of \$6.95. That's what they're ultimately going to pay. At the end of the seven days starts the auto-ship, month after month after month. He's been doing this for years. He's actually brought down payment companies because he's made so much money, so fast.

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

**Patricia:** My website is literally not...

**Armand:** I'd have to look it up. But if you purchase my package, I will gladly send you that.

**Speaker:** What Armand just described is what I call the eight wonder or ninth wonder of the world. It's called continuity, folks, in the industry. It's probably where I've missed the most dollars. The biggest mistake I've ever made is the dollars I've missed.

Probably the ninth wonder is what's called forced continuity, and that's what Armand described. As a condition of purchasing, you're forced to take the continuity. That's the product being delivered to you over and over again, until you cancel. Although, you can cancel anytime you like.

What do we know about us, as creatures? We don't cancel. What's that little magazine that they deliver all the time, that none of us really want, in the plastic bag? What's that one?

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

**Speaker:** Who's got a stack of those that never end? Yeah, right. They know you so well, they know you won't cancel. It's forced continuity. When you try and cancel, you what? You can't cancel. So it is an incredible thing. Continuity is where I've lost the most money; forced continuity.

As a condition of purchasing, force your client to take a newsletter. They get the first three months free, as a bonus. But then they start to pay for it after the three months. You don't have to sell them again and again and again.

The price point of your product, what's your margins?

**Patricia:** Probably about 100%.

**Speaker:** Not enough.

**Patricia:** Not enough?

**Speaker:** No, no. The science of this industry simply states you need a minimum of five times the cost of goods, or you'll go broke. We just don't know when. That's my law of direct marketing.

**Patricia:** So should I do it through mail order, as well?

**Speaker:** What you can do, though, is you can actually find a distributor to private label your own products.

I've been selling my own diet products, actually myself. I'm not doing as good as Carlos, my friend. That website, by the way, is the-original-diet-patch.com.

What we do is we actually have a deal with a guy in Atlanta. He produces the bottle of product for me, the diet products, for about \$2.50 apiece. And then he allows me to order them in either one or two or three or a case, 24. And you can probably find similar products.

In fact, here's a down-and-dirty trick. What you do is when they ship you the box, sometimes companies are careless. So you flip over the box when you get it, and you read it and it tells you who made it.

You then call up the company, you look it up in the phone book. You call them up and say, "Hey, I was wondering if you produce a product," and describe the product that they're producing that you want. They'll say, "Oh yes, we do." "Well, I'd like to private label that product. What are your private label prices?"

**Patricia:** Actually, the lady who's doing the skincare, I do know her quite well, she's prepared to basically look for overseas markets, as in expanding. So she's prepared to look for anyone, for example in America, who's basically willing to take it over. And I would just basically drop back and pick up a small percentage. But she can deal with that directly.

Alternatively, with the private label, I've got a probiotic product which, once again, anybody can pick that up, do their own private label, and once again I would drop back completely. I'm happy to talk to anybody who's interested to do that, as well. I see that as a great opportunity, as a probiotic product. If you don't understand what it is, it's friendly bacteria which we're putting back in our bodies, because in today's world the average person would have 85% bad bacteria and 15% good. It should be the other way around.

Now, that's a whole two-hour thing, so I won't go into that. But basically, yes, if anyone's interested, come and talk to me please. Thank you very much.

**Ted:** Thank you, Patricia Fom.

Alright, folks. Of course, these people on the hot seat got some giant, major good advice, but it was for everybody. I hope you got some good advice, too. Front-end, backend, copy, so many different prospects.

But tell you what we're going to tell you. We're going to start again at 7:30 a.m., Johan Mak. And Johan, you're going to talk about, real quickly?

**Johan:** How to get free products, free advertising and free customers.

**Ted:** I had to have him say that, so you wouldn't sleep in.

Tonight, we've got a Beatles sing-a-long. Now, folks, you don't have to actually be thinking you're going to have to sing, but it's going to be fun. We're going to all be there. Like I said, the drinks are on us. Come on, have a good time. Go up to your room, drop your books off, come back down. Do you know exactly where it is?

**Speaker:** Yep, it's right across here, folks. Not this room or the first one, the next one across it, where you had lunch. That lunchroom there.

**Ted:** Anything else?

**Speaker:** The drinks are free for the first hour.

**Ted:** Excuse me. The drinks are free for the first hour, so drink fast.

# World Internet Summit, Sydney, Australia

## Johan Mok – CD 4 of 4

**Ted:** You might as well stand up right now. Get your lyrics sheet out now, because I saw you last night. You can no longer say you can't sing, not to mention of which you did a great job last night. Let's have some theme music.

<Theme song>

Alright, give yourselves a hand.

Alright, I tell you what, folks, you are in for a treat with this next speaker. And I'm telling you, the time is now.

This guy can show you to start just like he did, and he started with no money, no product, no connections, and in a very short period of time. He's talking about leverage. In a very short period of time, he had all fame and respect on top of that. Let's welcome Mr. Johan Mok from Singapore.

**Johan:** Good morning, Australia. Good morning, everyone. Thank you for being here. Did the song wake you up?

**Attendee:** Yes.

**Johan:** I want to have a little exercise to wake you up, as well, so if you'll indulge me. No, you don't have to stand. All you have to do is take both your hands, stretch them out this way, put your right hand over your left, interlace the fingers and squeeze really hard. Now, make sure your thumbs are pointing down.

Now, when you're doing that, very, very slowly turn your hands this way. That was just \_\_\_\_\_. Just kidding. You guys awake now? This is not a magic show, I just happen to be a magician. But I thought this would be interesting for you guys.

I'm going to show you guys how to get free money, free products and free customers. You guys interested in that? Yes.

My presentation is not going to be a very long one. It's going to be rapid-fire. But I'll take you guys through real-world websites that I've created and I've been involved in. And you'll be able to piece everything together. You'll take everything you've learned over the past few days and make sense out of this.

As for taking notes, because I'll be putting in a lot of stuff over here, you can go to my website and download it. So you don't have to be taking copious notes. Just listen and watch, and you'll be able to download the presentation.

The URL to download that would be [www.superfastprofit.com/presentation](http://www.superfastprofit.com/presentation). And presentation is in lowercase. And that's where you'll be able to download the PowerPoint files.

The other thing is I don't get to see much of me, because I'll be over here. I'll be in between my PowerPoint screen and the rest of the case studies. So you'll have to bear with me if you can't really see me. But focus on the screen. Don't worry too much about me. You'll be able to hear me perfectly.

This is one of my favorite quotes with regards to how I actually managed to come to where I am. In the end, all business operations can be reduced to three words: people, products and profits. But realize that people come first.

I've done many, many things wrong. I have had lots of failures. But this is one thing that I realized. And I've done this one thing right. I realized that people do come first.

Let me share with you a little story about the importance of people. I come from a little island, a little dot on the map called Singapore. It's a country, but it's a country created out of people because we had no resources, we had no water, we had no products, we had absolutely nothing. We only had people.

So, my friends, my point is this: if a country can be given birth out of people, what's a successful business compared to that? Make sense?

So people are your most important resource. You, too, can create wealth from other people's overlooked assets and gain instant free money, free products, free customers by using the power of joint ventures.

By a show of hands, how many people here have connected with someone in the audience who you realize can be a potential business partner? I see hands going up everywhere. You guys know what you're doing. Subconsciously or unconsciously, you're putting this into practice. You see someone, someone that's able to help you, we all need help in one way or another. We are not perfect. We can't do everything all by ourselves.

I don't think you even need two days. In one day, you'll probably realize that there's so much to be done on the Internet, that it's really overwhelming if you have to do it all by yourself. And chances are, you're going to outsource it to someone or you're going to get someone to help you do it. If you have money, you outsource it, you pay for it. But what if you don't have money? You have to ask for help.

I'm want to show you some concepts and principles that you can apply today, as you walk out of the room, and take your business to the next level. And it's not going to cost you a dime.

Now, first of all, everyone know what a joint venture is? What is a joint venture? This is my definition of a joint venture.

A joint venture is basically two companies or individuals leveraging each others' assets to create a win-win situation. And I stress the win-win, because this basically picks the conventional definition of business and blows it up.

Most people think that business is all about me, profit at the expense of other people. No. We want to create win-win situations. We want everyone to be happy.

The world is big enough, the universe is big enough, with enough money everywhere. There's abundance everywhere. We can all partake in the same energy over here.

Of course, in \_\_\_ form, joint ventures are also known as creating \_\_\_\_. It's not something that's rocket science. People have been doing it. McDonald's, Burger King, Disney and stuff, you guys see this form of joint venturing everywhere. It's all about \_\_\_.



Now, here's the key of joint ventures.

See, joint venturing, as Ted mentioned, actually puts the world's most powerful source right at your fingertips. And it's called leverage.

Now, this is a court. Give me a level long enough, and I will move the world.

Now, with leverage, you'll be able to think OPR, other people's resources.

Now, you'll be able to leverage other people's money, you'll be able to leverage other people's time, you'll be able to leverage other people's customers and other people's status.

So let me give you a concrete example.

If you are starting out with a business that requires lots of capital, who do you approach? A venture capitalist? A venture capitalist is going to give you his money, but guess what? He's going to leverage your product and you're going to leverage off his money that he gave to you, or he loaned to you. And you guys are going to create a win-win situation.

So this is basically what I mean. It's a very good form of exchange, where we both get to win.

Now, first I want to JV. This is the World Internet Summit, so I'm going to give you strategies specifically pertaining to the Internet, where you can find JV partners online. Right now, this is offline, where we are all here together and can talk to each other. It's personal contact.

But what about the \_\_\_? How do you go about approaching someone who you've never met, you've never talked to? Who do you look for, right?

Now, these are three things you absolutely must know about your JV partners. You need to know who they are, where and how to find them and, of course, what to say to them. That's very, very important. You cannot just approach someone out of the blue. You can try writing an e-mail. But if you get rejected along the way, chances are you're going to get a little bit demoralized.

So I want to shorten your learning curve here by showing you what really works and what doesn't work.

Here's something you need to think about. Who's going to qualify as a JV partner online? First of all, your JV partner should be able to produce sales volume. And usually, they'll have a large opt-in list.

At this point, does anyone not know what an opt-in list is? Everyone knows what an opt-in list is, right?

Marketing is a numbers game. The more people you have on your list, the more you're able to produce sales volume. It's hard to get a sale if you don't have someone on a list. You need someone to sell to. So this is the first point.

The second point is that your JV partner's website should have a huge, constant flow of targeted traffic. And by this, I mean if you're at their website and they're selling meat, you wouldn't have vegetarians going to that website. You have to find someone that has a targeted audience that is related to what you're selling.

Your JV partner should have a credible voice in the marketplace, that customers trust when it comes to making buying decisions.

Now, this is very important, because when you're able to create sales through your joint venture partner, when your joint venture partner says, "This is good, buy," people should hang on to his words and say, "Alright, I'm listening. I'm going to buy."

But you don't want to approach someone who has absolutely no credibility or who is regarded as a scam artist on the Internet. No one's going to trust a single word that he says.

All this might seem like really common sense. But it's something that people don't really consider.

Now, this is the key question. How do you locate your potential joint venture partner? This is what you need to ask yourself. Content is king. Who publishes content regularly to your target market?

Now, online, there are little groups of communities, people who are interested in various areas of life, like, for instance, humor, health, finance, investing, us, marketing, gardening, and many, many interests here and there.

There are people who publish electronic magazines – also known as e-zines – to these people. And these are the three websites that you go to, and you'll be able to look at all forms of e-zines and e-zine publishers, people who publish content regularly to your target market.

So even if you have a very, very unique interest, like juggling, you'd be able to go online and find someone who publishes "The Weekly Juggler," or something like that.

These are the websites you want to go to, to look for these people.

Now, aside from people who publish content to your website, you want to download these two pieces of software that will make locating your joint venture partner a breeze.

The first software I'm talking about is Copernic. Both softwares are free.

Now, Copernic is a search engine, but it is a pretty cool search engine in the sense that it allows you to search many, many search engines simultaneously by keyword or phrase. And you'll find this very, very useful. You don't have to hit the back button just to get the results.

Now, Copernic is really important. But Alexa is far more important because Alexa is actually a website traffic ranking system. It is a website that ranks traffic. I'm sorry, it's a website that ranks websites according to the amount of traffic they're receiving on a regular basis.

So if out of say five-million websites, if your website is one of the 500-most-visited websites of five-million websites, you would say that this guy's receiving lots of traffic. Right?

So what Alexa is, essentially, is just a toolbar that sits on top of your browser. And it will have the number displayed on that toolbar, say 40,000, 50,000, 60,000. And basically, it's the rank of the website in terms of popularity. It might not be accurate, but it's definitely a very good gauge of how much traffic that website is receiving.

I guess a good number to shoot for would be 40,000. If a website is among the top 40,000, chances are this website is receiving pretty good traffic, a constant flow of traffic, and it should be one of your potential joint venture partners.

I answer questions pretty soon.

What Alexa does, as well, the way to use these two softwares together is you use Copernic, type in the keyword and phrase, and locate the website. And once you click on the website, you look at the Alexa ranking. And if it's a good fit, if you realize that they are getting a lot of traffic and you'd like to JV with this guy, what you'd do is take down their contact information. Alexa will give you a way to access their contact information, their e-mail address, their address. You'll be able to write this down.

At the same time, what you want to do is make a mental note. No, don't make a mental, jot down some thoughts about the website that appealed to you and what you think about it, and how it's a good match for your joint venture proposal, so you can make an e-mail to that webmaster very personalized.

So go through that and you'll be able to get a nice list of websites of potential joint venture partners. And if you have a list like 50 people, and even out of 50 people, only five people respond to you, heck! You have five great joint venture partners and you know that you're just one joint venture away from huge profit. All it takes is just that one joint venture, because success breeds success. Right?

Now, here's what to say to your potential joint venture partner. There will be four main questions that will be on your joint venture partner's mind. Fail to answer these questions and you plan to fail.

Now, these are very basic questions. If any one of you do copywriting, these are four questions that need to be answered as well. Who are you? Why should I listen to you? Why should I believe what you say? And why should I take action? These are the four main questions that need to be answered on your joint venture proposal. If you fail to answer these questions, you plan to fail.

Now, all of these are just rules of thumb, right? Plus, you haven't seen an actual joint venture proposal in action yet, and I want to show you concrete examples.

Before that, let me give you my secret formula. This is my fool-proof magical formula that will nail your joint venture partner's sweet spot.

The first part of this formula... Yes?

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

**Johan:** Sure, you can download it from the website. Don't worry about it. I'm going to go pretty fast.

The first thing is WIIFM. If you guys have attended copywriting classes, you guys know this is the universal radio tuner that exists in every one of us. What's in it for me?"

This is the first thing that you need to address in your joint venture proposal. What's in it for your joint venture partner? If you don't answer that, he's just going to hit the delete button.

The second thing is you can't lose. Remember, people don't want to be taken out of their comfort zone. So if you propose something to them that's going to be of risk to them, they're not going to pick it up.

So reverse the risk and say, "If this flops, I'm going to be the one shouldering all of the costs. And, if anything else, this wouldn't fail, and here's exactly why. In fact, it will be much more beneficial to you. You reverse the risk, take the risk on your shoulders.

And the third thing is something that is really, really left out in most joint venture proposals. All you have to do is nod your head, also known as "you be the inspiration, I'll be the perspiration." People are lazy people, my friends. If you okay someone and you want to start doing work, if they have to work with you, they don't want to do anything. They'll just, "I'll think about it. Hey, I'll call you, don't call me." Right?

So this is something you want to think about, going the extra mile for the joint venture partner. In order to set up that relationship, you need to start giving a little first. If you can do the work, do it, and get them to just say yes. And all they have to do is just nod their head.

A joint venture proposal like this is really, really hard for someone to say no. Right?

Now, here's something you can do to increase your response.

When you create a joint venture proposal, these are seven facts that your joint venture partner will be looking out for. For instance, the name of your product. That's pretty obvious. The domain name. If your product has a good domain name, people are more interested in your product. The price of your product. The conversion rate, meaning out of 100, how many people actually buy. The physical value.

So if you have a product that sells for \$300 and your conversion rate is one out of 100, which is 1%, that means your physical is \$3, which is 300 divided by 100. Each visitor is worth \$3 to you.

Obviously, the visitor value is much more important than the conversion rate, because of how much a single visitor is worth to you.

So people are looking out for all these things. And if you have a reference to a past or current JV partner with contact info, and if they are saying good things about you, you are establishing credibility for yourself because you have a successful portfolio, so to speak.

If I partner up with someone and say, "This guy made \$3,000 overnight," would I be interested? Yes, I would. Anyone would be interested.

If you have other available products for a joint venture, people might be interested as well. If one man's meat sometimes is another man's poison, so if you have something else, they might be interested in just that something else.

I want to go ahead and show you what a joint venture letter would look like in the real world. You can see this on the screen.

“Hi, so-and-so! My name is <your name> and I have a good deal which may interest you. This is not the usual JV letter rehash product with standard commissions.”

Now, you want to know something about this letter? It’s not very formal. E-mails aren’t meant to be formal, anyway.

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

**Johan:** Scroll it? Alright. Can you guys see it? Sorry to be blunt, but this is a serious deal. I just partnered with Edward Fox \_\_\_ acquired a license to their new product. I mention the product.

Now, this is not an actual e-mail that I wrote. This is an e-mail template provided by someone whom I license a product from. And this product’s \_\_\_.

So this is something that usually comes, most people understand the importance of JV’s. And sometimes, when you license a product it comes with a joint venture letter.

Since this is not something that I wrote, you realize that it still follows the same rules. Regardless of what product you’re going to promote, if you’re going to promote something by e-mail, this is a format that you might want to follow.

“The product’s over two CD’s in audio and visual format,” yadda, yadda. The credibility is that this guy who created these CD-Rom’s has generated over \$1-million between them. This is something that would get people interested. This guy has credited.

This is the actual proposal. “I sell this product at a certain price, at \$147, and I’d be willing to offer you a percentage.” It all depends on who you are targeting. You adjust the commissions accordingly. And I’ll go more in detail about how much commissions you should pay out to your affiliates or your joint venture partners.

“Check out the website below.” Let them click on the website and check it out for themselves. “It’s a good offer. You guys can contact me.” Notice the PS over there, “Feel free to send me your phone number. I’ll only be too glad to call you.”

So once again, you're making it completely no cost to them. You're going to call them and you're going to talk to them at your expense.

This is what a joint venture letter would look like. There are no hard and fast rules. But you'll notice that there's certain guidelines that they follow. They talk about credibility, who they are, introduce who they are, and answer all four questions. They follow a bit of the format, as I mentioned, in the JV facts sheet. They talk about conversion rates and the physical values, as well.

So this is something that you want to look out for. This is what a joint venture letter would look like.

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

**Johan:** Yes, I will. You'll be able to download this.

What I want to go through right now is that very often you might approach a joint venture partner who is not too savvy about how joint ventures work. So you want to sort of educate your joint venture partners a little bit. This is something that you definitely want to highlight. "There are only three ways to grow a business. You can increase the number of customers, you can increase the frequency of purchase from existing customers, and you can increase the dollar amount per transaction. These are the only three ways you can grow a business. And one joint venture, if done well, will be able to do that."

So this is something that you want to put across.

Now, when you're doing something like this, your joint venture partner will have a very common objection. "If I work with you, I want to make 50% or 40%," depending on how much you're giving them, "when I can make 100% profits selling my own products?" And this is where you want to highlight the following points at the bottom.

"That money is free money you wouldn't have gotten anyway. It's a joint venture."

Secondly, your joint venture partner will probably spend a good portion of the profits trying to acquire new customers.



“So if you have a \$90 product, you’d make \$90. But guess what? Maybe \$20 out of the \$90 goes to acquiring new customers. And this is something that you get upfront. You don’t have to spend more money acquiring new customers. And you will get new customers anyway.”

“And the third thing is your joint venture partner will probably spend a good portion of your profits in research and development or licensing costs for a new product.”

“Now, very often, when you have one product and it’s doing well, you’ll want to develop a backend product, a full backend, like you guys are doing. If you have a front-end, you want to develop a backend.

“But for a lot of people, you already have the backend and you’re creating a front-end. But you’re start to expand your product range a little bit. And all this is going to cost money, and it’s going to come from your pocket.”

So these are three things you want to highlight to them about the advantage of joint ventures. It’s all about education.

Now, here’s a little sneaky trick to make your first contact JV partner up to 100 times more responsive to your JV proposal, thanks to Robert Cialdini. It’s a whole mouthful.

But this guy, Robert Cialdini, is a very famous guy. All of you here should really get his book. It’s called *Influence: The Psychology Of Persuasion*.

Basically, Cialdini goes through certain laws of influence. And one of these laws is known as the law of reciprocity. It’s something that the Hare Krishna’s knew when they started putting flowers into people’s pockets.

First, before asking for a donation, when you get something, it’s human nature to feel obligated to give something in return. So here’s something that you do. You offer them an unsolicited testimonial.

If you’re going to have a joint venture partner anyway, remember what Tom said: buy something from them. Be a customer. The customer is king. You become their customer.

But very often, they'll solicit testimonials from you. But guess what? You give them a testimonial, a raving testimonial without them having to prompt you. Just give them a really good testimonial and say, "Your product's fantastic. I really love all your stuff." And chances are, they're going to reply to you. And when they reply to you, that's where your pitch comes in, your joint venture offer.

It's a little sneaky, but this is how humans actually work. It's all about getting attention first. And when they e-mail you, go for it.

Now, here are nuts and bolts on how to put together a successful joint venture deal. This is something that you have to know. It's a little known fact. But the world's most successful JV marketers are usually – and I say this \_\_\_ – usually the world's top copywriters. They're really, really good.

And here's exactly why. See, marketing success equates to the right message to the right crowd at the right time. You cannot control the right time. And if you've done a good match-up for the joint venture, you have the right crowd. But you, and you should be, totally responsible for the right message.

Now, this seems really philosophical. You might not think it actually works. But I'll show you something that I did and I'll show you how it's done in action.

I want to show you a website over here, and it looks just like this. It looks just like this. This is a website that I have that's called UseMindPower.com.

Let me give you a little background on this website. This is a product known as *Mind Power*. It's written by a Swiss copywriter. This Swiss copywriter earns \$25-million a year, so he has great credibility. And you know I like to ride on people's coattails.

Now, what I did was I approached this Swiss copywriter and I said, "I want to do a joint venture with you, because I really respect your copywriting skills and the stuff that you've achieved." And he said, "Okay, I'll give you something to sell. This book is called *Mind Power*. The thing is if you do a search online, you'll realize that this book is available as a paperback for \$5." I said, "Okay, great."

I have the digital files. He gave me exclusive rights to these digital files. And I said, “Okay, we’ll do a joint venture and I’ll market this book.”

So I had that created. Now, how much did it cost me to approach this copywriter? Nothing, right? And he said, “Okay, I’ll give you the book. Try it out, we’ll see how it goes from there.”

I just created a web page, and it looks really ugly. It looks like sheets of paper. This is *Mind Power*. This is the product, a virtual graphic. Of course, there’s a whole lot of copy, and look at the price. Whoa! \$67, right?

Now, here’s the thing. It’s a beautiful product and it’s definitely much, much cheaper compared to the paperback book. I’m talking about actual physical cost. But how much time did I spend writing the sales letter and getting the whole angle together? I want to make this work.

Technically, if people look at this document, if you look at the headline, you’ll realize you’re not buying a book, you’re buying a dream. You’re buying something that you want to achieve. And basically, the digital file is just a means to an end. I’m not saying that to rip people off.

Whatever I wrote is true.

But you have to realize that people will put a value on information that they want. So one of the things you don’t want to do is under-price your product. Here’s how I \_\_\_\_\_. It’s good that you had the sales message and everything else, but I set up an affiliate program for this and offered commissions to people, so that they can sign up and I’d have people working for me.

So basically, if I had an affiliate working with me that, that person is sort of like a joint venture partner. But let me show you how someone would go ahead and take this product. This is the story behind this.

When I saw this book and I started marketing this book online, people liked the product so much, they liked the \_\_\_\_ very much. One of my customers happens to be gentleman by the name of Charles Burke. And Charles Burke runs a very successful e-zine.

What Charles did was he sent me a testimonial regarding this *Mind Power* manuscript. He said, “Hey, can I offer this to my list? Do you have an affiliate program, where I can offer this to my list?” And this is what Charles did.

I set Charles up with an affiliate link, and this is what Charles did. This is Charles' book here, *The Sizzling Edge*. That's the name of his e-zine. And below it is a note. I think you'll want to read this, about a man who reshaped his own mind. "Money, happiness and love begin almost exploding into this man's life, pushing all obstacles out of the way to get to him. Before he started, he was a failure and nobody."

This is all Charles' original copy. I didn't have any sort of ads available for him. Christian \_\_\_\_, "He's a living legend," yadda, yadda. \_\_\_\_. Then he told a guy named Joe about his secret, and Joe almost instantly went into orbit. Coincidence? Read the whole page." And that's actually his affiliate link.

I have a question for you. How much did it cost for Charles to sign up with my affiliate program? Absolutely nothing, right? How much did it cost for Charles to send this e-mail to his list of people? Nothing. And how much did it cost for me to set up Charles as an affiliate? Absolutely nothing.

So what did the both of us do? I set him up, he clicked the send button, I sat back and watched the dollars roll.

This is something that you can apply to your front-end business and run with it. This is the whole and positive side of an affiliate program. Getting just one joint venture, setting this one person up with an affiliate link, and that person can go ahead and create lots of sales for you.

You see how this whole thing is fitting together and how this is not just theory, but something you can actually put into practice?

Before I proceed, I know I'm supposed to be talking about joint ventures and everything else. But I also want to give you guys a good idea, a good feel for how I actually write copy. This is something that I do, because most of you will eventually have to write some form of copy or the other. What I'm going to do is give you my formula for writing copy very fast and becoming good at it super-quick.

So all you do is this. You model.

Now, some of you have heard of this headline, “They laughed when I sat down at the piano, but when I started to play...”

Now, this is a tested, proven headline. What you do is you create a fill-in-the-blank formula for that headline. They laughed when I blank. But when I blank...

You’re taking the essence, the emotional hook, the angle of the headline, and you’re modeling that. And all you have to do is fill in the details of your own product. And if you have access to many, many headlines, you’ll be able to do that automatically.

What’s a good free source of headlines? You want to look at *The National Enquirer*, *Reader’s Digest* and, if you go to a bookstore, female magazines. “Seven dirty secrets you don’t want your husband to know,” or something along that lines.

But these are good sources of headlines because they’re sensational, they’re curious, they intrigue people, people like sensationalism, and you’ll do well by swiping headlines from these various sources.

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

**Johan:** Women’s magazines, *Reader’s Digest*.

Now, I also want to demonstrate the way I currently write copy right now. That’s the free method. The other way I write copy is I actually created software for this. And because I created this for my needs, it’s called Killer Web Copy. It’s copywriting software.

And basically, what I do is I create a blueprint here, where I ask myself certain questions. What is the name of the product? Where would you find your target market? And it will spit out a blueprint of my sales letter, with pertinent information that is completely unique to my product and is something I can work with.

And then, I proceed to the second section, which is basically my electronic swipe file. If you look at this, 559 Profit-Pulling Headlines. You’ll be able to see the fill-in-the-blank headlines I was talking about. Do you make this mistake? How to blah, blah, and blah. Give me number of minutes, and I’ll show you how to blah as easily as turn on a water faucet.”

Can you see how I've taken all these successful headlines and created a whole bank of blank templates?

Now, this is something that you don't just do a headline. You can use subheads like "learn the what that can make you rich. "

What you want to do from all these magazines and stuff is to create your own swipe file. You can create fill-in-the-blank templates of guarantees, you can create swipes of PS's. And basically, all you have to do is assemble your \_\_\_\_, assemble, fill-in-the-blanks, spit out the address, and basically, you're just stitching copy together.

So this is a real fast method of writing copy. It's infinitely easier than starting from scratch. You see there's a whole formula at work.

What makes endorsement mailings one of the most powerful forms of joint ventures? I want to show you guys this endorsement meeting thing I'm talking about.

An endorsement meeting basically is what Charles did. He endorsed my product.

Can you see how powerful it would be if you happened to be on Charles' list and you hang onto his words? He actually makes a typical mailing more responsive to an endorsed mailing, because it comes from someone who has a credible voice in the marketplace – remember, when it comes to making a buying decision?

Now, here are three critical success factors of an endorsement meeting. What I want to draw attention to is that the offer should be a truly time-limited special, offered exclusively for the JV partner's list.

Now, one thing about endorsements you have to realize. When you have someone endorsing your product, you remember I talked about giving? You want to make your joint venture partner look like a knight in shining armor for presenting your product. That's something that's very important.

When you can do that, I can assure you, your response rates for your endorsement mailings will actually skyrocket.

Let me give you an example. I have a web page that I created out of product that I license. It's at MasterWordsmith.com.

Now, let me ask you a question. When you read the sales letter and the web page, it would take a rocket scientist to figure out that I did not create a single product on the web page.

But when you type in MasterWordsmith and you see my face staring right at you, what's the association? Who's the master wordsmith? I don't have to say anything, right? But can you see what this one strategy can do for you?

I call this the MasterWordsmith package. I call it a package. I didn't say I created the product there. I call it a package.

So if you are licensing products, this is something that you can do. You may not have authored the product, but you can certainly create a package, something that you can do. Give it a good domain name and create that follow-up association for itself. It gives the impression that you created the product.

See, this is something I don't usually say this in my presentations, but this is something that you guys need to know.

In marketing, perceived truth is really much more important than the truth. Right?

Now, to cut a long story short, I am running short of time but you guys will see how I've actually created the structure of the web page, and you'll see how I've shown people proof that I've actually used this package myself and the financial returns that I get from using this package.

I basically brand myself like crazy on this web page. I show people that when I say this product was created by my friend Jimmy D. Brown, I actually show a picture of Jimmy D. Brown with it. And it's all about credibility, because I want you to know who I am and I want you to believe that what I say is true. When I say he's my friend, he really is my friend.

So these are things that I don't just give you theory, when I talk about the four questions. This is how you apply it in your actual web page.

Now, to cut a long story short, I placed the ad of this website, and I didn't have much customers during that time. Right? So what I did was I approached my friend Joe Vitale with this solo ad. And I said, "Hey, do a mailing for me?" He said, "Okay," and he did a mailing for me. And this is the solo ad I've created. Your name, here is some really profitable news for you. My good friend has just released an amazing copywriting package. It literally took my breath away the first time I laid eyes on it."

**Attendee:** I just want to question, you said, "My friend Joe Vitale?"

**Johan:** Yeah, that's right.

**Attendee:** He's a very good copywriter, very well respected on the Internet.

**Johan:** That's right.

**Attendee:** How did he become your friend?

**Johan:** I'm going to go over that. There's very little time.

But basically, Joe Vitale is Mr.Fire.com. He's my good friend, he's my mentor. He's someone who has been very, very kind to me. He's almost like my Italian godfather, so to speak. Basically, he mailed this letter for me.

One thing I neglected to mention is that I created a special report as a bonus, to give myself a little bit of a voice. It's called "The Copywriter Nobody Knows," about this famous copywriter, Bruce Barton. Even if you're not interested in buying anything, you should visit the site and study his sales letter there."

That's the gist of the letter. But to cut a long story short, I got Joe to mail for me, and Joe mailed the letter. Of course, we got a good response and I got access to his customers, which then became my customers.

Can you see how this works? You're actually creating your joint venture partners' customers.

So this leads me to my next point. Your JV partner is not stupid. He knows that you're going to cream his customers. So surely offset his or her opportunity costs. And that's exactly what I



mean by giving them a higher percentage and be willing to lose a little bit on the front-end, and show them the respect you have for them as a super-affiliate.

When Joe clicked that send button, he definitely made more money than I did. But the thing is I made him money, and that put a big smile on his face.

Now, this sets the stage up for subsequent joint ventures. You don't want to stop at one, because it's free. Why wouldn't you want to do something that's free? So continue doing that.

This is basically something you need to remember about creating your first JV and how to go about assigning your commission structure. You should, ideally, provide these marketing weapons to your joint venture partner. If you have a product, give them classifieds, solo ads, banners, all they have to do is just basically fill in their name, sign off and click send. That should be what you are doing.

I'm going to go through this pretty fast.

One thing about doing joint ventures is that people are free of getting ripped off. So this is about protecting your assets.

Now, they'll \_\_\_ a deal with contracts. Contracts are very scary. It's basically taboo. What you want to do is call it an agreement instead.

Now, how do you create an agreement? You could consult an attorney.

My friend Jeff \_\_\_, spent \$31,000 to create agreements just for his joint ventures, because he had like 270 joint ventures running simultaneously.

This is what an agreement would look like. This is an actual agreement I have with this company. It looks something like this. It's basically legalese, which is not English. It's legal language. Agreement made between so-and-so. And basically, you can see the whole clause and you just get someone to sign it. But you call it an agreement. It looks something like this.

This is basically something you can do when you consultant an attorney and you get your terms of agreement down.

I will go pretty fast here, but these are some of the agreements. You have joint venture, licensing agreement. And, of course, I won't elaborate on this because it's not a long presentation. But you'll be able to see what it's all about.

Now, one thing about the free advertising method that Bart talked about. Remember, he talked about getting articles out there. Some of you, articles are a great way to promote your product because it establishes you as an expert. But some of you might not know this little sneaky trick to getting your articles published, making your e-zine publisher more responsive to your article than anyone else.

You have to understand that e-zine publishers publish content for a reason: they want to make a profit. So if you can sign up the e-zine publisher as your affiliate, and in that source box where you have a blurb about your website, when you include their affiliate link, it basically means that the e-zine publisher will make a profit when they publish your article. You then make them more willing to publish your article, when they can make money off you.

Would you make money if they publish your article? You want to get your article published, right? And the number of customers you get from their list, because they've published your article, that means their subscribers will be reading your article, right? And you will be drawing their subscribers over to your website.

So you not only use this on the front-end, but you increase the possibility of your article being published. So this is something that you can do. It's like a joint venture. Even content publishing becomes a joint venture itself.

I don't want to go through too much over here, because I really don't have enough time. But I want to show you guys my \_\_\_ product creation method. And we'll go through this fast, but you guys will be able to see exactly how I do this.

The first \_\_\_ product creation method is known as package. This is something that you can do.

Now, this seems a little confusing, but I'll show you exactly what I mean.

When I say package, I mean that you can package something else. This is my friend Joe Vitale's website here. This is a project I spearheaded. I started this project because Joe had tons of e-

books out there. They're all e-books, they're all scattered all over the place. And he basically has way too many books for this. He really has way too many books. He has over 20 e-books, and everything else.

So what I did was I said, "Hey Joe, you really have so many books out there, but you don't have like this ultimate course, this one-stop package that everyone can go for because you have so much stuff out there. And this is something I created out of his e-books. I basically just created this huge package. It's called the Hypnotic Marketing Package. And I split it out into three volumes.

Can you see how I packaged it? Volume one, percent of achievement, hypnotic product creation; volume two, hypnotic copywriting, marketing and publicity; volume three, hypnotic joint ventures. And I added four CD-Roms.

What I did was I turned a digital product package that didn't have that much perceived value, printed everything out, created the illusion of bulk. It is really bulk, it's not really an illusion. But there's lots of bulk by adding huge folders. It was like this huge. And if you take those three binders and you buy \_\_\_ books, that's only one folder. And that's a very different perceived value.

So this is something you can go about. If you have a joint venture partner and he has a product, you can offer the packaging of it and reposition it, sort of like rebranding it and creating a complete new product out of that.

Now, the second method that I want to talk about is promotion. And how do you create a product out of promotion? Well, you guys had first-hand experience. Remember the teleconference? That was a product, right? But we sent out the e-mail before the product was created.

So let me give you an example.

There's a gentleman by the name of Lan Foley, who approached me, and he sent me this e-mail. He had this concept of having no more cold-calls and creating a teleseminar.

So what we did was this. I wrote an e-mail to my list and promoted this teleseminar to my list. But I charge a fee for it. I charge a fee of \$37.

So basically, I get people to pay me for creating my product. Then if they want to a teleseminar with me, I charge my list for it.

They have unlimited access on the teleseminar and they can ask me questions \_\_\_\_.

What we did was once we recorded the teleseminar, we had it transcribed. So we had audio, together with the transcription. So that's a good product, and it makes good for a low-ticket item like this.

So this is what came out of it.

Once again, I'm branding myself over there. I'm associating myself with Lan Foley.

Now, Lan is now a famous published author, so you can see I'm really leveraging off of the association that I had with him a while ago. But this is basically the gist of what we created. Just a teleseminar, an idea became something like this, about cold-calling and everything else.

There's positioning and proposition.

I'm going to have my files downloadable for all you guys. Can I have the order forms going around the room right now? As the order forms are going around, I want to tell you this story, a real-life story. It's a little bit sad, but it might make you feel pretty good as well.

Now, you guys over here have been here for the past two days and everything else, and you guys have much more knowledge than people out there. What do you think are the chances of a boy who's only 17 years old, who's just starting, who has absolutely no money, making \_\_\_\_? Chances are very slim, right?

But basically, I spearheaded this. It's an Indian boy. His name is Joe Pumar. You might have heard of him online. I wrote the sales copy for him. And you can see how this guy actually applies all of the principles that I talked about.

All he did was he created this little proposal. “Hey \_\_\_ lose all your money, along with your name and reputation, and you only have your marketing know-how left. You have this piled high and people are harassing you for money over the phone. Plus the guarantee of a phone line and an Internet connection for only one month. You no longer have to \_\_\_. What would you do from day one to day 30 to save yourself?” Is that interesting?

All he did was come up with this scenario. I believe Mr. Chris Bloor was instrumental in giving Joe this idea. Right, Chris?

What he did was he submitted this proposal to a ton of gurus, and the gurus basically typed out a 30-day marketing plan and gave it to him, sent it to him. And he offered the gurus, “When this book is released, I’ll give you guys 75% commissions.”

And you can see how many people he actually approached. There are tons of gurus out there whom he approached.

Let me ask you this. When the gurus sent out their 75%, the gurus are obviously interested in the 75% commissions when they sent out the e-mails to their list, right? Who do you think got the names of the subscribers from a collection of \_\_\_?

**Attendee:** He did.

**Johan:** He did. Right? Now, of course, the sales letter was important. But do you want to guess how much this little Indian boy made with nothing? \$104,000 the first four weeks. \$104,000. And even if every single sale was affiliate-generated, he would have made a cool \$30,000 US, which is \$60,000 Sing dollars.

Of course, with that, what you must realize is this is only on the front-end. He backended the customers. I don’t know exactly how much money he has. But, of course, greed got to him and he is now wanted by the Singapore police. It’s a very sad thing. But you come and go. But if you want to create a blast, this is a complete example of this guy, who was 17 years old, started off with absolutely nothing.

**Attendee:** What happened to him, Johan?

**Johan:** He scammed someone. Basically, he charged a guy in Canada. Wanted to find out who his copywriter was. He charged the guy \$15,000. Of course, not many people knew that I actually wrote the sales letter. So the guy wanted to find the copywriting beast behind it.

**Attendee:** It was your piece?

**Johan:** Yeah, my piece. So he had his mom's pose as the copywriter. And basically, he had a whole scam behind it. And he cheated a Canadian guy out of \$15,000. But I'm not going to go over this while you're here. It's a little bit depressing.

But what I want you guys to do, I don't have much time here, is to take a look at your order form.

Now, if you look at all the items over there, if you look at your first item, you'll be able to see the hypnotic marketing boot camp. And that is something that I created with Joe Vitale. I'm going to go through the items one at a time, in succession.

The first item is basically a joint venture secrets review, by Jeff Paul. Remember the agreements that I talked about? It's a whole package. You guys will get the Microsoft CD with the 21 sample joint venture agreements. So you guys don't have to get an attorney to do that. You have the audio tape featuring Dan Kennedy and Jeff Paul. These are the guys who I learned much of my joint venture techniques from. Regarding as to what I've presented to you, basically I learned from these guys for myself.

The next thing is the hypnotic marketing e-book \_\_\_ license. Basically, you have rights to sell 11 \_\_\_ hypnotic lessons. They are 25 pages each. You get the Bruce Barton \_\_\_ letters. These, you cannot find anywhere in the world right now. Joe Vitale is the only one who has access to these letters.

Bruce Barton is the one copywriter who mailed a letter that got a 100% response. So you can imagine how much this letter is actually worth to copywriters out there who really want to lay their hands on this letter.

And there's a full-color Robert Collier \_\_\_\_. Robert Collier is basically a really great copywriter. You get his full-color control marketing, his book *Secrets Of The Agents*, and you guys know

how much a good swipe letter is worth to you. You'll be able to find out that many marketers are actually marketing lots of marketers in the past.

So this is stuff that you can actually take and sell. You have the reprint rights.

There's only so much I can do on my presentation. I really want to give it to you. You guys take and run with it.

You get master reprint rights to the secret session. The secret session is a conversation that I had with Joe Vitale in Charlesburg, my friend, and we recorded the whole thing at Armand's big seminar. You get the reprint rights, you get the sales letter, and everything else.

You get my killer web copy protégé program, which is the software that I demonstrated earlier. You get my private e-zine editor's list. If you guys are interested in venturing into Internet marketing, this is my contact list of e-zine editors that I personally use to get my articles published. You get 1,400 e-zine editors. So you can imagine the amount of exposure you get.

You get marketing quickies, which is two CD-Rom's chock full of a bag of tricks that you can use on your website, PHP scripts. And this is by Andrew Fox and Dee Benson. I'll give you 5,000 biz-op leads. We've got many address and telephone numbers. And these are genuine leads that you can contact.

I'll give you six months of unlimited e-mail coaching. I'll give you seven hours worth of phone consultation. You can call me, I'll \_\_\_ with you, and I'll give you two full ad critiques.

But I want to add value to this offer. So I want to give you the reprint rights to that very book that I showed you just now, the Joe Pumar book. That book of all the gurus, I'll give you the reprint rights to that. So add that down. It's a \$497 value. Write that down on your order form.

But on top of that, I want to give you the private labeling rights. There's another \$297 value. Basically, you can strip his face off of the web page and be a person who \_\_\_, that whole Internet marketing thing.

Now, I'm also throwing in one of his scripts. It's called Open Rate Calculator. It's script that calculates how much your e-mails are actually opened. It's a PHP script you can run. And you know how much it takes to create a product like this? This is something that I marketed once.

Now, I understand that many of you paid here, you paid good money to come here, you got good knowledge. And this price tag is worth every single penny of it. It looks pretty intimidating. But I also understand that many of you, there are people out there who have sold their cars and people who are on a shoestring budget over here.

So I want to slash that price, cross it out and put \$1,997. That's US dollars.

Now, one more thing. I really want to do something special for you guys. I have this book, \_\_\_\_\_. It's my book that I've co-written with Joe Vitale. I want to be launching an Amazon campaign, in the next two months.

So if you promise to buy three copies of my book, when I release it, it's at \$39.95 US, that would be \$100 for you, I will give you back 10 times your money. That means you take that \$1,997, slash it out, cross out \$1,000 and put here \$997 US.

Because I love Australia, \_\_\_\_ their talk is cheap. Choose \$997 USD to AUD.

And before I leave the stage, 2004 has been a good year for me. It started well for me. I hope it's been a good year for you guys, as well. I know you might laugh at me, but I'm generally a very superstitious person. And actually, there's seven things that I do to get good luck. This is everything you can run with to set up your internet business. Anyone can do this. I'm proof.

When I walk out of the room, if you're one of the first 18 people – because Chinese people believe in the number eight, eight means basically prosperity. You can ask the Asian guys around here.

But when I walk out of the room, if you're one of the first 18 people, you come to me, cross it out and put \$888. Alright?

Having said that, I'm going to leave you with a thought that has helped me to this day and keeps me motivated every day. It's called "If it is to be, it is up to me." Thank you very much.



**Speaker:** Johan Mok, everyone.

It just goes to prove that you don't have to actually write the product to actually make money.  
Doesn't it?

Who here could maybe interview some of the experts and actually create a similar product to what's been shown here today by Jo Pumar? You interview them, get them to promote it to their list. You don't have to do any writing.

# World Internet Summit, Sydney, Australia

## Peter Sun – CD 4 of 4

**Peter:** Okay, so you excited? Good. As Brett said, I have been in this business now since actually 1991 was when I first got into the information business.

And since 1995, I have not made less than \$1-million in sales through my business. And, in terms of net profit, that equates to anywhere between \$300,000 to \$1-million per year.

That's alright. I've been described as amazing, genius and very clever. And, let's face it, my mother should know. Right?

Anyhow, before I get started, what I want to do is just share with you a little bit of my story and where I came from, so that you can really understand that each one of you can make the transition from wherever you are to where some of these people who are onstage today.

And I can tell you, where you want to be in the years to come is you don't want to be sitting in the audience. You want to be standing up here. Who agrees with me? Who'd like to be doing that? This is where the money's made.

But I have sat in audiences just like you, and I have come through the same journey. I remember, when I was born, I didn't make the business work on my looks. Because when I was born, they reckoned I was so ugly, they slapped my mother. And I was.

When I went through my younger years, I used to be very shy. And I was the sort of guy that girls used to take out to drive-in movies if they wanted to see the movie.

I didn't have the guts to stand up on stage. And I'll tell you, it's not easy to be up here. It takes a lot of guts, especially when you don't have much talent. So it's harder and harder as you go.

But one of the things that I did learn as I went through, is that you just have to keep working on developing yourself.

I did go to a university and I studied marketing, strangely enough. And they loved me so much in the first year, that they made me take it again the next time, the second year. And I actually did fail. And strangely enough, a few years later I had a seminar, and there was a person in the audience who actually was a university lecturer. And he stood up and he said, “Hey, what have you got? What credentials have you got that you should be here, telling us what to do?” And I said, “Well, I have money.” And he said, “Fair enough,” and he sat down.

So you don't have to have university education. My first job was actually in a bank. It was at the Commonwealth Bank at \_\_\_ Junction here in Sydney. Who knows Marimba Junction? Okay, I was one of the tellers there. And what I used to like doing was going up into the back room. There was like a vault where they kept all the stationery. I used to like sneaking in there and just sort of pretending I was looking for some papers.

One day, the manager came up and he actually looked at me and he said, “How come every time I come to see you, you're always blushing?” And I said, “Because whenever you see me, you always sneak up on me.”

I've got to tell you, I didn't like that job much. I didn't like counting other people's money. In fact, one of the fellows that's working with me today, who's only 27, he was a casino \_\_\_\_. He joined the business for the same reason, he didn't like counting other people's money.

Today, two years later, he's already made like over half a million dollars, actually, through the business and through investing the money into real estate. But I'll tell you that story a bit later on.

So anyway, I was at the bank. In the end, that job was something I didn't want to do. So I only lasted three months. I lost it because of illness at the end, because the managers got sick of me.

Second job I had was – this part is true – have worked and my second job was at Medicare. You know Medicare offices? I was actually practicing for mail order, because I was opening envelopes. And I never saw so much money or so many checks, as I saw in those three months. Unfortunately, none of it was mine at the time, so it didn't do me much good.

That job, the wages were pretty low. There was always too much week to my money, so I ended up leaving that and I went on to my first marriage. That's what I've got to tell you. I'm now about to get married for the third time. I've got a 10-day-old baby boy that's just been born 10 days ago, so I'm doing it now for the third time. And I've been divorced twice. The divorces never seem to work out for me.

But anyhow, I have been married three times. I also lose my keys and I lose my wallet everywhere. I've lost it three times in the last three months. I lost it on the plane coming here. Left it in the seat pocket of the Virgin aircraft. I've left it at a coffee shop after I had dinner, and I've left it on the counter of a chemist shop.

So who's lost their keys and wallets before? Come on up. Okay.

The reason I'm telling you this is to tell you that there's nothing special about me. All I've done is just basically applied myself. In fact, after my first two jobs, I actually did decide to really find success for myself. And I figured if I can't make any money, I'll just marry somebody who's got it.

And I actually did get married to a girl whose father actually was worth about \$200-million. I think \_\_\_ sending begging letters, he was that rich. He had a real estate development company up on the Gold Coast, and he built some of the biggest buildings there.

I used to like that sort of lifestyle at the time, because I think that was my shallowness. Because at the time, all I was interested in was money and image and what I looked like, and all the things that a single child would normally be interested in. I have no brothers or sisters, so I haven't had anybody to learn to share with.

Anyhow, the end result of that marriage was that we were coming back after we were together for five years, and I'm coming back on the plane from America, and my wife turns to me and says, "Look, I want a divorce." And it was like you could have hit me on the head with a brick.

Anyway, about three months later, we did separate. What happened was, at the time, I really didn't take it too well. I really thought that everything was over for me, because my whole life,

at that point, was just focused on our relationship. And I actually did spend all of my money traveling around the world with her, and I had nothing.

And I remember sitting in a car outside of 87 Manning Road here in Double Bay, where we were going to be living together, it was a house her parents were going to build for us, and I was in a Datsun 180B. It was a blue Datsun, and it was about 3:00 at night. I'd been drinking. And I had a vacuum cleaner hose going from the exhaust pipe to the back window. And I actually did turn the car on and you can imagine smelling the fumes, and you're looking at the dials, and everything was going hazy.

The last thing I remember was just looking at the dials. And then the next thing I remember was actually lying next to the car. It was 5:00 in the morning, and it was light. I forgot to shut the door. I actually fell out.

So I actually lost consciousness, and I fell against the door, and I fell in the grass next to the car. And I remember a man with a black dog coming up to me and saying, "Hey, are you okay?" And I said, "Yes." And I remember walking through the park. And I really made a decision that day that I was going to change my life and that I was not going to lead the life that I'd led up to that point.

I changed everything. I changed my diet, I hadn't literally been to a doctor since 1986. I've turned vegetarian. I've stopped drinking for 16 years. And I started to read personal development books. I decided to start my own business, because I thought I was going to take charge of my financial destiny.

So that was the spa business that I had. And I can tell you, I had no experience in business whatsoever. It didn't matter what business I would have been in. Whether we experienced a boom or recession, I was going to stuff it out. And I did. But I lost everything in the spa business. I was still paying it off five years later.

It was at that time that I met my second wife, and we ended up moving to the Gold Coast. Some of you know this story. I started up a muffin business. I used to go around with this basket of muffins, going to businesses, saying, "Hey, would you like to buy a muffin? There's 46 blueberries in every muffin." That's the power of free trial. "Have a taste."

I learned the power of packaging. It was one muffin for \$1.50. And then, you know how I doubled my sales? I said, “Hey, it’s two for \$3.00.” And you know what? I doubled my sales. No kidding. That’s how simple it is. When people said, “How much are they?” I said, “Oh, they’re two for \$3.00.”

So that was the first thing I learned about marketing.

Again, I quit that business because I just had it. The early mornings, getting up at 3:00, the thing in your hair. It was a nightmare. And at the end of it, you make about \$800 a week, if you’re lucky. I used to work at the Brisbane markets up there by the river. And every day, like every Sunday, for about nine months.

The fellow that I sold the business to is still there, to this day, selling the muffins. And this is like 1991 we sold that business – 13 years later. It must have been the sign that said, “Muffins are great for your sex drive.” I was just starting to learn about marketing.

I learned marketing through a fellow called Jay Abraham, who was actually an American who was charging \$3,000 per hour as a marketing consultant. And I thought, “Hey, if he can do it, so can I.” And I started studying every single thing that he ever wrote.

And interestingly enough, there was one other person who I was doing it with. He was a courier driver here in Sydney.

Now, we were doing this together, going back to about the middle of 1991, I think, or beginning in 1992. You know, the difference between me and him is that I took what? Action. Do you know what he’s doing today? He’s still a courier, wrenching about how bad his job is.

So this is what I said about taking action. You have got to take action.

I have developed that business to a point where we’re now doing licensing. I’ve got to keep working, because I’ve got seven children now, between me and my new girlfriend. I’ve got to tell you, they keep you working.

My oldest one recently said, “Hey dad, I think I want to be an heiress.” So for her, I just keep working.

Honestly, my second marriage lasted for 13 years, and it was alright. But at the end of it, I think I must have lost the marriage because my wife said I forget her birthday one time. It was about three years ago. And I said, "Look, I'll make it up to you. Anything you want. What do you want me to get you?" She said, "I want a divorce." I thought, "Bloody hell, I didn't want to spend that much, you know?"

But anyway, we ended up splitting the house. I got the outside, you know? Must have been because she was such a good housekeeper, she got to keep the house.

And now, I know the meaning of maintenance and alimony. It allows a wife who was living unhappily married, to live happily unmarried now.

I guess the strangest thing was, in the end, she did run off with our gardener, the guy who was doing our garden. I really miss him, too, because he was really good. And he's living in my house. So there you have it.

Anyway, that's enough about my background. I guess where it's led me today is to a point where I have done it. I'm not speaking to you from theory, I'm speaking to you from experience. And, you know, it takes a long time to actually be successful in business.

Let's have a look at this first thing here, about the business reality check.

Success at anything is not easy. It's going to take a lot of effort and it's going to take a lot of hard work and skill.

So one of the things you're going to have to deal with is problems. Who wants problems? Hands up.

Well, guess what? In business, you're going to have to get over it. Because I can tell you, you're going to have more problems than you have ever faced as an employee or anything else. Who agrees with me, who's been in business?

Mine is never-ending. I not only have the problem of making the money, as soon as you make the money, what do you have to do? Try and keep it, because everyone wants to take it off you. The taxation office, you've got creditors, you've got people thinking that you've got money now

so they want to try and get some of it off you. It does happen. You've got to start thinking about asset protection and all sorts of stuff. So you've got to get over it.

The qualities you'll need as a person is courage, first of all. If you don't take action, you're going to need courage because you've got to get yourself moving forward. And sometimes, it's a little bit scary. Who agrees with me? It's a bit scary. You don't know what you're moving into, so you've got to have faith. You've got to have faith in yourself, faith in what you're learning here is actually going to get you the results that we're saying that it will get you.

And I can tell you, I can guarantee you will make money following my formula. But I can tell you that it does work. And there has been countless people who have made money with it, including quite a lot of people sitting in this room. There's some licensees sitting in this room who have bought a license off me – I'll tell you who it is later on – seven years ago, who today have got multi-million-dollar businesses. Multi-million-dollar businesses.

So it is possible. But it's only you that decides whether success is going to be happening for you. It's you that's got to make it work.

The other thing you want is focus. It will take an intense amount of focus on where you're trying to go. You can't just say, "I'm just going to try this. I'll see if this works for me." That will never, ever work. You've got to put your whole energy into this.

If you're going to make it work, it's like an athlete who wants to win a gold medal. Do you think you could win a gold medal just getting up every day, thinking, "I'm just going to see if I can exercise today?" No.

Kathy Freeman would have had focus on the gold medal for years and years prior to winning the gold medal in the Olympics. Do you think she just got up on the morning of the day and said, "I'm just going to go for a run today?" No. She had to be focused. It will take commitment and persistence, because you're going to want to quit. There will come a time, as early as next week, when you say, "Oh my god, this thing didn't work. I didn't get any e-mails. I put out this ad and nothing happened. I put my website up and it didn't work."

Well, guess what? Get over it! Move on!



What did I say just yesterday? What was the one thing I said was the key to success? Who can remember that? That's right, numbers. You've got to know your numbers. It doesn't matter if you don't get results today. As long as you monitor what you're doing, you will eventually get results at some point in the future.

If you heard some of the speakers up here – and Armand is one of them – who swears by the numbers. Any successful business, whether it's Kerry Packer's Consolidated Press or whether it's your little Internet business you're just starting out, it runs on numbers.

Do you think Kerry goes there and looks at the machine to see whether they're printing the papers everyday? Do you think he does? No!

What does he do? Where does he go? He gets a report. At the end of each month, he gets a report to say, "Hey, we sold this many papers and we made so much money." That's all he wants to see.

You've got to run your business by numbers. And you've got to take self-responsibility. Because if you don't take self-responsibility, you are dead.

If you say, next week, "Oh, what Peter gave me didn't work," or "What Brett said didn't work for me. It doesn't work." No, it hasn't worked for you.

This stuff really works. Some of the headline that Brett gave you earlier were just gold. I love marketing. I love copywriting. That's how I started as a copywriter. And as Brett said, the meaning of copywriting is that you copy it right. That's how we all start. Every great copywriter started copying someone else's work. In fact, I learned, many years ago, from a guy called Gary Halbert, who's one of America's greatest copywriters. And he said, "If you want to be a great copywriter, start writing all the copy in your own handwriting." And I think Brett says the same thing.

So that's how I got to get my start in what I was doing.

Okay, your success formula is going to be you've got to get the knowledge, you've got to put in the hard work, and you've got to let time pass. You've got to let time pass. Time is what will make you successful. Time and your focus, and you will get a result.

Initially, the result won't be great. But as you go, it will get better and better and better. And remember, all businesses are created by people. And all great businesses are created by great people.

You've got to become a great person, because the quality of your person, your life and your financial position is dependent on you. It's not luck, it's not chance, it's not some magic package that you buy here at the Internet World Summit. It's going to be you and your effort to take you to where you want to go.

Your health and your relationships are also a reflection of you. How good are you? Are you in the state of health you want to be? Are you getting everything you want out of life? Only you are in charge of the internal you. Because you've got to learn how to use your mind. The reason I touch on this is because a seminar like this, normally, we don't discuss this. But your outer world is always a reflection of your inner world. And what you've got to start doing, from this point on, is to guard your mind.

Let me ask you. If I arrived in your house and I've got one of these whirly bins, those big, green whirly bins full of rubbish, and I pitch it on your lounge room carpet, what would you say to me? Would you be angry? You'd say, "What are you doing with the rubbish? This is my house!"

And yet every day, you allow rubbish to enter your mind. You read the paper, you listen to the news.

I went for about three years and I didn't read a single newspaper. I didn't listen to the news when I was trying to make a shift in my life.

I actually do read the paper a little bit now and I do watch the news now, but that's because my mind is on a different track to what it was eight or nine years ago. I used to be so negative in my thinking.

You've got to start to guard your mind against garbage. The subconscious mind is very powerful. In the past, what I used to focus on all the time was what was wrong in my life. Who sometimes thinks about it, like what's wrong in their life or where they're at?

The reason people don't get to where they want to get is because their mind focuses on where they are instead of where they want to be. So if you've got nothing in your bank account right now and you keep looking at it saying, "Oh my god, I've got no money," it's like your mind is like this. Imagine this is your mind. This is your conscious mind and this is your subconscious mind.

Now, your conscious mind is like a little girl sitting at a computer keyboard, and she types in whatever you're saying to yourself consciously, like, "I've got no money or I can't remember names or I can't remember jokes." Who's said that to themselves? Alright.

Then what happens is the instructions get passed on to the subconscious mind and the subconscious mind works like a furnace. And it starts to bring up this fire of "Hey, I can't remember names," and it multiplies whatever thoughts you're putting in there.

So in order to change your circumstances, you've got to first change what you think and how you think. And you've got to start to catch yourself thinking negative, starting, not believing in yourself, and replace it. Instead of saying, "I can't make any money," when you hear that thought in your mind you change it to, "Hey, I'm excited, I know I can do it."

I remember there were times when I would do something and I'd get such abysmal results that I'd get really excited, because I said, "My god, I've got to be able to do better than this!"

But the reason that I changed was because it's the way I looked at what was happening to me. You've got to start to interpret what is happening, rather than if you're not getting the results, thinking, "Oh my god, this is a disaster," you've got to start to think, "Oh my god, I'm excited! I've got so much potential for improvement!"

And if you start thinking like that, you will start to move forward. It takes time.

We're going to do a little quick goal-setting exercise in a minute. But let me ask you, when is the last time you sat down and actually wrote down your goals to focus on where you want to go? Hands up. Who's done it?

Okay, fantastic.

So let's quickly just jot down your net income 12 months from now and your other three major goals you want to achieve in the next 12 months. Just quickly, the income you would like to make in the next 12 months, and then three other goals that you would like to achieve.

Now, there's two things for writing down your goals. They must be realistic. Don't say you're going to make \$1-million when you're making \$20,000 like a year at the moment.

I think a realistic thing to do is just to say, "I'm going to double my income." If you do this, if you go \$20,000 and you do this four times, that's \$40,000 \$80,000, \$160,000.

But work to double your income. Because if you make it too big, your mind won't be able to grasp it and you won't believe that you could ever achieve it. So make sure it's realistic. Just write it down now, and also three goals, just to focus you on it.

And then, if you're not private enough, just share it with the person next to you and tell him what you're going to achieve. Just quickly, when you finish.

Just write them down. Just write them down. And then once you've done that, just sit up and we'll do it all together so we're not disturbing each other.

Okay, I'll give you another minute.

Okay. Now, where you're up to, just to your buddy, ask them if they're excited, and then share your goals with them. Make sure they're excited, though. And make sure you're excited.

Okay. Let's not get too excited yet, because it's going to get even better. I want you to save some of that excitement for later, so that you don't get too overwhelmed. Some of you won't be able to sleep tonight after you hear what I'm going to tell you in the next probably 30 minutes, because I'm actually going to go into the nitty-gritty now of how to actually make a serious amount of money. And I will give you the formula that's actually what every single successful business follows in order to make money.

That's one of the things I've realized recently. It's not enough just to have the marketing.

You've also got to know how to run a what? Business.

So let's ask ourselves a question. If we want to be rich, would it make sense to actually study the people who already are rich? Make sense?

So let's ask ourselves, "How did they reach seriously rich? What did they do, and what do they have in common?"

The one thing they all have in common is they own a business. So those of you who haven't got a business, the first thing you've got to do is actually start a what?

**Attendees:** Business.

**Peter:** Business. 199 of 200 people on Australia's rich list actually own a business.

Now, business gives you the cash flow that's necessary for investing. The reason you need a business is that if you only want a wage or you're not making a lot of money, what happens when you actually go out and try and invest your money or try and do anything with your money? Are you always successful? Yes or no? No.

Have you lost money before on something? Yes, we all have.

But when you're in a job, the problem with that is when you lose the money it takes you too long to recover, because you're only getting your wages.

And our sort of taxation system, in most countries in the world, is set up to benefit businesses, not individuals. See, a business spends their money, then pays the tax. The fun's tax deductible, the car's tax deductible, the petrol is tax deductible.

In a job, what happens is you get \$1,000, they take \$400 away, and then you spend your money on your petrol and your car and your telephone. Now, that's \$300 a week. Do you realize what a difference it would make to your life if you could take \$300, put it in a bank, and compound it for 10 years? You would be a millionaire, just from the \$300 a week. But it's all going out in tax.

So the first thing is you've got to have a business. Because if you got a wage, you pay your \$300 or \$400 tax, so that's 40% of your money gone, then you go and buy petrol, and there you lose

another 75% or 50% because that goes in petrol tax. So you're really buying 25¢ worth of petrol for every dollar that you get.

Now, who likes paying tax? Okay, the people who have got their hand up, they probably work for the taxation department. So be careful, alright?

But if you don't own a business, you're not in control of your wealth because you're limited by either the capital growth of the market or the bank's lending criteria. Isn't it true, if you want to invest in real estate or something, that you wait until the house goes up?

Who, by the way, invests their money and has a wealth creation plan? Okay, quite a lot of people here.

I can tell you, your business is the vehicle to create cash flow. Business equals cash flow. Wealth equals investing in real estate and stocks and some of the other things that probably you might have heard today or in other seminars.

You need the cash flow, though, in order to be able to invest. Because let me tell you, you will make mistakes. And sometimes, the real estate market doesn't move for years. So in the meantime, what are you going to do? So you've got to have a business to give you the cash flow.

The rich make their money by building and selling companies. Right? They are opportunity creators. And I'm going to get back to this later, because I think it will just click something in your mind. It will be like a light bulb in your mind going off in your mind. And, "Oh my god," you'll be thinking, "I have really missed this."

And you will see that most of the people that are standing here on the stage are also opportunity creators. And you'll start to put it all together for yourself.

So let's talk about money, business and you. Why are you in business? Let's assume now that we are in business. Why would you go into business? There's only one reason: to make a profit. Absolutely. Don't give me all that stuff, "I want to help the world, I want to help the customers." Yeah, you want to do all that. But if you don't make money, you're not a business. What are you?

**Attendees:** A charity.

**Peter:** A charity, exactly. Go and work for the Salvation Army. That's the facts of business. If your numbers, at the end of the week, don't show a profit, why would you invest your money, your time and your energy to build a business? Why wouldn't you just get a job and then have five weeks off a year.

Do you think business is easy? No. Bad business is easy. Good business is difficult. It takes effort and the time.

So where's your wealth sitting right now? Sitting in other people's pockets? It's sitting in the computer. It doesn't want to come out. It's in other people's pockets.

There is no such thing as markets, art and business. There are only people. There are millions and millions and millions of people just like you and me, just like the people in this room, the people in this hotel, the people in this city who are trying to get through life. And they are people just like you and just like me.

So how can you get the money that the other people have in their pockets? That is the question, isn't it?

Does everybody follow this? Okay.

Well, you must offer extreme value, and sell something they actually want to buy. How many times have you heard it during this conference? A lot. And you know why you heard it so many times? Because that's how it is. You're not going to get rich selling rubbish. And I'll tell you what, if you do make money selling rubbish, then at some point it will catch up with you. It will catch up with you.

We're not selling rubbish. When you're selling information, there is a high failure rate in this business. But I go back to my university days and I remember when I started commerce. There was like 500 people joining that first year commerce. And they told us, right at the beginning. It was a room like this, and they said, "There's 300 people sitting here. By the end of year four, there will only be 60 people graduating. Are you going to be one of the 60?"

That's what they told me at a university, one of our most hallowed institutions.

So is it any more wonder that it should be in a different business or in life? Anything you do, there is the people that make it and there's the people that don't make it. And look, just because you don't make it this year, doesn't matter. It took me quite a lot of years to actually get to where I am today.

Today, I am going to show you how to take a product or an idea and how to actually make a million dollars within 12 months. And I have got absolutely no doubt – and I'm talking million dollars net – and I've got absolutely no doubt that if you know what I know, that you could do it. It might take you a little bit of time to get to learn the actual steps, and I can maybe guide you in that. But you can do it. And I'll show you then exact model for how to do it.

This is stuff that actually works. I have done it, and I have seen other people do it using the same model. Because good success leaves clues. Good business models are always the same. So you must offer extreme value.

Let's just have a look at why people buy.

People buy products and services to satisfy one or more of the six human needs. And the more needs your product fills, the more people are going to want to buy it.

The first basic human need is the feeling of certainty.

Now, let me ask you this. If the ceiling started to shake, would you feel certain sitting in this room? No.

So you want to be certain about certain things in your life. You're certain about the fact that maybe you want to live in a nice home. Accountants and bankers are the sorts of people that you would associate with certainty.

Other things in your life that you want to be there, you want your husband or wife to be there tomorrow, when you wake up. You want to know that you're going to have something to eat.

So that's the first basic human need.



The second human need is variety. The problem with certainty is that if you get too much certainty, guess what happens? You get bored.

So then you go for a bit of variety – hopefully, not in your marriage or in your relationships. But like skydivers, thrill seekers, holidays. Where do we go on holidays? We want to see the world. We want to see the oceans. We want to go and explore something new. Variety drive us. It drives a lot of people.

Again, some are more important to you than others. So for you, it might be the next one – significance. What do they associate with significance? Leaders?

What sort of car do you think a person who wants to be significant is going to be driving?

**Attendee:** Volvo.

**Peter:** Volvo. Good one. It's probably going to be a Mercedes, a Porsche, or one of these Rolls Royce's.

What clothes will they be wearing? What sort of watch are they going to wear? Probably a what? A Rolex, exactly. I'm significant, I've got a Rolex. Look at my big diamond ring. I've seen seminar speakers with diamond rings and this and that, and I can tell you if you get too much significance, life has a habit of then teaching you that the one thing you can't live without is connection and love, which is the next human need. Because that is where the real truth comes from, for most of us. And I believe that's true for you, as well as for me.

If you don't have connection and love, everything will seem empty.

I have just had this beautiful baby. He's only two weeks old. But, you know, I've been caught up in business before, but it's nothing like the joy of looking into the eyes of a newborn baby and just hearing him make these little noises, and just knowing that he's totally dependent on you for his survival.

And if you haven't had children, you don't know what that feeling is like. Who would agree with me, who's had children? It's just unbelievable.

As I said, I've got four girls, and now this is my first boy. We're so excited. So connection and love.

How will a home look like for someone who's large need is connection? What would their home look like? What do you think they would have in there? Nice fluffy pillows, candles, comfortable things, soft colors. It would be the things that make it feel like a home.

That's the fourth one.

Growth is the next one. Self-development courses and books. We all need to grow. We all want to have the feeling that we're getting better. And remember, you're either getting better or you're doing what? You're getting worse. Nothing in life stays the same.

In nature, things either grow or they decay.

So ask yourself, "Am I growing or am I decaying?" And this goes down to your body, it goes down to your mind.

And that lead me to the sixth one, contribution.

Once you start to make money and you've actually got the time to focus on things like contribution, you start to look at people like Mother Teresa and Gandhi. They would be people that made their whole life contribution-focused. Going out and reaching out and helping somebody.

I've written that book called 47 Ways To Put A Smile On Your Face. I've given away now, I think, 11,000 copies. And every time I give it away, I have stories coming back of people that have said, "It changed my life. I stopped smoking, I gave it to a friend."

In fact, I was in Los Angeles about two years ago, and there was a homeless man just sitting on a bench where I parked my car. And I was with a friend then. And we went over to him, and I had some clothes and some shoes that we wanted to give him.

I sat down with him and I said to him what I often say to people that I talk to who are in that position. I said, "You know, I see a lot of people around the world, and I see more in you than

just being here, just sitting here homeless and with nothing. Like, what happened? What happened to you?”

And he sort of lit up and suddenly started telling me a little bit about his story and what happened. And I ended up giving him a copy of my book, the 47 Ways book, and my shoes which I didn't want to take back to Australia. And I went back to Australia.

About four months later, my friend rang me and said, “You know, I had someone come into my shop and I didn't recognize him. He was wearing a suit, was really well-dressed. He had a briefcase. And he looked at me and it was like I should have known him. And he said, ‘You don't remember me, do you?’ And I said, ‘No.’ And he opened up his briefcase and there was a jacket that we gave him. He said, ‘I'm the homeless man you helped four months ago.’ He said, ‘You and your friend, you are like godsend,’ or something to that effect. He said, ‘I've just changed my life.’ And he walked out and we've never seen him again.

But you never know how you can touch somebody by just a few encouraging words. I said the same thing to another homeless man, again on the streets down at Burley. And I said, “There's more in you than what you're doing.” He said, “You know what? Ever since I was four years old, everybody's been putting me down; my dad and my whole family. You're the first person that's actually told me that I could actually be more.”

That's what happens when you start to contribute. It's not always about money, guys. It's easy to sit on a stage or to say, “I've donated \$1,000.” That doesn't take much effort. So what's more important, to reach out sometimes and actually touch somebody as one human being to another human being. And if you take the time to do that... I have forgotten to do that through my journey, but I keep coming back to that contribution because that's the one that I get the most joy.

I'm going to move on here. What people don't want. What's the one thing every human being wants to avoid?

**Attendees:** Pain.

**Peter:** Hey, you've got it. Pain. Pain of loss, poverty, physical pain, pain of poverty. Pain is a very powerful motivator.

So let's have a look at what is the best business to be in. What product fulfills the majority of the six human needs?

**Attendee:** Money.

**Peter:** Money. The money business. If you had \$10-million, do you think you could get more certainty? Absolutely. You'd know whether you could buy that house, you could get that car.

Variety? You could go on plenty of holidays. You could buy yourself whatever you wanted.

Significance. Would you be significant with \$10-million and a big car? Let me tell other people get their significance like that.

Love and connection? You can try and buy that, but probably it's not going to work.

Growth? You could go to all the seminars you ever wanted.

And contribution? You could contribute not only money, but your time. Because now you've got the money to have the time to be able to do that.

So do you think that money is a good...

Oops, I'm getting drunk. The drugs will wear off soon, don't worry.

So absolutely, yes.

So what do the rich really sell? What do you think? Opportunities. Who buys Harry Trigibuff properties? Who knows Harry Trigibuff, Marytown. He's one of Australia's billionaires, if you read the BIW rich list.

Now, who buys his properties? Property investors. Why do they buy them? Do you think they wanted property? Or what do they want to do? They want to make money.

Why do you buy a piece of real estate, unless it's a home to live in.

I believe over 60% of his properties are sold to investors. He's in the opportunity creation business, not the real estate business.

Why do they buy them? To make money. Frank Lorean Westfields, what's Westfield's shopping center? It's one giant opportunity where people put their other little opportunities into; their shops. The shop is an opportunity. He leases out the potential to make what? Money!

Why do people buy shares on the stock market? Who really wants to own shares? You don't. You don't want to own shares, you want to make money.

A lot of the things that are happening out there is because people are motivated by money; opportunity creation.

But if you want to make serious money, you've got to start to create and sell opportunities and not products. If there's anything out that you burn into your brain, if you want to make serious money, you start to sell opportunities and not products.

Now, here's a pyramid of the market: 96% of people are consumers, opportunity consumers. Only 1% are the market creators. They're the banks, the Kerrie Packers, the big players. They're the 1%'ers. We're not even going to talk about them.

The next level down are the creators, the Mal Emery's the Brett McFall's, the Ted's, the franchise chains, the licensing businesses, our own companies in that opportunity creation 3%. There's hundreds of them. That's where you want to be. There's like ladders being thrown down from the 3% to the 96%, and look, other people throw ladders down to us, so we can move up as well.

But where you are, that's where you want to be moving up into that 3%.

Don't waste your time. I'm just going to skip through this. I want to teach you some of this in a minute.

Legal structures. How do you set up your business or business model? How to license?

No matter what you sell, the path to successful licensing is always the same. That's what I want to share with you today.

The first is you've got to find a hungry niche. Don't write this down, because I'm going to go through it again in a minute.

Find a quality product that the market wants to buy. Create a sales and marketing system that actually works. Now, build a results sales ledger, and then create a licensed sales \_\_\_\_.

I'm going to show you, step by step, on how to make a million dollars in 12 months. Who would like to know how to do that? Say, "I."

**Attendees:** I.

**Peter:** Alright, I'm going to do it.

First thing, what do you have to do? Find a hungry market niche. We talked about it all week. You see, we're all talking about the same thing. You've got to find a niche. Don't tell me everybody wants to buy your product. Maybe it's housewives, it's people who live in this particular neighborhood. You've got to find a hungry niche. Maybe people need like what David did earlier this week. There's a bunch of people who want to set up websites. He's got software that actually helps you get number one ranking on the website listings. Is that a useful product? Are you a hungry market? Yes. So it follows that principle. First thing.

Second thing, once you know a hungry market. Now, is there a hungry market for money? Yes or no?

**Attendees:** Yes.

**Peter:** So if you're selling money, are you likely to have plenty of customers?

**Attendees:** Yes.

**Peter:** And guess what? Do you think customers are going to want to pay you more if you're selling money or if you're selling chicken recipes?

**Attendees:** Money.

**Peter:** Money. So what business do you want to be in? The money business.

The second thing is you need quality products with a high-profit margin. We're talking at least 10 times cost. I believe anything less 10 times cost, you're going to be fighting a losing battle. You want at least 10 times cost.

The third thing is? What's the third thing you need, that I'm looking at? You need tested sales and marketing systems that actually work in the real world, not in your office, where you think this would be a good idea, not buying some opportunity that somebody thought up that's never seen the light of day. You've got to have something that actually works. You need a piece of paper that says, "If I send this out to 1,000 people or if I e-mail 1,000 of these e-mails, I'm going to get one, two, three, four, five, six, seven, eight, nine, 10, whatever number back.

That's the real world. That's the system you've got to create if you want to make a million dollars.

You can't fake this, folks. You've got to do this.

The next thing is once you've got a system, you're going to build a real sales ledger. Now, what do I mean by that? You've actually got to make money using the system. You've got to make money and you've got to document it. It's like your list of sales.

I can show you order books that go back seven years. I should have brought them. I've got a stack of credit cards this thick, and I used to hold them up at seminars and say, "This is how much money I made in three months." That's documented proof that I've made the money. And I show you exactly how. I'll give you a chance to actually get the same piece of paper that I actually used to make that amount of money.

So you've got to document it.

The next thing is you can find some sub-agents. This is the system that we have been using. You get sub-agents or licensees. Once you've got a system, let me ask you this, if you've got a proven sales and marketing system that's made you let's say \$1,000 in a week or \$2,000 in a

week, do you think you could sell that opportunity for \$15,000? Yes or no? Do you think it's good value? Absolutely.

Now, why would you want to sell an opportunity when you can make money with it yourself. Because you get what?

**Attendee:** Leverage.

**Peter:** Leverage. Do you think it's easy to sell 10 products at \$1,000 or one product at \$15,000?

**Attendee:** 10.

**Peter:** No, you're wrong. It's actually easier to make money selling one at \$15,000 than 10 at \$1,000. Totally different market. Totally different mindset. You're dealing with smarter people. You're dealing with people that have money, that can make decisions.

Are we going higher still? You've got sub-licensees.

Now, these sub-licensees are actually working underneath what we call an agent or licensee.

Now, if this person here pays \$40,000 for a license and they can appoint five sub-licensees and make \$75,000 just by doing that, do you think they got a good deal? They've just made \$25,000.

But what else are they going to make? I want to show you how they make residual cash flow. Remember, what's driving this whole model? It's that and the results ledger. That's what's driving the whole model. So licensing of agents.

Now, the \$1.2-million is the price that once we know that agents are making money, that our sub-agents are making money, we can now do what? Let's imagine this. Here we've got the sub-agents. Here we've got the agents. Instead of finding more licensees or agents, let's say we were \_\_\_\_\_. What we could do is sell the master license to the whole state, couldn't we? And that's where the \$1.2-million comes from. Because they can sell up to 30 agents for \$400,000.

Now, could you sell a state license for \$600,000, if this person is selling \$40,000 licenses and he can sell up to \$1.2-million worth? Absolutely. There's people doing it every day.



What do you think a master franchiser does? Every franchise chain has master area franchisers. It's the same model.

So you can sell six of those at \$600,000, which gives you \$3.6-million. Now remember, you can do orders yourself. You could sell just licenses or you could just sell six master licenses for \$600,000.

The next one is instead of doing all of that, once you've got that system in place, you can sell the country rights, one only, for \$1.5-million.

Again, I spoke to a person last week who's done just that in England. He sold two areas for 800,000£, using exactly the same model that he learned from me two years ago. He was at a training camp two years ago with me, in Fiji, in Thailand.

So that's how you make a million dollars in 12 months. It's as easy as that. But what does it start from? It starts from the market, and this is the key. This is the engine that drives the whole business. If you haven't got that, it's not going to work.

Now, the other thing, let me show you how this model makes passive cash flow for everybody. This is an actual product that I'm looking at, at the moment, to build that model around. It's a health supplement sexual performance enhancement product. It's one of these things that comes in a pill. Basically, it's a herbal-based formula that basically increases your \_\_\_\_.

“Open letter to every man and woman in Sydney who wants to have better sex without feeling guilty. If your love life isn't what it used to be, you can revive your passion and light the fires of romance into a roaring fire of blaze. Yeah, who wants to get full of that?”

So let's have a look at that. Remember, I said 10 to one. The manufacturing cost is \$7.50, 100% mark-up, the Australian rights distributor buys it for \$15. He marks it up by 33% and sells it to a state licensee for \$20 and marks it up about 50% and sells it for \$30. Then the licensee would sell it to a sub-licensee for \$50, making \$20 a sale. And then the sub-licensee sells it to the retailer at \$100 to the consumer.

Now, you could easily just cut this person out, and this person would make \$70 a bottle as well. So you can sell it as an agent. You can actually sell it directly to the end user.

Now, let's have a look. If their profit on 4,000 users per month – now, this is a product that's got probably \$1.5-million potential users in Australia – the profit for the manufacturer is \$30,000 a month. That's \$360,000 for doing nothing. He's just manufacturing.

The Australian person would make \$20,000 a month, and the state licensee \$40,000 a month. That's the passive cash flow. That's the model for building a business.

Let me tell you how I turned a \$129 book into a \$4-million mail order business, just quickly. I'm running out of time.

This is the book I started selling about 12 years ago. That's how I used to sell it – photocopy, spiral bound.

Today, the product looks like that and sells for \$1,000 plus, with consulting.

Now, we have the model that you just saw there. I created a marketing system, we sold sub-agencies, licensees, that's made me over \$4-million. That one product has turned into a \$4-million business using that very model I just showed you.

Is it possible? It does. It does work.

How much is this piece of paper worth? Who knows? Let's have a look: 7,000 sales at \$74, \$418,000 sales in four months, plus backend sales.

The key was testing and monitoring.

I have got actually 20 different tests that I ran with this one piece of paper, with this piece of copy. Some got zero response, others made me a lot of money. But it sold a book and a video that look like this. That's all I shipped out.

Now, all of these products are convertible into Internet. Everything I'm telling you, you could sell on the net. That can be created into a PDF file. These videos can be sent out as DVD's or they can be downloaded online as well now.

But I've got a whole folder of promotions, where I kept the results of every single fax that I would send out. Most of the things on it didn't work. This particular test, I tested a process of \$127, it didn't make me any money. So that's that one.

Okay, a million dollars from zero cash. I'm not going to go into it now.

The gold rush. Who made the most money in the gold rush days?

**Attendee:** The people who sold the shovels.

**Peter:** Exactly. The people who sold the shovels, the supplies.

So what should you be selling? No, not shovels. Opportunities!

So that's the end of the seminar. Now, I'm just going to wind it up and give you an opportunity to actually supply the gold miners.

Now, Mal Emery, where is he? Is he there? How much money have you made, Mal, since you bought my license?

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

**Peter:** And what were you doing before?

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

**Peter:** Yes. Mal was buying, building and selling businesses. How much have you made out of that license, since you bought it?

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

**Peter:** Mal \_\_\_ who runs a company called Break Free Iran, bought a mail order license from me five years ago, made \$10-million last year.

Do you want to hand out those forms? That would be great.

Ted Nicholas. Who's \_\_\_?

Everybody. He bought a mail order product from me seven years ago. I went to America with Ted Nicholas, to the infomercial conference, where he started in the business he's in today. We used to talk marketing all the time, because he was a little go-getter and we worked well together.

But he started with the same products that I'm going to tell you about in just a moment.

They started with a Peter Sun mail order license. But whether it's mail order or Internet, the process is always the same.

So what I'm going to do now is I'm going to give you what I believe is the Ultimate Business Opportunity Creator offer. Because what is it that you want to be selling, if you want to be making real money? Opportunities.

And what has everybody who's been up on this stage been selling to this day? Opportunities.

We have the Opportunity Creator. So I'm going to give you a chance to be what everybody standing up on this stage already is. And I'm going to give it to you instantly. And it's something I have never done before. And I haven't done it before because it's actually the business hours \_\_\_\_ to starting my new company, which is called BBI, Better Business Institute.

We actually do business consulting and coaching. And I've basically closed the Internet mail order side of my business. And I had all these products sitting there. And when I got asked to speak at the seminar, I said, "Okay, those are the same products that right until two years ago, I was selling licenses for what I'm about to show you, for up to \$40,000.

I'm giving people reprint rights to sell my products.

What were those people buying? Opportunities.

Mal bought one of those licenses about six years ago. I think he paid \$35,000 at the time.

So I'm going to give you the ultimate Internet and mail order product.

So what I'm going to give you, first of all, is the reprint rights to the Millennium Mail Order Marketing Conference.

This is a program that everybody who bought my license used as a learning tool to start their business. They're some of the great mail order and Internet people in Australia on it. This happened about five years ago. So some of the people that you see on here, you're going to see today, are making millions of dollars. And some of them are just starting out here.

So this would be a great thing, not only for your own education but you can sell these to other people. Because I'm going to give you the reprint rights of the entire seminar, on cassettes or CD's. It's not the video version, but it's the cassettes or the CD version. I'll give you the names of my suppliers and you can get them directly from that.

So it's three days worth of some of the best marketing, mail order and Internet advice on the planet.

Now, what are you going to need once you want to start your opportunity business?

**Attendee:** Product.

**Peter:** You're going to need product. But what does the product have to be? What do people want to buy? Money and opportunities.

So what I'm going to do is give you an instant opportunity that you can sell.

Now, did you see that one piece of paper, when I said, "How much would you pay me for this piece of paper?" This was the book that I was selling. We're actually going to give you the reprint rights, the rights to sell the reprint rights to this book and the piece of paper that made all that money.

So you don't have to be the one that sends out the e-mails. You can sell the opportunity for people who want to do that; people just like you, sitting here in the audience today.

So we'll give you the rights to sell the reprint rights not only to this book, but to also another book called *Millennium Mail Order Millions*. That means you can sell the rights to somebody who wants to reprint and duplicate this book and sell it to the end-user market. You've got an instant opportunity.

So that's the book. You also get the reprint rights to sell the rights to two of my videos: "How To Make Up To \$127,000 As A Home-Based Consultant," and "Peter Sun On Direct Marketing Strategies."

Now remember, you don't have to sell these products. You're going to be selling the reprint and duplication rights to these products to somebody else.

As well as that, you will get the reprint and duplication rights to "How I Went From Broke To \$30,000 Per Month In Just Three Years With Direct Marketing." Peter Nichol is the guy who owns \_\_\_\_\_. You'll have the rights to sell the duplication rights to this video. And also, a fantastic CD that we've just done recently, that we use in our business, is a shortened version of our one-day seminar on how to make money. A lot of the stuff I've talked about here today is what's on that.

You'll get the rights to sell the reprint rights of this product, as well.

Now, as well as that, I don't mean to hurry up, not only do you get all that, but if you order at the Internet seminar, I will also give you the DVD's of the mail order seminars.

Now, you cannot reproduce this, but you can put it in and you can watch all the speakers on video, as part of a bonus.

And I want to give you the reprint rights to "Start Your Own Business" CD-Rom, because I don't actually have that anymore and there's been a glitch in the software. But I'll give you this book: *78 Free And Low-Cost Ways To Add Some Money To Your Business.*" And you'll get the reprint rights to that. You can't sell the rights, but you can actually add value to your package.

Now, literally the same thing I'm selling you now, I've sold for \$40,000 up to two years ago. Here at the seminar, it's only \$1,495 plus GSP, which is a total of \$1,644.

Or, if you want to take it by installment, it's \$695 and then three payments of \$440, 30 days apart.

Now, there's also a money-back guarantee. I'll let you have a look at this package for 10 days. And even if you return the program, you can keep the Millennium Mail Order video set. That alone we were selling for \$997, when we were selling them.

So you get the video version free. You can't sell it, but you can use it. And you can learn from it. You can see all the people that are making money today, how they started in their respective businesses and where they are today.

There's no risk. You take it home, watch it, have a look at all the products. If in 10 days you don't think it's a good deal, send it back. But I can tell you, and ask any of the Internet guys here, I've never sold the reprint rights.

I think that must be the end, because my mike just fell off.

So the first 10 people that go up there, I will also give them a free copy, the rights to my book. Well, maybe the first 20 people: *47 Ways To Put A Smile On Your Face*. I'll also give you the reprint rights to duplicate that. And I'll give it away as a gift to your clients. I've given away over 11,000 of these books, and it's a great little book with all positive sayings and motivational.

Thank you very much, and I hope you go out and make a million dollars next year.

**Speaker:** Put your hands together, please, for Mr. Peter Sun.

# World Internet Summit, Sydney, Australia

## Chris Bloor – CD 4 of 4

**Ted:** I tell you what, folks, you are now in for a special treat. Of course, you know your own Chris Bloor. And he is one of the sharpest, most connected marketers on the face of the planet. He's also sometimes entertaining. He's always very emotional. He will make you connect and help you make loads and loads of money. Let's give Chris – he's your own Australian – a big round of applause!

**Chris:** Thank you very much. Who's here today that would really like a million dollars? Hands up. You'll never, ever be able to say that you went to any event that I spoke at, where you didn't get a million dollars. Will somebody please start passing the million dollars around?

And before any smart aleck asks, no, you can't pay for my offer using those million-dollar notes. The other guys, I don't care.

Who's running a business at the moment, the service industry business? Anybody here? The guy in the blue shirt. There's an audio tape for you. Come up and grab it, "10 Insider Secrets To Upsell More Of Any Product Or Service Virtually Overnight." Thank you.

I'm going to show you some stuff today, and you need to give me your focused attention. I'm going to show you how to tie a lot of this stuff together. I'm going to show you how to make between \$60,000 to \$200,000 a year residual income within the next 12 months, working from home, in your spare room, and getting other people to do 95% of the work. Does that sound like a good deal?

**Attendees:** Yes.

**Chris:** Okay. How many people have heard what you should never, ever, ever, under any circumstances, feed a German Shepherd dog on a cold day in Scotland? Anybody know? Those of you that do can leave the room, but a few of you have asked me to tell the story again, so I will do.



When I was just a strapping, handsome, young lad of 17, I was walking down the high street in the capital city of the Highlands, in Scotland, in Inverness. And I walked past the window of Ash's Furniture Store, a department store, a bit like the equivalent of David Jones. And I saw her. I saw the most beautiful-looking girl up until that stage, in my entire life.

I looked at her. She was doing some window-dressing stuff. You know what it's like when you're 17, you haven't had all this learned behavior yet. So I thought, "I'm going to ask her out."

So I went and stood, like any 17-year-old would, in the queue, waiting to speak to this goddess, this vision of a girl. As I got closer and closer, I noticed that she was selling Max Factor makeup. And I thought, "What am I going to do?"

So I'm standing there, finally, looking at her. And all of a sudden, I just lost the ability to speak. She was so beautiful. And there was this lady behind me and she's going, "Will you hurry up, son?" So I just said the very first thing that came into my mind. Don't ask me why. I've asked myself many times since, "Why did you say that?" And I said to her, "Would you like to come out with me on Saturday and we'll take my dog for a walk?" And she smiled at me. There's something about a smile that lets a guy know that you don't have a chance. And she says, "I'd love to."

So I'm walking out of the store like, "Yes! Yes! Yes! Yes!" And then, "Oh my god, no! I didn't have a dog!"

But my friend Graham owned a dog. So I went over to Graham's house and I said, "I want to buy Hamish." And he says, "Get lost! You're not having my dog."

I pulled a few favors and I borrowed Hamish. Hamish was a German Shepherd, but he wasn't just an ordinary German Shepherd. Hamish made the hound of the Baskervilles look like a Chihuahua.

So Saturday morning comes and I get up, I have a shower and brush my teeth for about three years, spray on deodorants and way too much aftershave. And I go to pick up Hamish, and we start walking down the street. And Hamish was like a snow plow. But instead of plowing snow,

he was plowing people. People were jumping out of the way as this huge dog came by. And his bark was like, “Woof,” and the earth shook and trembled.

He was a nice dog, Hamish. So I arrived early and I felt a little bit hungry. And I thought, “I know, I’ll go and get fish chips and peas and a pickled onion.” So I said, “Come on, Hamish.”

We’re walking through the thing and it’s amazing how the queue in a fish shop clears when you go in with the hound of the Baskervilles on a leash. And I looked at Hamish and Hamish looked at me, and I said to the guy, “I want a fish chips, peas and a pickled onion.” And I looked at Hamish again and I said, “Make that two.”

Listen. Never, under any circumstances in the world, when you’re trying to impress a girl, ever give a dog fish chips, peas and a pickled onion.

So I sort of ate mine and Hamish went, “Gulp,” and his was gone.

We went off down the high street, walked around for a while, and I heard this rumbling noise. It was Hamish.

We went down to Ash’s and the woman of my dreams is in the window. And Hamish was a magnificent-looking dog, a humongous dog.

So I thought, “What I’m going to do, I’ll tap on the window, I’ll show her the dog, she’ll be impressed. Live will be sweet. I’m in for the date of my dreams.”

I must tell you, this girl was so refined. She made the queen look like somebody from East Enders. She was refined.

So I’m \_\_\_ with Hamish and I went, “Eek!” Because Hamish was squatted down, as a dog can do, doing this huge, revolting, steaming fire hydrant pile of fish chips, peas and a pickled onion.

Guess what? The question what’s in it for me was answered then and there. And it was not very much.

Can I tell you another story? I'll get to the marketing bit in a minute. I can't help myself. It's another true one. And then I'll tie this in and then I'll teach you how to make money on the Internet.

Years ago, I worked as a marriage counselor. And we got a phone call one day and this lady was screaming on the other end of the phone. And then her husband was getting on and he was screaming.

You know, you go to a marriage counselor and you think they're calm and they really love it. Sometimes, you just wish people would drop dead and leave you alone.

I didn't want to see these people this particular day, but my friend Darrell said, "I'll do it." Are there any Kiwis here? Okay, not enough to kill me yet.

Darrell was from New Zealand, and his wife Rosalind was a little bit of a divvy. That's a British expression. She was like a few fries – in fact she was many fries – short of a happy meal.

So I take this couple up the stairs, and you hear them screaming and yelling. And eventually, they come down the stairs and they're holding hands, and they're all lovey-dovey.

And Rosalind says, because Darrell was getting naturalized that afternoon, she says, "Darrell's getting circumcised this afternoon." The couple was still holding hands. I was standing with my secretary, Jenny, and we sort of looked at each other. "Did she say what we think she said?"

She said, "It's a big public ceremony. The mayor's going to be there. You have to hold your hand up in the air and swear an oath of allegiance to the queen. They do about 150 people at one go. They're mainly Greeks and Italians and English, and a few New Zealanders. And if you want to, you can come and watch and take photographs as our guest."

Now, this couple, they left the car park, their hands were white-knuckled. They never came back, ever.

Now, I said that to say this. Marketing is about effective communication. She knew what she meant to say. I knew what I meant to do with the dog. But sometimes, marketing goes great and it's like you get up and, "Oh, what a beautiful morning." Other days, you get up and you're

pushing a wheel barrow full of sloppy cow manure up a hill, and the wind is blowing in the wrong direction.

And what I want to do is to show you how you can reach out, in your marketing, and touch somebody's heart. Because my secret that I shared the other night, it's the biggest secret I know in marketing. If I can get close enough to somebody to impact the heart, I've got a customer for the rest of my life.

The first and most important thing that you need to know to make money on the Internet is you have to – and you can fill in the blanks in your notes – you have to sell stuff that people want to buy. Sell stuff that people want to buy.

If you get that, as one of my marketing mentors – Mal Emery – would say, “99% of the battle is over.” You've got to sell stuff people want to buy.

The problem is that most people haven't got a clue how to choose something to sell. So they end up with a business that is a jalopy, when they need to have a racing car.

Would you like me to tell you how to know, beyond the shadow of a doubt, to choose the right product to sell? It's not rocket science, it's very, very, very simple.

First of all, on Monday – or, if you go back to your job on Monday, the following Saturday – I want you to get a thermos flask and a couple of sandwiches, and maybe one of those little director's chairs, and go to your local news agents. And just say to the guy, “Don't bother me. I brought this because I'm going to be here for a few hours and I've got a chair, so you can leave me alone.”

And what you do is you sit in front of the magazine racks and you look at the things that people are buying in magazines week after week, after week, after week. And you will find stuff that people want to buy. It's that simple.

The other thing, we're at an Internet conference, would you like to know if there is a market for your online idea? Okay.

Think of this. So many people go and start things online and fail dismally. And there's several reasons for that.

Oftentimes, software and things that people tell you is really easy to use is about as complicated as balancing a cow on your left eardrum while gargling a glass of water upside-down and yodeling God Save The Queen backwards.

Software, they mentioned a few times, good keywords from GoodKeywords.com. It's free. It's totally free. And you can put in your topic or your subject into GoodKeywords, and within five seconds it will tell you if there is a market for it.

Now, if you, for instance, had a market fitness and health, you'd see that about 190,000 – it might actually be 1,900,000 – people have put in that term on Overture in the last 30 days. And there's always one in every crowd.

If you're that particular individual that says, "I want to start a website about raising three-legged pygmy hamsters in outer Mongolia," guess what? It might be the most wonderful idea you to in the world. But if other people aren't looking for it, save your money.

The second thing that you need to do to make money on the Internet – I have zero theory for you today – the second thing that you need to do is you need to start an e-zine. Now, an e-zine is an electronic newsletter.

What makes them so popular? Number one, they are cheap and easy to start. You don't even need a website to start an e-zine. Go to Aweber.com, you pay them \$17 a month. They give you the software to start an e-zine, and the \_\_\_\_ could begin today, this afternoon, starting an e-zine that way.

The second reason, the most important reason probably that you need to start an e-zine is that they create strong, personal bonds between the publishers and the readers.

Now, what I'd like to say there is if they are done correctly, they create strong, personal bonds between the publishers and the readers.

How many of you have subscribed to some e-zines? Most of the room. How many of you are sick to death with one go-for-the-jugular sales pitch after the other? Does it make you feel valued? Does it make you feel that you have worth as a person?

What's your name?

**Attendee:** Frank.

**Chris:** Frank. If I were to come to your house, Frank, and I were to say, "Hello, Frank! Would you like to buy my stuff today," you might want to. If I came by the next day and said, "Hello, Frank, I've got more stuff to sell you." And I came by the next day, "Frank, guess what? More stuff to sell you!" He's putting up a gun to me.

I get so many e-zines where that's all there is to it; buy my stuff, buy my stuff, buy my stuff, buy my stuff.

Can I tell you what Connie and I do with our e-zine? We tell stories like this. If you subscribe to our e-zine, you will have read this recently. It went something along these lines.

"I had to go and meet Connie today at the garage, because the car was getting serviced. Our office was only 10 minutes away from the garage, so we decided we'd go by the office, get a little bit of work done. And as we came to the traffic lights, we saw this guy driving like a maniac in a car just like hers, weaving in and out of traffic. And then he pulled up alongside us, and he was smoking. And she's a non-smoker. And he was rummaging through the console. We saw that it was her car. This was the guy that was servicing the car. How would you like that? Take your car for a wild spin down the street?"

"We spoke for a little while about how this was terrible customer service. We pulled into the road that leads to our business and I said to Connie, 'Wouldn't it be amusing – probably the wrong choice of words – if we went to the business office and it was on fire?' It was a hot day. And she said, 'What, like that house there?' And there was a house on fire."

"So we pulled the car up and sort of jumped out. Smoke is billowing through this house. I banged on the door. There was a drunken lady and her thug of a son and some little kids, and they were more concerned with beating the hell out of their little kids who had set the house on

fire. And we knew there were major problems when the lady said, ‘This is the third house you’ve burned down, you little mongrels!’”

“But on either side were houses. I’m not trying to be bigoted here at all, but it was a Homes West house – and I’ll throw in my little \_\_\_ worth here – why the hell should the government give anybody a house when they’ve burnt two others down? I pay tax for that kind of stuff, and so do you.”

“But I thought, ‘I’ve got to do something, because the houses on either side will burn. So I run down the road. I bet you’ve never seen anybody run faster than the speed of sound before. I saw a garden hose. I grabbed the garden hose, and a guy opens the door and says, ‘What are you doing with my garden hose?’ I said, ‘I can’t stop now, I need it.’ And I ran off down the street with this guy chasing me, trying to get his garden hose.”

“People are standing around, by this time. The fire brigade’s been called. Connie’s going to kill me for what I’m about to tell you, but she’s a great friend and good business partners, so I’ll suffer later and hopefully we’ll make money from it. She had said to me, just before this happened – and all the women here will identify with this, and so will the men – she said, ‘Hurry up, I really need to widdle.’ I’ve got a garden hose.

“So everybody’s standing around, doing nothing, and I put the fire out. But I have asthma and I inhaled lots of smoke. So when the fire brigade came, they had to give me oxygen. So I’m sort of lying down on the ground and I’m getting this oxygen. The guy gives me this thing, ‘Do you want to go to the hospital?’ And my business partner’s going, ‘Hurry up! I’ve got to go!’”

“This fireman didn’t know that she had to widdle. He must have been thinking, ‘What a cold-hearted bitch!’”

Give me a minute.

That was our e-zine. And we said, “Here’s a brilliant product. You’ve just got to check it out.” We made \$790 overnight.

Now, you tell me, what would you rather hear: a go-for-the-jugular sales pitch or a story like that in an e-zine newsletter?

You see what I'm getting at? If you do things right, you can create strong, personal bonds with your readers.

What brought this to the forefront with Connie and I is her father is an electrical technician and he was driving home from work one night, and some kid threw a brick through his window, nearly knocked him out. He got out of the car and literally walked into an ambush. Had it been a child, they would have been killed. They literally tried to kill him.

I think what, two of them, Connie, have been charged out of the whole bunch? It's disgusting, our legal system.

I'll tell it, because I'll get it on the microphone.

On Christmas Eve, the same gang killed a guy who just asked them for a lift home at the Hillarie's Boat Harbor.

But when something like this happens, you don't feel like writing to your list. We'd had a few hundred subscribers by this time, maybe a couple of thousand. And I just shared with them. I said, "We're not going to be writing anything today, because this is what happened."

Previous to that time, we had made the fateful mistake of seeing them as numbers on a list with dollar signs. And we had people write from all over the world, about 37, 38 different countries, saying, "We love you guys. We care for you. We were heart-broken to hear what happened to Connie's dad. If there's anything we can do, you've got our best wishes," and they shared their stories. One lady, in particular, about how her husband was attacked by a street gang in Chicago and he did die.

It opened our eyes to the fact that we are dealing with real, live, human beings.

There's a common denominator in this room. You've got really handsome people, like me, and then all different up and down the scale. We've all got one thing in common. You're here today because you've got a dream. And we hold it as a sacred trust to never stuff the ballot with people's dreams.



And in your marketing, if you ever do that, I pray that the ground opens up and swallows you, because that's what deserves to happen to people that stuff around with people's dreams. I give myself a clap for that.

So the next reason people should start an e-zine is they're cheap and easy to start. And that was reason number one. But it's another good reason for number three, too.

Next, they're cheap and easy to maintain.

Next, they are cheap and easy to grow. And I'll tell you, before we're through today, how you can get half a million people a month reading articles that you write. Get more publicity than a scruffy dog has fleas.

Because you know what? Most of the advice that Connie and I were given when we started on the Internet was about as effective as a screen door on a submarine. It was as useful as washing a hairy dog on a rainy day. And it cost us \$50,000. And I didn't have \$50,000 to throw away.

Who's ever seen the cartoon Bat Think. Anyone? A few of you. We hired a search engine optimization guru, and he might as well have said, "Your low position ranking does not bother me. My software is like a shield of steel."

In effect, his software had turned out to be like lead boots that took you to the bottom of the harbor.

The third most important thing about making money on the Internet, you need to have a simple website. A simple website that does one of three things. Number one, most important, more important than selling to people, on their first visit, you want them to join your newsletter.

Now we've head today, and over this last couple days, about pop-ups, about making free offers. Just get them to join your newsletter.

A great way to get people to join your newsletter is to write a free report that is good enough to be given away, but also good enough to be sold in its own right. And you give the reprint rights to that free report to other e-zine publishers. And you just have a thing on the front of it, telling

that if they go to your website they can get your free report. Or if they send a blank e-mail to such-and-such address, they can get your e-zine.

So you need to get them to join your newsletter list.

Number three. I've got number three twice. And I'm a copywriter. I can hardly spell. See, I didn't do too good of a job over here. You need to get them to buy your stuff now.

Mal Emery gave you the formula for that yesterday. You have a problem, you agitate the problem, you solve the problem, you prove the problem with testimonials, you have a massive, irresistible bonus and a call to action.

The third thing you need to get them to do is to bookmark your site, so that they come back and visit you again. And that's as simple a saying to people, "If you press control plus D, I think it is, you can bookmark my site." Or you can get little buttons that say, "Click here to bookmark my site now." They're the only three things that your website needs to do.

The fourth most important thing about making money on the Internet is knowing exactly what you need to get, number one, content for your e-zine.

Now, how many of you, and I want you to be brutally honest with me, brutally honest – it's not a thing here for us to massage one another's egos – how many of you feel totally confident that you could start, on Monday, your own e-zine and have great content to put out? Please look around. Not many people. Maybe 10% of the audience. The 90% of you, I'm about to tell you how you can start an e-zine on Monday and have world-class content that you would be proud to send to anybody. Does that sound good?

You know how all this money's come in over the last few days? Guess what brought the money in. Have a guess. Who knows? An opt-in list. It's the opt-in list that the offers have been sent to, that brought the money in.

You can have the greatest website in the world. You can have the most wonderful sales letter. You can have the most brilliant product. Without a relationship with an opt-in list, you are dead as a dodo.

So content. You go to IdeaMarketers.com. And you've got hundreds and hundreds and hundreds, if not thousands of e-zine articles. That's just one word, IdeaMarketers.com.

The next thing you do is you go to Google.com and you put in "articles;" and then the subject. And you'll get thousands of great articles.

Now, who's here and you don't have a clue what you want to do for an Internet business? Well, who's here and you'd like to know something that you can do that won't cost you hardly a penny to do, and it works like a dream, and it's easy?

There are a lot of things offline that are getting taken online. Virtually nobody's doing this. Nobody's taking the good stuff that is available for free online and taking it offline.

Now, imagine this scenario. I work in marketing, so I go online and I get 12 articles – and there's hundreds of thousands of them there – about marketing my copy, and paste them into a Microsoft Publisher newsletter template. I add a bonus with them, and I go to my local newspaper, the community newspapers where you've got all the ads, get an ad that big. You're paying about \$250 in Perth for an ad that big.

These poor people are doing this week after week after week after week, with very dismal results.

This is exactly what you do. You cut out the ad. It doesn't have to be about marketing. There's articles about everything. And you say to them, "Why have I cut out your ad and posted it to you? It's because even though I don't know you from a bar of soap, I do know one thing about you: you'd love to see better results from this ad."

What I'd like to do is tell you about a brand new newsletter. If your name's Bob, it might be Bob's Ballistic Book of How To Make Money. Come up with any name you'd like.

You spend a day and you put 12 pages – just 12 pages – back to back in a newsletter, and you charge people from \$97 to \$167 a year, and you say to them, "Let's face it, you're spending a whole lot more than this on just one of these ads. And if you get just one tip from this newsletter that increases your response, it will be worthwhile. Besides which, I'll give you a money-back

guarantee on it.” And you’ll pick up client after client, after client, after client, to your offline newsletter that other people are writing for you. The articles are already done.

How long do you think it would take you, if you were doing six issues a year, to copy and paste four articles in each issue? Less than a day. Less than a day. Then all you’ve got to focus on is marketing. That’s one good idea. You like that?

**Attendees:** Yeah.

**Attendee:** Chris, what was that \_\_\_?

**Chris:** Just Google. In the search box, put “articles; marketing,” or whatever the subject is.

Okay, traffic. Targeted traffic to your websites. I’m going to talk to you about Site Build-It, in a minute. In my mind, if you’re brand new to the net and you are a technical retard like me, Site Build-It is the best thing on the face of the planet.

The next thing, you need exposure. Exposure.

How many of you want to go and pay a heap of money buying e-zine adverts, buying Google Ad Words, paying out a small arm and a leg, just to get people to read your stuff? Anybody want to do that? No? Good.

How many of you would like to get half a million people a month reading your stuff for free, and have people absolutely hanging on every word that you say? Would you like me to show you how to do that? Okay.

Everything that Connie and I do in our business is focused upon one thing. It has to be easily duplicable. And we can’t stand it when people tell us what to do without showing us how to do it. That just drives us mad, because we wasted so much money on people that took that approach.

Here’s what you do.

You start to write an article. Two keys to writing articles, if you want them to be read. Write about numbers or use how-to. In other words, “Seven deadly mistakes small business owners make, that cost them huge amounts of money, and a simple solution to stop making them.”

That is called an open loop. It creates an open loop in your mind and you think, “What are the seven deadly mistakes small business owners make?”

Now, don’t go and say, “Fifteen Things People Need To Know To Raise Pygmy Albino Hamsters In Outer Mongolia,” because that won’t get published.

How to double your profits in 30 days or less. How to get more customers with less money and less effort than you ever thought possible.

So you write a simple article, and you just write like you talk. Who knows enough to come in out of the rain here? Oh God, I’m doomed. Who knows enough to come in out of the rain here? Okay, then you know enough to write a good article.

Just because you’ve written a good article, it’s like article-schmarticle, I don’t care. “Why should I print your silly article,” is what most people are going to think. I’ll tell you a magic trick to get your articles published.

Where do we live? Australia, the great southern land.

This is what you do. You go to your local post office and you buy a bunch of postcards, pictures of kangaroos or pictures of your city. With Sydney, I’d be taking postcards with pictures of the opera house and the harbor. If it was Perth, it would be Kings Park.

And you go the directory of e-zines. Just look it up on Google. I don’t have the URL. All you do is search on Google, “e-zine directories.”

Now, we have currently about 37,000 people on our e-mail list, subscribing at about 1,400 a week. We have anywhere from 100 to 150 people e-mail us – as I know most of the other gurus do – a week, a month, for joint ventures.

Guess what? We virtually never even get a chance to look at them, because most of them are about as personal as a punch in the side of the head.

They say, “My book sells for \$50. I’ll pay you 30%. Here’s the URL to buy it. Get back to me.” It’s like, “I think I will, thank you.”

This is what you do. You write your article. Remember Mal shared about Elvis Presley liked his steak cut up into bite-sized pieces? You write your article and you put your article onto a CD and you print your article off in Microsoft Word.

And you include the little packages of postcards, and you might include a greetings card. You might include a picture of you. They don’t want your life history. Just, “You’re probably wondering who the incredibly handsome man in the photograph is.” And you tell them a little bit – that was a joke – about you, and you post it to them snail mail.

And you say something along these lines. “Like most e-zine publishers, I’m sure you’re constantly looking for good content for your readers. I hope you don’t mind, but I’ve taken the liberty of sending you one of my recent articles. And if you like it, I’d love to send you a new one every month.”

You go to these e-zine directories. They will give you the numbers, many, many times, of the people on the e-zine. Don’t go to the people with 200,000 or 300,000. Numbers, by the way, don’t mean a huge amount online. We have sent offers to 24 people that have brought in \$34,000 in four days. And we’ve gone head-to-head with other people with 200,000 people on their list, and our smallest, at that time, of about 500 people kicked them from pillar to post.

It’s relationship with the list that counts.

Who do you think has the best relationship with a list? Who do you think is really trying: the people that have made it, the people that are up there and up themselves many times, or the people who’ve got 5,000, 10,000 people on their list that are really trying their darndest to make this thing work.

So I would choose people with 5,000 to 10,000 – say 10,000 – on their list. Let me ask you something. Would you like to send out 50 CD’s a month to people around the world, if it meant

that they published your article once a month and it got read by half-a-million people a month?  
Yeah.?

Every single one of you can do that. That's the approach to use.

The next thing you need to do, the most important thing to make money on the Internet, is you've got to make sales.

I'm going to try and read something to you. I cried last night. I'll try not to today, but I'm not making any promises. Okay?

This is a joint venture project that Connie and I took part in, one of our subscribers. We didn't know the guy from a bar of soap. He e-mailed us and said, "We are looking at putting together a manual first contact secrets from FirstContactSecrets.com, featuring the world's top 44 marketing experts." And he said, "I've been reading your newsletter, and you guys make me laugh, you touch my heart. When it comes in, my heart skips a beat to see what that crazy Australian couple is saying now. Would you contribute a chapter?" And I said, "Yes." But I had to ask the guy about the headline, because other people are doing things, "I want to show you how to do this" sort of stuff.

Ours was a little bit out of the ordinary. It was "People don't usually cry that much at weddings: or what a former low-life scumbag and an ex-hooker taught me about marketing." Do you want me to read it to you?

**Attendees:** Yes.

**Chris:** It was back in 1984, when I was performing my first wedding ceremony. I used to perform wedding ceremonies for people.

John and Lucy – not their real names – were standing in front of me, when all of a sudden Lucy started to cry.

Now, there's nothing unusual in that. Most brides cry.

But then John started to cry and then Lucy's mom starts to cry. And I don't mean your average wedding tears. I mean huge, gut-wrenching, body-shaking, howling sobs. The kind of thing you normally get at a funeral, not at a wedding. You could hear them two blocks away. They could have knocked a strong man down at 50 paces.

This was one of my first weddings, and I thought, "What the heck is going on here."

Then her dad and all her relatives, followed by all their friends, along with John's parents, flown in from Lebanon to be at the wedding. And last of all, even me. We all started to cry.

And I often wonder what someone would have thought if they'd walked in on that Sunday afternoon. Probably, "These people are bonkers!" And I often wonder what the people thought who came for the marriage counseling and the circumcision thing. Probably, "We came here for help, and they're worse off than we are!"

I tried my very best to calm things down and to get the situation under control, but it was no use whatsoever. And in the end, we had to stop the ceremony while the tissues were passed out and people got a chance to get it out of their systems and settle down.

I can hear your mind now asking, "Why the tears at the wedding?" And to answer that, I need to explain a little bit more about John and Lucy and how we first met.

In the mid-1980's, I was running a drug rehab in the beautiful city of Perth, on the west coast of Australia, when a young man walked in. He looked downcast, dirty and desperate. He smelt like a ferret on a bad day.

I made him a cup of coffee, asked him to take a seat, and John began to pour out his story to me.

He said to me, "Can you help me? I'm a lowlife scumbag drug dealer. He pulled out his wallet and he had thousands of dollars in his wallet. Big old tears started running down John's eyes. And he said, "I love my girlfriend so much, but she's a prostitute in Calgary. She has been for many years, to help support a heroin habit."

Back then, people were paying thousands of dollars for a hit in Perth.



I looked at John that day, and something happened to me that had a profound effect on the way that I approach marketing. It's changed my life. I hope today, as I read these words to you, it will change yours.

I looked at John and I thought, "If this were me or someone that I loved, what would I want someone to do for John and Lucy?" And then I did something that had all my family – and my sister, still, to this day, hardly talks to me – thinking I was totally bonkers. I invited John and Lucy to come and live with me.

The next few months, as they kicked their drug habits, were anything but easy on me. You talk about personality clashes. I wanted to head-butt this guy about five times a day. They had their ups and downs. He planted a marijuana plant in my back garden, and then had the audacity to tell me, "That's not marijuana, that's oregano." Yeah, right.

But many months later, here we were at their wedding ceremony. And we were standing there, and everybody was crying. They were special tears. I'm going to cry again.

Lucy's mom and dad were crying tears of thankfulness and joy, because of their little girl. As a parent, is it true, guys and girls, that your 19-year-old is still your little girl and she always will be? Their little girl was no longer a drug-addicted prostitute with track marks up and down her arm. She was a beautiful bride in spotless white.

John's family were crying because their son had a job for the first time in his whole life, that didn't involve stealing, ripping people off, having people beaten up or pimping other girls on the street.

John and Lucy were crying because they felt hope as a tangible force in their life and because they no longer had any desire or need for drugs.

Me, I was crying because I learned one of the most important lessons of my life. But more than anything, because of something that Lucy whispered up in my ear, as she kissed me on the cheek. She said, "Chris, thank you so much for not seeing us as just numbers or as hopeless, but seeing us as people."

What's the lesson I want to get across to you today? A good friend of mine, the greatest motivational speaker I've ever heard in my life, is an American preacher by the name of Ron Simkins.

And Ron said to me, one day, "Chris, even a dog knows if you don't like it, how much more a person?"

And in your marketing, if I can help inspire and encourage you to do one thing and you don't buy a penny of my product, I'll go home happy. I still want you to buy, but you understand where I'm coming from, it's this: to see people as people, to treat people as people, to hold – in your marketing business – to hold their hopes and their dreams, their fears, the things that they want to do as a sacred trust, and to never, never, never betray that trust.

Does that sound good?

The fifth most important thing about making money on the Internet is knowing the secret combination of easy-to-use, anybody-can-do-this tools that make it all possible.

Now, we've heard lots of different ways to get things done. As Mal would say, "There's more than one way to skin a cat." And I just want to share with you what works for Connie and I, what has worked.

Anybody, by the way, that tells you that they do search engine stuff and they're smart, you need to say to them – I loved what Ed said – bottom line, people, ask them to prove it.

If you go to Google and you look up sales letters Perth, sales letters Sydney, sales letters Brisbane, sales letters Melbourne, sales letter Adelaide, sales letters Chambray, sales letters Australia, marketing expert Australia, copywriters Australia, best copywriters Australia, debt management Australia, get e-zine subscribers, small business Australia, commercial business insurance Perth, sales training Perth, sales letters America, sales letters USA, Ken Evoy's Site Build It, \_\_\_ marketing, business consultants Australia, succeed at marketing, and I could go on and on and on and on, you'll find we have pages in number one position.

Now, I want to say that's amazing because Connie knows nothing about search engine marketing and neither do I.

Does that sound encouraging to you guys? If you were to offer me \$20,000 here and now to FTP a web page to the Internet, I'd cry because I don't know how to do that. I'm one of the dummies. I'm one of the super-dummies that bought FrontPage For Dummies and couldn't figure it out. I gave up in total frustration. After three months, I totally quit. It was too hard for me.

If you need a website, would you like to get dozens of different software applications, or would you like one software application that does just about everything for you? Just the one.

Do you want to spend thousands of dollars, or do you just want to spend a few hundred dollars on it?

There's software called Site Build It. A Canadian medical doctor put the thing together, Dr. Ken Evoy. You can read about it there, in your notes. [QualityBusinessInstitute.com/sitebuildit.html](http://QualityBusinessInstitute.com/sitebuildit.html).

When you look at what's really involved in building a website, it can knock you sideways. There's CGI, there's FTPing it, there's java scripts, there's the search engine, black magic and voodoo. And it can be very overwhelming and very depressing.

With Site Build It, they give you a choice of brilliant templates to choose from, and you just type in the blanks, hit a button. It analyzes your page and tells you what you need to do, exactly, to make it search engine friendly. You click another button and it builds it for you.

Does that sound good? I wouldn't be here today if it wasn't for Site Build It.

When I was in Vancouver, I love this, one of the techie individuals came up to me after I spoke and said, "We can do what you do, and we're way more expensive than you." And I shook the guy's hand and said, "Ladies and gentlemen, I did not pay this guy to say that, but thank you very much." I felt like singing, to be honest.

You don't need to be a technical guru. You don't need to eat html and have java scripts for breakfast to do that.

Why use Site Build It? You don't need any html experience. You don't need any technical experience. You don't need any search engine experience. You don't need to buy half a dozen

different softwares. It does everything for you, and even gives you an e-zine server that you can use.

It is the single greatest value for the money thing I have ever bought in my life. Mal Emery made the statement that it's the best thing that they have used. Mal is, in my mind, the most successful marketer in this nation at actually producing the goods.

So we stand pretty united in that. He's promoting Site Build It to his list, I'm promoting it to ours.

Here's a little statistic about Site Build It. Site Build It sites, 51% of them that are built by ordinary people fall in the top 1% of Alexa rankings. That's pretty amazing for software. Big, expensive web designers hate Site Build It, because it makes them look like wallies, charging people a lot of money for stuff that people can do easily.

The next one, this is how you start making these bucket-loads of money.

Just a few months back, we discovered some amazing software, and we decided that we would create a new website called SucceedAtMarketing.com. SucceedAtMarketing.com.

The software we're using for that site, if you go to the bottom of that page, it will say, "Powered by Vision Gate." If you have a look, it's membership site software. And here's what it lets you do. It lets you type something in Microsoft Word, copy it and paste it into the Vision Gate thing. Right-click, copy, paste, copy, click, build. That quick, your website is on the net. And it's got software built into it that lets you take payments.

Now, I spoke with one guy in America and he wanted to sell Connie and I this software for \$15,000 US. Password protected, it can handle thousands of members. You can upload things and you can start charging people for a membership site. \$15,000 US, that's not bad. But we found that if you use the people we're using and you host your site with them, you get it for \$59 a month, US. How does that sound? Pretty good? Pretty amazing.

So here's what we did. We went and we approached – because I want to have fun, I don't want to spend all of my time writing stuff – we approached different experts from around the world, many of whom didn't know us or about our site. We said, "We want to start a new membership

site. In our case, it's about marketing. We'll give you free membership if you will contribute to our site on a monthly basis.”

And guess what? Every single person, except for one guy in California who was really up himself – and that's not the kind of person we want anyway, after we spoke to him – every single person said yes. Isn't that amazing? We just asked them.

What's incredible, some of these folks, you'd have to pay them \$15,000 to write you a sales letter. And they're giving me content every month, because it's a win-win scenario. They get to share their good stuff, we get the benefit, our clients get the benefit.

Now, I believe that membership site software, that you don't need any html, you don't need to worry about payment processing nightmares or programming nightmares or search engine nightmares, because it's all built-in with this one, for \$59 a month, which is pretty amazing. That's US dollars.

I believe membership sites are going to be the way of the future. Here's why. You can make residual income. Who wants to get paid once and then have to go work and get paid again the following month? Does that sound like fun?

I don't really want to have to do that. I want to get paid once and get paid for my effort month after month after month.

Unlike traditional business models, member sites allow you to collect subscription profits month after month, year after year, unconditionally, automatically.

If you charge as little as \$10 a month, you'll make \$5,000 US a month with only 500 members. Does that sound pretty fair? That's \$60,000 Australian, or thereabouts. You can make multiple streams of income.

You know what happens? When you have members on a site and you make a special members only offer, they respond and send you money. Isn't that cool? So you've got your backend worked in. You'll have very little operating expenses.

I'm amazed that we've got something that we're aiming to have 5,000 members by the end of this next 12 months, and it's still only going to cost me \$59 a month US to run the thing.

Your site will need very little maintenance. Simply spend a few hours a week adding fresh content and marketing your site, and you can easily generate a substantial income without working full-time.

Can somebody be passing out my order forms, please, while we're organizing this?

You don't need a big budget or thousands of dollars. You don't need any technical html or programming experience. You don't need – and thank God for this – you don't need to try and speak to technical gurus who don't even speak your language.

I had this wally one time on the phone, and he said, "There's a problem with the code fusion and the java script seems to be scrambled." Cold fusion? What the heck's code fusion?

You don't need to bother with that. You don't need 100 different softwares to install and integrate and learn. You don't need to spend months of wasted time and resources. You don't need a college degree.

You know the best reason why you should all go and start a membership site? It's because people love to belong. Okay?

Talk about the power of using psychology in your marketing. Have you felt sort of a nice, warm feeling as we've all been here the last few days? Have you connected? Have you met some good people?

People love to belong to something. It's that sneaky feeling, too, that when you give them your money, that you get access to the private stuff that the rest of the population don't get? That's just a wonderful feeling.

Putting it all together. This is what I would do, if I was starting from scratch.

Apart from investing in our wonderful offer, which we'll talk about in a minute, I look at a news agency and I would brainstorm a product based upon what the marketplace is looking for. I'd go

to GoodKeywords and I'd see if enough people were looking for it. Remember GoodKeywords.com, you download the program for free. I'd see if there was a market for it, to begin with, online.

Then I would buy Site Build It package, and I'd spend 10 days reading the Site Build It How To Action Guide.

Then I'd start my e-zine, then I'd just do the other stuff that I've shared with you today.

Let's look at the math: 500 members at \$10 a month is \$5,000 a month, \$60,000 a year; 500 members at \$22 a month, which is what our site is.

Did I tell you, on our site, that we've put \$14,000 US worth of action guides, marketing manuals? We've got media experts, copywriting experts, list-building experts, web traffic. We've got a web traffic coach whose day job is a professor in a leading UK university, teaching people up to PhD level. And they're all giving their advice to Connie and I, sending the stuff over for us to upload every month, just because we asked them to.

We've got thousands of dollars of software. We've got copywriting courses. We've got advertising tips. We've got stuff that shows you how to grow an e-zine. In fact, we've got more marketing materials than you could read in 12 months, guaranteed.

And we say to our subscribers, all the time, "We don't know of another marketing website anywhere in the world, for a comparable price with more overwhelming value, and we're adding to it month after month after month after month." And we say, "If you find one, let us know and we'll pay for you to join it." That's a pretty bold claim, isn't it?

And our aim, ultimately, is to sink about \$50,000 onto that marketing site, so that when people go there, they shake, their knees wobble and they bump into furniture. We'll probably have to take out liability insurance before people visit the site.

If you get 750 members, that's \$16,500 a month, or \$198,000 a year. We'll just jump forward and do 1,000 at \$22 is \$22,000 a month or \$264,000 a year. And I forgot to mention these are US dollar figures.

How many people would like to start a membership site that is really, really, really, really simple, that you don't need to have to have dozens of different softwares to do because it's all built into the one thing. And your only technical experience to get that site on the Internet will be copying and pasting something, maybe out of Microsoft Word, and clicking a button to say "Build," and it's on the net in seconds.

Does that appeal to anyone? Okay.

We have this crazy idea that wherever we go in the world, we wanted to show people one final marketing method that works like a dream. Who will give me a couple of grand for a fridge magnet? Anyone? You'd really be bonkers, wouldn't you?

Connie, just because it's got you on it, I think you're great but \$2,000 for your picture on a fridge magnet? I don't think so.

We did this in Canada with a boomerang. I said, "Who will give me \$2,000 for a boomerang?" And a guy at the back put his hand up. I said, "Quick, grab that man! Quick! I've got a didgeridoo."

Spoke at a seminar for Mal the other week, and I said – it was a different offer – "Who will give me \$800 for a fridge magnet?" And two people put their hands up.

I don't know what you put in the coffee now, but can just sort of get in the word to quick pass it out?

Mal Emery taught me something about marketing that, apart from the aspect that we already know about touching from heart to heart, there's 1,800,000 every week going online for the first time. And what you need to do is grab 500 of them and you've got \$60,000 a year.

It is what I'm about to show you now. It is making your bonus the product.

Now, on my order form here, we've got \$19,503 of value. And it says on there – and we'll run through what it is in a second – for just \$2,196.



What I'd like you to do is we've decided we will pay the GST. So take that \$2,196 and write \$1,997. And write it down there, as well, on the bottom. \$1,997.

I've got a fridge magnet with a picture of my business partner, Connie. Connie is a clown. She's Western Australia's best-known, best-loved, best-hired children's entertainer. And we got these great fridge magnets done. I would like to sell you this fridge magnet today. I'd like to say that you should invest in this fridge magnet. And all I want for it is \$1,997. Any takers?

I'm going to add some bonuses to the fridge magnet.

What I'd like to do, we've heard over and over again that you need to be able to write good headlines. I'd like to throw in the reprint rights to great headlines instantly. It's a 180-page manual. The reprint rights are selling on a competitor's website, Reprint-Rights.com for \$900 US. He got the reprint rights to that.

It is a brilliant product. It takes you through everything you need to know to write killer headlines.

The next thing is who has picked up that you need to have a great killer sales letter for your website?

Winning website sales letters, volume one and volume two, will tell you everything you need to know to write a good website. With 1,800,000 people going online every single week for the first time, do you think there are tens of thousands of businesses in Australia and around the world, when it comes to writing a website sales letter, would love to have something like this, to show them how to do it?

We'll throw in the reprint rights to winning website sales letters, valued at \$3,000.

Now, Connie and I recently did a seminar, and we called it "How To Make Money On The Internet."

In the time that each of us have had, we can only give you the highlights.

In this seminar, there's a full day of Connie and I sharing everything you need to do. No theory, just saying, "Go here, step one. Step two, buy this software. Do that." Simple stuff, along the lines of how to go write an article, what to do, how to put it in a CD. Practical stuff. You get the idea? Stuff you can use.

It is on five videos or three DVD's. It comes with a workbook, and we'll throw in the reprint rights, worth \$2,675.

Who enjoyed Frank Garon's talk? Did you enjoy that?

I actually got on the phone and asked Frank to come to Australia, and he did. Do you believe that? And what we did is we recorded every word of Frank Garon. We only had 16 of our clients come. We wanted it to be like a close gathering of friends.

Frank shared more in this seminar, he told me, than in anything he's ever done. We go him to share everything about his childhood, the experiences he had in school, how he runs his business. It's on five audiotapes, and you can have the reprint rights to that.

So you've got some brilliant products here that you can start selling online and off, come Monday morning. The reprint rights for that are \$1,200.

How many of you felt overwhelmed, from time to time, by the amount of stuff that's on the Internet? Am I the only one? Has anybody else ever felt that it's just all too much? Okay, very briefly.

Connie and I recorded a CD recently. We called it, "Help! Stop The Internet, I Want To Get Off!" And we take people through the five main reasons that stop you dead in your tracks from succeeding online, and what to do about them.

We decided we'd throw in the reprint rights to that CD. It's studio-recorded. It drives me bonkers when I buy audio material and you can't even hear the information that's on there. Am I the only one? Or does that just drive you around the twist as well?

So you get the reprint rights to that, valued at \$397.

Then you get a one-on-one idea explosion session with me. I will speak to you. You call me, I'll talk to you for a couple of hours, if need be. And I guarantee that I will give you more ideas. My nickname is the walking idea machine. I will give you more ideas to either start a business or to grow an existing one than you can poke a stick at. That's valued at \$1,000.

We'll also throw in the Instant Website Sales Letter Tune-Up Kit. You get the reprint rights to that.

The reprint rights to "How To Up Your Profit In A Down Economy." That's the perfect report to give away to get people to go to your website.

The reprint rights to "66 Powerful Copywriting Strategies For Maximum Results."

You get the reprint rights to "260 Best Headline Words" and "204 Best Headline Phrases."

A while back, Connie and I lost that list. My fault, I didn't backup. Who is a dum-dum? It was actually not all of our lists, it was one of our lists.

I made the fatal mistake of believing somebody's advertising blurb that their autoresponder company was better, had more features than the one that we were using. They went broke and they took 1,000 people's lists down the gurgler with them.

I'd had several months with some health problems, otherwise I definitely would have been backing up. These days, I do it every day.

But we lost our list. And a client of ours, Steve Quartermain, recently took me into a recording studio, and over several hours interviewed me as to how we built our list back from zero to over 25,000 people in just under seven months.

We don't have subscribers that are like your average Joe and Jane that read whatever. We have subscribers that would walk over broken glass for us. And you can have the copy of the CD.

I'll tell you what I'll do. I'll throw in the reprint rights to these CD's, which we valued at \$700 because of the information that we put on there.

Now, you're going to go home on Monday, you're going to feel good, and this is what happens many, many times.

Tuesday will come and you'll feel a little bit flat. Wednesday will come and you'll feel a little bit flatter. And then you'll think, "Oh God, how do I put all of that information into practice?"

How many of you would like to have some expert help for the next 12 months? We are setting up a new website, when we go back to Perth, and we're going to train people how to grow their list because everything's in the list. And we're valuing that training at \$1,000 a month. It will include manuals, it will include CD's that we will send out to you over the 12 months. It will include e-mail coaching. It will include interviews with experts. It will include some telephone seminars, and we'll throw that in. It's valued at \$12,000. That comes with the fridge magnet.

Does the fridge magnet look a little bit more enticing now?

**Attendee:** You got a Mars bar?

**Chris:** No Mars bar. I'm the fridge magnet man. Talking of Mars bars, Mal Emery said to me last night, "Chris, if you want to, you can offer \$1,000 of consulting from me to your offer."

So our offer, now, is worth \$1,700 more than it says on the paper, even though we're charging you less, \$1,997.

Steve Quartermain, over in Western Australia, is also going to be helping. How many enjoyed David Cavanagh's presentation? Do you think it would be a good thing to have somebody that has an understanding of search engines and a sense of humor like him to help with that.

David Cavanagh has also said that he will throw in his expertise, and he'll be helping with that training.

So you'll be getting access, throughout the next 12 months, to Connie, to myself, to Stephen Quartermain – who wrote the best book on growing your list I've ever seen in my life – to Mal Emery, and also to our wonderful search engine guru that's here.

What I'd like to do is I would like to say to you that if you take up this opportunity, you have my word, you have Connie's word, that we will pour our hearts out to do our very, very best to help you succeed.

Not only that, the list training that we give you, I promise, we will show you what you need to do. We will equip you to do it, for you to build your own opt-in list of subscribers to a minimum of 20,000 people within the next 12 months.

How can I show you how to do that? How can I make a claim like that? What does every e-zine subscriber in the world want? More subscribers? If you look up the term "get e-zine subscribers," guess where the no technical geeky, no search engine expert, no technological individual in the world prize winner appears? We're number one for the whole world, for the term "get e-zine subscribers."

I'd like to thank you for listening to me today, from the bottom of my heart. I'm going to be out there, speaking to people, answering any questions. And I'd like to encourage everybody here. If you want to succeed online, if you want to create a lifestyle that puts a financial corral around about you and your loved ones that is virtually impenetrable, the best way I know to do it today is to buy a fridge magnet. Thank you.

# World Internet Summit, Sydney, Australia

## Ed Burton – CD 4 of 4

**Brett:** He's got some fans here, by the sounds of it. Not in this section of the crowd, there's no fans. I can see that.

I met Ed Burton actually about maybe nine months ago. But his integrity! Who here thinks Ed Burton has got a lot of integrity? It's amazing. Don't some people just have that feel about them, honest and everything? And anybody who can actually make accounting and tax interesting, has got to be something special. That's one hard subject.

We've shown you how to make all this money, correct? How about we try to show you how to hold onto all that money? Better idea, right? And stop giving so much to the government and all the rest of it.

Would you please give Ed Burton a warm welcome? Here he is.

**Ed:** Hi, Everybody. Hello, everybody. I was going to start off by reading the tax act of 14,000 pages, and Brett said you're a little bit short of time.

So I said, "Listen, Brett, it takes a while to understand this tax. How about if I just read you the 2,499 page explanation guide? And he said, "No Ed, that's going to take a little bit too much time as well."

And I said, "Look Brett, can I read three lines?" And he said, "Sure, that's okay."

So I hope you guys all understand this. "For a decision that refused to grant an extension in case of undue delay by the taxpayer, see AATK8601-90 and 93, 25ATO1076, also of interest," as if this crap could be interesting. "Also of interest is AATK8580-90-93, 25ATO1139, AATA11928 of 1994, 25ATO109," etc., etc. Three lines of this crap. Can you guys understand it? I sure can't. It's got me beat.

So what I want to teach you is how to legally rip off the tax department. Okay? Because one night, I was having a problem. And I know you guys all listen to Parliament, don't you, at night, 630 Parliament? Well, about 300 people nationwide listen to it. There's 300 in this room, so I'm sure it's all you guys.

So this night, I'm sleeping there with the earphone in, and it's about 12:00 at night. And I said to my wife, "Love, wake up! Wake up! You won't believe what they're going to do!" And she said, "Leave me alone, I've got a headache." And I said, "No, no, no! You won't believe what they're trying to put through Parliament, through the taxes."

And this is what they did. They actually put through a new goods and services tax bill, 9098. The commissioner may disregard this \_\_\_ making a declaration for the purposes of making a declaration under the subdivision, the commission may trade a particular event that actually happened as not having happened; trade a particular event that did not actually happened as having happened; and if it happened, treat the event as having happened at a particular time or having involved a particular action by a particular entity; and treat a particular event that actually happened as having happened at a time different than it actually happened, having involved particular action by a particular entity, whether or not that event actually involved any action by that entity.

Now, I don't know about you guys, but I thought God was the only one that could do that. But apparently, they got it through, guys. So Dracula is now in charge of the blood bank.

You guys heard of this company, Telsrta? You guys got this one? I don't want to be confused about this, so tell me if I'm wrong. Telsrta, isn't that owned 51% by us? Well, how come they have an administrative center in Bermuda? Why is that Pat Rafter, Australian of the year playing Davis Cup for Australia, was actually living in Bermuda?

Now, it wouldn't be because it's a tax haven, would it? And now, of course, Pat Rafter is now back here in Australia and living here. So the Australian of the year is living in a tax haven. You've got to love that.

So when I went to Parliament and they asked, “Why was Telsrta set up in Bermuda,” the minister of finance got up and said, “It was because of expediency,” whatever that is. That’s got me beat.

So by this stage, I was getting very, very downhearted. And I thought, “This is the end. I’m going to get out of this tax business. It’s terrible.”

But then I got this thing from the Australian tax office. And it said, “Small business, are you paying too much tax?” And I thought, “Why? I can get sponsored by these guys.”

So I wrote to my good friend, Peter Costello, to get sponsorship to teach people how to legally reduce their tax, and I haven’t heard back from him. That was only in July 2001. I’m sure he’s going to get back to me at some stage, but he hasn’t quite got back to me yet.

Is there anybody here from the tax department in this room? Anybody going to admit it?

Because when you go to a party and they say they’re a fireman, they’re from the tax department. Okay?

Now, who said this very famous statement? “If you pay more tax than you have to, you’re a bloody idiot.” And you guys know, because you’ve got the head \_\_\_\_\_. But Kerry Packer actually sent it to a senate sight committee on cost \_\_\_\_\_. Because Kerry, a few years ago, had a small problem. In ’97 and ’98, he had income of \$327-million. In ’98, ’99, he had income of \$238-billion. And the tax department got to lynch him because he said he had to pay no tax.

So they put five of their best orderlies on, at about \$40,000 a year, to get Kerry Packer, because they’re going to blaze up through the universe, they’re going to get this guy.

Well, when the mallet eventually hit by the judge, this is what they got. For that year, they got nil. For the next year, they got \$25,000. Kerry was a little bit short of money, so he could pay it off over five years, interest-free.

So whether you agree with that or not is up to you. Whether that is moral or not is up to you. I take the ground that is moral to reduce your tax as much as you can legally.



So these guys have taught you how to make money. I'm going to teach you how to keep it. Because there's no use making it and then giving it all back to the fiscal fiend, as I call him.

So in Australia, there are actually three types of taxpayer. There are the poor and middle-class, like us guys. Then there are those who abuse the system through evasion, like Gilardi Joe puts \$100 in his back pocket. He does his own tax planning by doing it that way. The only problem with Gilardi Joe is, one, he can get three to five in jail with a hairy boyfriend named Brutus, and the other thing is, two, he can't borrow money to buy property, which is what I teach a lot at my seminar. And also, he can't sell his business for its fair value. Why would I believe if he says his income is \$5,000, and then he wants to buy it based on an income of \$500,000? Why would I pay for that benefit?

So Gilardi Joe, in my opinion, is very, very stupid. But you guys all know that that doesn't happen anymore because of the goods and services tax. And that stopped all that, didn't it?

When the carpet cleaner comes to my wife and he says, "It's \$110 with an invoice or \$100 without it," my wife says, "Oh no, you've got to pay the tax, here's \$110."

My painter, the other day, I said, "How much do I owe you for the week?" He wants cash. So I go out to the bank, draw out the cash and give it to him. And I said, "How much do I owe you this week?" He said, "\$5,000." I went, "Okay." He said, "No, no, I don't want cash." I said, "What do you mean, you don't want cash?" He said, I've got too much. I've got to bank something."

But, of course, they beat all that, didn't they?

And then, the third type are the rich.

So this is the poor middle-class. They earn and then they pay tax on their income, and then they spend what's left. Everybody got it? So they earn, tax, spend.

But the rich earn, spend, and then pay tax on what's left.

Now, if you can understand that one concept, you're a long way in front. So let's do an example.

This is Peter. Peter earns \$80,000 a year. He's taxed on \$26,200, being only \$80,000. And therefore, he's got to spend \$50,800.

So let's just assume he's got nothing left to invest. Because I see it so often in my life, where these guys make the mega dollars. And when the mega dollars are over, they haven't got anything left to show for it.

So what I teach my guys is to get a big income and then put it into real estate that goes up in value. And I'm not talking rafts, mezzanine or any of that sort of crap. I'm talking about normal mom-and-dad type houses that are positive, that sort of thing.

Now, this is a rich guy. He earns the same \$80,000. But before, he spends the \$53,800 and then he pays tax on what's left.

So he's got \$21,700 to invest.

So how do we get in the rich club? How do we do that? Wouldn't it be a nice area to be into?

So take this one here, the effects of tax on \$20. If I double the \$20 for 20 years, I get roughly \$21-million. If I tax it every year at 48½% each year, I end up with \$84,000 plus enough for lunch.

Because what happens is the tax man takes half off you. If you're in the top tax bracket of 48½%, if we can reduce that to 30%, you're saving 18½%, or 38.5% in tax. Can you imagine what happens to that graph if we can bring it down? It would be gazillions and millions more. Even if we could defer it to the \$21-million and then, at the end, pay the maximum tax of 24¼%, we'd still have \$15-million left. I'd rather have \$15-million more than \$84,000.

So even if we defer it, we're way better off.

So to play the game of the rich, you have to, you must currently be in business. Right? Peter Sun was talking about business. Or, currently or will be investing in assets that produce income, i.e., shares and rents and offshore investing, that sort of stuff, or stuff that produces a substantial capital gain, or you want to get into business.

Now, all you guys should be looking to get into business. By the end of this, you'll see why a salary and wage-earner cannot ever beat a guy in business. It's just impossible. The tax act is too leveraged that way against him.

Or, simply, you want to reduce the amount of tax you currently want to pay.

Is there anybody in the room that wants to pay more tax? Wouldn't you rather keep more of it? When does the ad say, the classified, that you are in business? This is for all you guys spouting off.

So one of the tests is the profit must be greater than 20% per annum. This is one of the tests. You've got to pass one of the four. Must be greater than 20%, or you must have profit in three of the last five years.

So the old whole wheat farm on the 100 acres down on the South Coast, where I live, doesn't work as a business anymore. Does that make sense to everybody? The rural property value has to be greater than \$500,000. In other words, the land. This is for the farmers. It has to be greater than \$500,000.

One of these four tests. Just one. Or other assets greater than \$100,000, which is like computers, junk like that, motor vehicles and stuff like that. Then they will class you as in business.

You guys want to be in business.

Where they get excited is when you say that you're in business, but your income is loss-making. Does that make sense? So you've got to be careful that you don't go into a loss-making situation and try to claim that against your normal salary and wages income; i.e., Pick Street farmer, that sort of stuff; i.e., internet guy not going so good. Same deal.

So let's go through, now, what is a company, because I want to teach you about how to split the income.

So a company looks like this. I've got to go fast, guys, because I've only got 80 minutes.

A company has directors who control and are responsible for the company, not necessarily the owners. The guys that run BHP do not own BHP. Same in the littlest guy with a \$2 company.

The companies are legal entities that hold the assets, and then you have the shares. A company is divided into portions. Each portion is a share, share of ownership. Right? And then, you have the shareholders who own the shares. You just think of BHP or think of your little mom-and-pop company. It's the same sort of thing.

So the advantages of a company is you tax at the maximum 30%. Aha! That's interesting! So you tax at 30%, you can claim expenses in running the business; Earn/spend/tax, not earn/tax/spend. You getting the idea here? Right, the rich.

The big advantage is you earn/spend/tax. And my mission is for you to get as many of your personal expenses as you can as legitimate business expenses – as legitimate business expenses, so you get into the earn/spend/tax situation.

So the disadvantages of a company are the directors may be liable for company debts. That's not a lot of fun. So you don't want to be in that. And the corporate veil is very much removed. Guys trading in companies now for asset protection, you're about 12 years too late. I would guess you've got an old accountant that's done that for you, because I do asset protection as part of my seminar, which I can't do today. But think of the poor doctors, for example.

Generally, assets owned by the company are not protected. They can get straight in and grab them – any litigant.

You pay a higher rate of capital gains tax of 30%, because you don't get the 50% exemption – which I'll get into later – on capital gains tax. So you get hurt that way. So those are the disadvantages.

Now, we go into a trust. What is a trust?

A trust is a separate legal entity. In other words, it's got nothing to do with me, it's over there. It ain't mine. Does that make sense? The beneficiaries are not shareholders.

Let's say you've got \$1-million in your company and there's two shares. How much are the shares worth? Half a million each, right? And then I go and see you, because you own that share. I've got half a million dollars. Simple as that.

So the beneficiaries are not shareholders. The trust owns the assets. The company doesn't own them, therefore you don't own them. The trust owns the assets. The trust owns the assets.

So they're not your assets. So if someone goes to sue you, they can't get the assets within the trust because they aren't yours. There is no owner of the trust. You can control it, but you don't own it.

So you can split income to the lowest beneficiary. Don't we love that one. To the lowest income earner.

So this is a setup that I recommend. I know I'm going fast, guys, but you've got the PowerPoints there and it's all in there for you as well.

The recommended setup I have, and this is for asset protection as well, you can do it a little bit different if you're just worried about tax, but if you're not worried about asset protection, you guys are dills. Just open the papers every day. Okay?

But the recommended setup is you are a director and shareholder of a company that owns nothing. It owns \$2. They're \$2 shares. That's all it owns. And you are the director and owner of those shares. It owns nothing, which means you control the company because you're the director.

Then you have the company as a trustee for the trust. In other words, it tells the trust what to do. The trust owns everything. Therefore, as a director of the company, you control the trust. Everybody getting the idea.

The trust distributes the profits to the beneficiaries, who you nominate; i.e., yourself, your wife, the dog. Well, you can't, but you know what I mean. That sort of stuff. Family, friends and stuff like that.

Everybody right to there?

The advantages are you can claim expenses of the business. Earn/spend/tax. Earn/spend/tax. You spend before you pay tax.

The liability is limited, because I don't own them. They ain't mine. Go for me. I own \$2. I don't even think I own that anymore.

Splitting come between the beneficiaries, so you can split it out to the lowest person that you can get your hands on, to take income.

No death consequences. In other words, as you know, there's no death duties in Australia, is there? But when you die, there are capital gains tax consequences, which are causing death expenses, but then the Medicare levy isn't a tax, it's a levy. Huh? It's the same damned thing, isn't it? There's no more provisional tax, but now you pay PAYG quarterly tax payments. What's the difference? No difference. No difference.

The assets are protected, more than anything. A major thing, they're protected at the reduced rate of capital gains tax. Because when it comes out of a company – and there will be some smarty in the room that will say, “\_\_\_.” I understand that.

When it comes out, and it comes out to this person here, they have the right to reduce it, divide that income by two and pay tax on the remainder. Is everybody right? If it's left in there, yes, it will pay 47%. But we never leave it in there, because we don't want to pay 47, we want to pay 30, or maximum 30.

So a capital gains tax will divide by two.

So let's just say now we're going to go into splitting up the income, so we can get it out to the cheapest rate of tax. So we've got the director of the trustee company and the trust. We've got a beneficiary's dad. We'll say he owns greater than 62,000 for the sake of this argument.

Therefore, for every dollar he earns, he loses half in tax; 48½ for those that are anal-retentive.

Then I've got my wife, who is taxed at 31½%, because she's between the rate of 22K and 52K. She's in there somewhere. Does that make sense to everybody?

Then we've got a child who's under the age of 18, who's going to school. And then we've got another child who has got no income, but he's over the age of 18. That fourth kid, he's valuable to you, even though my kid takes a lot of me.

Just allow that that's Michael. You guys don't know Michael. I had to buy him a car the other day.

Let's assume that the trust turns on a business and makes a profit of \$30,000. In that case, the most effective distribution would have been to the child two – i.e. my son Michael – because his income is nil. Everybody got it? Because he goes to a university. I have to buy him suits.

Tax payable \$5,200 or 19% on the \$52,000. That's a little bit less than 48½ last time I looked. Yeah? 19%. But you don't actually pay the Michael. Bad luck, Michael. He doesn't even know he's getting it, right? Because what I do is I actually give him the money, I actually put it in his tax return and say, "Sign this or I'll cut you out of the inheritance." And then when the tax bill comes for the \$5,200, Michael has his \$5,200. What can I say?

So you don't actually pay the money. If the income was dad's, then the tax payable would be \$14,500. A slight savings, to say the least.

Now, that was an easy one.

Let's just say now the profit is \$100,000. If you guys make \$100,000 profit in your business, you are going very, very well, once you apply what I'm going to teach you here. It's very, very hard to get that sort of income, trust me.

The profit now is \$100,000. The trust distribution that I would do is I'd give mom \$20,000, because she's in need somewhere. So I give her \$20,000, so she pays tax at 30%. I've then got child two, who gets \$50,000, now \$52,000.

Yes, I know it went up on the 1<sup>st</sup> of July. I understand that. I understand. And we all got tax reductions, didn't we, because of the GSP. You've all got more money in your pocket now, haven't you, because of GSP? Of course. I don't understand that.

Child two, Michael, I'll give him \$50,000, and I've still got to get rid of \$30,000. Now, I can't give it to dad or mom, because it will be 48½%. So guess who I give it to? My company. So the total tax payable is mom pays the \$6,000 on her \$20,000, Michael pays his \$12,000 on his \$50,000, the company pays 30%. So therefore, the tax is \$27,000.

Compare this to if \$100,000 was given to dad direct. Well, dad will pay 48½%, because we know he's over that \$62,000. So he would pay \$48,500 tax.

So the less tax that you would have done it the other way gives you a slight saving of \$21,500, which is pretty darned good. Or 44%. That's what I'm saying. Who would like to save 44% on the tax they pay?

You guys know that the biggest expense you've got, besides my wife, is tax. You don't know that? Okay.

There is no 9% super-levy. There's generally no worker's comp, depending on what state you're in. But generally, no worker's comp as well.

But the trust does not physically give the money to mom and Michael. They don't get it. Does that make sense?

What I do is in the accounts of the trust, Michael has lent the money back to me. And if he asks for it, I'll cut him out of the inheritance. But you see what I mean? So the money doesn't have to go out to the mom and the child. It can stay within the trust. Which, as you know, within the trust it's asset-protected. Yeah? Happy scenario. Happy scenario.

So the trust still has the \$70,000. It's still got the \$70,000, mom's and Michael's bit in there. So we could go and buy a house with that, and it would be asset protected.

The \$30,000 must go to the company before the 30<sup>th</sup> of June. It must, it must, it must. It must go before the 30<sup>th</sup> of June.

The shares in this company could be owned by another trust, for asset protection. Just hold on with me, guys. I know I'm going fast. You'll see why. I'm getting to the climax.



The trust must distribute the profits or pay 47% tax, so we might as well get it out. And then we've got the money, rather than the trust have the money.

Is everybody with me to here? Or am I going too fast? You are? Am I going too slow?

So there's two types of investors. There's traders or business owners that have their profits less than 12 months, and they pay the full amount of tax. And then there are long-term owners and investors like houses and stuff like that, and they get the 50% capital gains tax exemption.

So the profit is \$100,000, you divide it by two, and they put \$50,000 into their tax return. Simple as that. Rather than \$100,000, if it's short-term, they're going to put the whole \$100,000 into the tax return or pay tax on \$100,000.

So this is how we get around it. We have a trustee company for the short-term business and stuff like that. And then the long-term one used for houses and things like that.

Now, why did I do that? Because now I've got a brick wall between those two trusts. Yeah? So if the tax man tries to say that the house I've had for 14 or 18 years really, if it's in the short-term one, he may not give me that 50% exemption. And I want that exemption. So I will put up another trustee. Plus, it's a great asset protection thing. Because if it's all within the one trust, if the company goes under, they'll drag the houses in that trust with it.

Whereas if they're separate like that, they can't get them. They're two separate entities.

The best time to set this up is before you get into business, as long as you're certain you're going to have a lot of money, that this business is going to fire.

Well, you've got to make your mind up about that one, though. You can roll it in later, without capital tax gains consequences, but if it hits a building you can't back out. So whatever you made in your hands today, that's it, you pay tax on it. Then it goes into the trust, then you can split it and all that. But all that stuff up until now, you're stuck with.

So consider the cost to transfer the assets within the trust. If it's a business, there's none. On the capital gains tax rollover relief, you'll pay no tax, but you will pay on the RTA's and stuff like that, to move it over.

If it's a house, it can get very, very expensive. And what I do with my clients is I sit down and work it out, what the cost is to transfer it.

Is everybody up to there? You all roughly got the right idea? Okay.

You're late. She's one of my group, that's all.

How many guys here are in my groups? Is that all? Half the room? What about the other half?  
Sorry, guys.

How to claim every allowable deduction.

So I'm going into now how you can become smarter than your actual accountant and how to claim every allowable deduction you can.

Forget all this crap, 14,000 pages of this crap of toilet paper. Right? There's actually two rules that you have to have, right? Two rules. If you get these two, you're 99% of the way there.

One is it must be spent. Well, that's easy. The other one is that it must be necessarily incurred in earning your income. But, do you know what is necessarily incurred in earning your income? Because I tell you, not one guy in this room knows what is necessarily incurred in earning his income. You just don't know what that is.

But what you do is the dumb thing that kills me is you guys give your receipts to the accountant and what does he do? The blockhead adds them up and just gives a bill, and the fiscal thing gives you back the bill. Why do you do that? Are you guys the accountants? You don't know what to claim. And yet, you tell him what to claim.

If you're in business, you have something like this, a spreadsheet or something like that, and you have a check \_\_\_\_, legal, petty cash, phone, electricity, that sort of stuff. You tell the accountant what to claim. What do you guys know what to claim? What does the accountant know what to claim? But what do you guys know what to claim? You've got no idea. And yet, you tell him what to claim. It does not make sense. It's just stupidity.

For example, coming here, since the moment I kissed my wife goodbye – I kissed my wife goodbye, we go up in the car. We then pay for the concierge to park the car. We then walk in and have a cup of coffee. Then we go up the lift, I'm here. Right? Have a massage, a newspaper, something like that. All that is tax-deductible.

Then I go and have lunch, like I did with Peter Sun. Right? If it wasn't for it, he would be paying for it. That would be tax-deductible.

Then we go tonight and hire a movie, that's tax-deductible. Go to sleep, that's not tax-deductible. Wake up in the morning, go down and buy the newspaper, that's tax-deductible.

Do you see what I'm getting at?

So from the moment I leave my door to the moment I kiss my wife when I walk in – I can't get the kiss as a tax deduction yet, but I'm working on it – when I kiss her, everything is tax-deductible. But you guys wouldn't know that.

So if you've come to these seminars, it's a legitimate business expense. All your accommodation, travel, even if you come on a private leer jet. It doesn't matter, because the tax department can't make a \_\_\_ not go to work in a Lamborghini. There's no law against that. So buy a helicopter, if you know what I mean. That would be tax-deductible, as well.

Yet you guys, you just gloss over it. Does that make sense?

So you've got to tell your accountant what to do.

So what I tell you to do is actually put in a car and call it's "dog's foot" if you like. I call it Ed's car. And then make him work out what is tax-deductible and what is not.

Did I fund it? Yep. Could it be necessary? Gee, it could be. Let him know what is tax-deductible.

In our family, all receipts for everything is given to me. Chauffeurs, that's no good. Dog food, guard dog, if I'm on a farm. I have that one.

Now, you guys wouldn't know the difference between those two things. But if you don't tell your accountant, how does he know what to claim? He's got no idea. And yet you guys are telling him what to claim. It's just stupid.

So if the accounts are on computer and you're on MYOB, I'd have like account inquiry. I'd do a list of all transactions during the year that may be tax-deductible. And let him go through each one and knock them off, put them in or take them out. Don't you guys do it, because you guys don't know what you're doing.

Let the accountant decide what is tax-deductible or not. Is it spent? Yeah. Is it necessarily incurred? I don't know. Put it in and let him work it out. Put it in and let the accountant decide.

So if you get to this point, which you will at the end of these, you'll find that you've missed out on a lot of tax deductions. You can have your last four years' tax returns reassessed. And it's no trigger to an audit, and they'll actually pay you interest of 11.62% per annum taxable. But they'll actually give you that money, as well. And it's not a precursor to an audit.

So you'll probably find, when the guys come through the tax bit that I do, some of them get like \$20,000 a year back that they didn't realize all these sorts of things that they could claim.

You must see your accountant in March and April each year, if you're in business or you think you've got a tax problem.

When I had my tax business, if a guy came in in July or August, I'm fighting Mohammad Ali with both hands behind my back. But if he comes in in March, April, I can sit down with him and plan how to get rid of the profit before June, because I've got two months to do it.

So all you guys that are making good income, you should be seeing your accountant in March, April. Not in July, August, September. The game's over. Do it then. Do it early.

Now, I want to go on to another one now, which is called "Non-assessable deductions.

Now, what these are – tell me if I'm wrong – if I run that trust, I'm an employee of that trust. Yeah? Is everybody with me? If I've got a business, and there's a trust, I'm a wage earner from the trust. Yes? Does that make sense to everybody?

Like last year, I'm doing it bad, as all the guys in my group know, and I took \$4,000 out of my trust last year as a wage. Why would I take everything as a wage? I certainly don't need the income.

So what I did was I paid \$4,000 as a wage, but then that ran my Porsche and it ran my super. Those were the main two things it ran for me, plus all the things I'm about to give you. I bought a cat, Range Rover and all that crap, but you know what I mean, basically.

So a non-assessable deduction means a deduction that the employee gets, that is not assessable to the employee. The employer gets it as a tax deduction. I'm the employer. And now I'm the employee, and I get it tax-free.

And there's a whole list there of things on this list. I won't do the \_\_\_ ones, I'll do something different. I'll do something decent. They're not much good. I want a good one. These are the ones.

Gifts under \$100 infrequently given to staff or to business associates, or as a thank you. Now, I'm talking \$99.99. I'm not talking \$101. Because when you go \$101, \$100, you are in trouble.

But let's just say Michael works for me, Kenneth works for me, my two boys. My daughter works for me. So at Christmas time, I give them \$99.99. And then Kenny and Eli just got married, so a wedding present, \$99.99. Easter time, \$99.99.

Can you see what I'm doing here? There's nothing wrong with it.

Then, at Christmas time, I may be giving out bottles of scotch to all my customers; \$99.99.

**Brett:** I didn't get mine last year.

**Ed:** You got a movie ticket, shut up – for \$20. Didn't you? I didn't even get one for myself. I ran out, which is pretty dumb.

So let's just take son over here, because he's a little bit on the \_\_\_\_. Now, I wouldn't tell you to do this, but some may do it.

If you had like 15 customers and he bought 50 bottles of wine, and he forgot to give them to the customers... Now, I'm not telling you to do that, but some would.

Sorry, mate.

So now you've got another one. This is another one that's good. It's an overtime meal allowance, where the meal allowance is part of the employment. So let's just say I work on whatever the award is for an accountant. I don't know, let's say it's \$100,000 a year. I don't know. I have no idea.

But what happens is I can pay me \$18.50 a night, for every night I stay 61 minutes later than my normal finishing time, or I start 61 minutes before my normal starting time.

So if I start at 9:00 and I get there at 7:59, meal allowance. If I finish at 6:01, meal allowance. Got it? As long as I'm part of an award.

So all the kids are on... Wouldn't that be coincidental?

Let's find something good. They're all easy ones. Magazine and newspaper subscriptions, where they're in the reception part of your office. Can I help it if Cath buys Bell magazine?

Tools of the trade, maintenance and replacement. Travel to your accountant, travel to this seminar, providing it's a legitimate deduction. Including travel on the leer jet and staying at the best part of the motel, whatever that is. All that is tax-deductible. All of that.

But if you don't tell the idiot, he won't claim it.

Laptop computers, electronics? Yeah, that's an easy one.

After hours, that's an easy one.

Stress management courses. It's a classic.

If Ellie goes to a stress management thing on her own money, she doesn't get a tax deduction. But if I send her to the – Ellie is my daughter, by the way; my employee, by the way – if I send her to the stress management course, that is now tax-deductible. Isn't that coincidental?

Sunscreens, hats and all that, \$85. Flowers for the office. Cath loves flowers. Cath is my wife. Flowers in the office. Got to have flowers in the office.

Morning and afternoon teas provided to staff. Now, everybody knows that one, but don't forget that includes toilet paper, soap and all that stuff. So you go to Franklins with two trolleys.

Now, if my staff had lunch with me, and Kenny comes in with a chicken whacking on a bit of bread, and I'm still talking on the phone – as everybody knows when I'm talking to them – I'm still talking while I'm eating.

But if we sit down and plan the future direction of the business, that would then be tax-deductible, providing it was just a light lunch without alcohol. As soon as you bring alcohol in, it blows the whole thing out of the water.

So morning and afternoon teas, and maybe lunch.

\_\_\_, that's a winky one.

Motor vehicles. Okay, motor vehicles can get a concessional rate of tax.

So is everybody watching this? You got the idea? You've got to think these through. That is a full and comprehensive list. I know I've glossed over it, but you've just got to think of these, that now you're the employer internet business and you're the employee. Yeah?

So, for example, when I go to America with my marketing guys I have in America, from the moment I leave home to the moment I come back, everything is tax-deductible. Everything. Every cent, including when I go out to dinner with them and all that.

So these are just tax deductions now that you can actually get twice. It's a kink in the act that's been there since about 1997, and it's not a big one. It's just a small kink in the act.

So these things, these mean that you get a tax deduction twice for it.

So if you've got a laptop, a mobile phone, a briefcase, a calculator or electronic diary, these are – to the employer – 100% deductible. I'm the employer on this side of the line, so it's 100% deductible. And to the employee, they'll either be 100% deductible or depreciable.

So let's do an example: a briefcase.

I, the employee, buy the briefcase for \$100. I then photocopy the invoice. I give it to me, the employer, the \$100. So then I give it back to the employee, me, the \$100, and then I claim it on my tax return. Everybody there? That's how it's a double deduction. And it's quite legal. It's quite legal.

Motor vehicles. You can claim for carrying tools of trade. So if a plumber wants to work in a Lamborghini, they can't stop him. They can't stop him from doing that.

Regular travel to different places, like a salesman, can claim motor vehicles.

Travel to second job from first job, if you've got two jobs.

Travel to places of education from your work to your place of education.

You can't claim for minor traveling, i.e., banking.

In other words, if you go to pick up the kids at kindy, and while you're there doing banking, you can't claim that. You can't reasonably say, "I went for the banking, I was going to leave the kids there all night." Does that make sense?

So the major purpose of the trip has to be business. That's one that they get them all on in Pajiros. They claim the four-wheel drives through the paddocks and all that. They claim them as a farm vehicle.

Travel to and from work. If you're on call, bad luck, guys. Bad luck. If you work outside normal business hours, if you start at 10:00 p.m. and finish at 6:00 a.m., bad luck. You can't claim that.

So what is the best method? There are actually four methods. And what you should do is give it to your accountant and let him go through the whole four methods. How many guys have done that? Not one in the room, yeah. Not one in the room.

And he can change the method each year. So he should do really, really quick calculations. It takes less than five minutes.



So now, we'll do home office.

In my seminar, I give a list of all of the deductions for car and stuff like that. Let's do this one. I tried to pull out the ones that are relevant to you, as Internet gurus.

So let's say you've got a house and it's 100 square meters. And this office here is 10 square meters.

Now, if you own the house, you're entitled to one over 10 of the cost of that house.

Now, if you claim the normal expenses like water rates, counsel rates, insurance and interest and stuff like that, when you sell it you'll be up for 1/10<sup>th</sup> capital gains tax. Because the argument goes, "Hang on a minute! You've been saying that's your office all these years. Now you're saying that's your sole residence? Make up your mind. So either you're lying before or you're lying now. Right?"

So what do we without one? All we claim is electricity and depreciation on all the stuff within the offices. So I think there's nine of us on the farm, that work on the farm all the time, and I don't have an office at home. I have an office where we work from, but I don't claim the water rates, the counsel rates and all that, because 1/10<sup>th</sup> of my place would be a lot of money. A lot of money.

So all I do is claim electricity and depreciation. That's about it. And all the stuff that's in the computers, the carpet, the light fittings, the desk, the chairs, all that sort of carp. Plus normal running costs, like stationery and all that. That's fine.

Now, if you rent it, happy days. You can claim 1/10<sup>th</sup> of the rent plus anything else you like, because there's no capital gains tax because you rent it.

So in that respect, it is better. And it's calculated on the four area bases.

So if you own, you can go that way, but beware of the capital gains tax.

So let's say, now...

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

**Ed:** No, you can't. That's illegal. Go to jail. It's called general nominees. You can't play that game anymore, it's over. I wish it was still on, but it isn't. And there was a new ruling, about three or four days ago, and they've even tightened it more.

So if anybody's playing the live in the house and rent it off you trick, in your super funds, that is three to five with a hairy boyfriend. It's a real bad thing to do, and we don't do that.

So renting a house, in my opinion – and especially since last week, because they just tightened the noose a little bit more – you work on trends. If the tax department is going against something, you get out of that paddock and come over to this one, where they're not looking. And when they start looking there, you go over to this one here. Just stay ahead of the curve all the time, and you're pretty right.

So now we'll do an example of the effect of using... How am I doing for time, okay?

So what we've got now is I want to show you the effect of using or not using a structure with \$100 of income. Just a simple \$100.

So what we've got is a director and a trust that has an income, with expenses of \$70. How did I get to that? That's about the average. Some guys get to \$90, some guys get to \$50. But let's work on \$70 as the expenses, once I know how to do this properly.

So then that guy has a taxable income of \$30, yeah? So you bring in the income. Notice the income didn't go into the company. It missed the company and went straight into the trust. Gee, I had some trouble with that. It went straight into the trust, not into the company. The company is only worth \$2, because we want it to be a penniless bum.

So they go to sue me, and I own the shares, I'm worth \$2. Yeah?

So it goes all into the trust. And then, all expenses, as many as you can by thinking outside the box and using the Ed's column method, you get as much as you can as legitimate expenses through your entity. Earn/spend/tax. Okay?

Then, we have a company or any of the beneficiaries, and I would have to give that income of that \$30. Right?

Now, I've shown you before how the maximum I pay is 30%. So let's just say it went out 30% to the company. Okay? So therefore, the tax would be \$10 on the \$30 profit, which is wrong. That's why I'm not an accountant. It should be actually \$9, because 30% is \$9. I'm \$1 out.

Therefore, you'll have \$90 out of every \$100 to spend. To spend. Can you see the difference?

So compare to this if dad got the \$100, dad receives a bonus of \$100, he then pays his tax. So he's got \$51 left to spend. I've got \$90 left to spend, he's got \$51. Who's in front here?

I've got a killing, but it gets better. Therefore, you only had \$51.50 out of \$100 to spend. Sorry, I crossed over it. I saved tax of 38½%. Funny, that's that figure there. Hmm. That's interesting.

So now, if person A, dad, buys a magazine, he's got \$51.50 in his hand to buy the magazine with after-tax income, right? For \$2. The person B has \$90, because it runs through a structure. He buys the \$2 magazine for the office, Bell magazine, before he's paid tax on it, because he's spent it on the Bell magazine. And then, the advantage over person A, he gets \$2 plus \$48.50, call it \$1 advantage, plus he gets the GSP back on the \$2, another 18¢.

Can you see how the normal guy in Australia cannot keep up? He can't, he's getting killed. When he works overtime, he works for \$50 overtime, he's got to give half to the government. How can that be fair? You work hard this way – and I still hate it because I've got to give them 10%, but at least I'm back to Singapore tax rates, if you know what I mean, rather than here.

So has anybody got any questions today? How much time have I got?

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

**Ed:** Mom was on \$22,000 to \$52,000. I'm showing that mom was on somewhere between \$22,000 and \$52,000. Now, if mom's higher than that, I've got to give more to the company. The company's unlimited. I can shovel as much as I like through there.

Alright? Anybody else? That's it? Yes?

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

**Ed:** That's \$416, which is 767 with the low income tax threshold. Did you notice child three got nothing? Child four got it. Child three got nothing.

Now, child four is over 18, going to a university, i.e., Michael. But the other child, he can only get that when he earns physical exertion income. It's called the McGoal's rule. So if a 14-year-old goes and works in McDonald's, he gets the normal rates of tax on that. In other words, the first \$6,000 is tax-free and it goes through the scale.

But this is unearned income. So therefore, back in Malcolm Frazier's day, we used to be able to give kids lots of income from their farms. Well, of course, \_\_\_ came along and smashed it up. So now we can only give them \$416.

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

**Ed:** I could take it anywhere. I took \$4,000 last year. It was a tough year for me. As I said, why did I do that? Because then I could get all the non-tax deductions, I could get my Porsche, and I could go get the super.

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

**Ed:** They look at it as unreasonable when it's too high. They don't look at it when it's too low. So why did I pick \$4,000? Because it's above three and below five.

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

**Ed:** It would be a lot better with a speaker. I thought it was going to be a quick question. Okay, fine.

**Attendee:** Sorry, I'll try again. We set something up very similar. It's all spot on, in terms of what was set up.

What our accountant has said, though, is that as the employees of the company, we're going to lowest salary for what's reasonably expected to be a salary or an income. You don't go over the top. Well, the tax department will pick up on it.

**Ed:** I've never heard of that. But if so, I'll take \$50,000 and take less trust distribution. Mathematically, it's the same. I either take it out of the bottom or I take it out as wages. It's identical. Fine, bum that up a bit, if you want to. But I've never heard of that rule.

Anybody else? Stand up, because I can't see you, sir. These guys all know I'm very blind, that's all. I still can't see you. Go on.

**Attendee:** The beneficiaries to the trust for the money that's in the loan account?

**Ed:** Yes, they can sue for the money that's in the loan account, but I'll cut him out of the will. He could. But there's a lot more stashed in that trust.

You guys all understood what I just did? Great.

**Attendee:** Can you rent your own home from your trust?

**Ed:** No. Jaymore \_\_\_ has stopped that, about nine months ago. A doctor called Dr. Jaymore had income coming in from his trust, and then he rented it off, and then he had a negative \_\_\_. I can show you how it works, but it doesn't work. So there's not much use showing you.

**Attendee:** Sorry, a quick question over here. How do you go about finding an accountant who understands all of this stuff?

**Ed:** Okay. What you've got to do – seriously – you've got to go and talk to the guy and see if he's a good business operator.

Now, my guys have been screaming at me for two years now, killing me. I've got the guy. I got him, and he's good. But it's going to take me two months to get him set up. Because as soon as you lunatics find out about him, bam, he's going to get killed, right? So I'm not telling you yet.

So how do I do it? I look at the guy's business.

Now, if I was in houses, my first question is, "How many houses do you own, sir?" And if he won't tell me or if he's up himself, next guy. Does that make sense?

They are hard to find, but you have to interview around to find the right guy.

It's nothing illegal, by the way, or anything like that. You've just got to think creatively, like a businessperson, rather than a wanker who adds up figures.

Is that it?

**Attendee:** Ed, you have two companies. I'm already doing most of these, and I agree, it works because everything then becomes tax-deductible.

**Ed:** Right.

**Attendee:** My company sent me here. But you have two companies. The trustee company, that's not the trading company?

**Ed:** No, definitely not.

**Attendee:** It's the \$2 company?

**Ed:** It's a trustee \$2 company.

**Attendee:** And the company at the bottom that he tracks, that's the trading company?

**Ed:** Absolutely.

**Attendee:** That's the one that you're running your business expenses through?

**Ed:** Absolutely. But not the company, through the trust. Not through the \$2 company. Remember, my arrow headed back here, wherever it was. Where's my arrow. There. Did it go through the company? No. Because look. This is asset protection now, but if I own that, the \$2, and that's me, the little eight up there, and this in here's got a gazillion dollars in it, we'll call it one million, it ain't mine. It ain't my money. Right?

Now, if I fall off the perch and die, I can put Cath in. How hard was that? Now she can toss a million dollars worth of houses or whatever.

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

**Ed:** Ellie and Mike will get it. You give it to your beneficiary, whoever your kids are. So you guys are all happy. Gee, you guys are accounting geniuses.

Okay, I could go further. Should I do one more experiment? Okay. You guys, let's see how we go.

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

**Ed:** What about the super fund it?

**Attendee:** How do you set it up?

**Ed:** You see me and I'll set it up for you, once you come to my seminar. I don't see anybody before they come to my seminar. What happens is I have to educate you in tax and asset protection and superannuation. And you guys are down here, and I'm trying to talk to you here. And then people want a four-hour seminar. I can't do it that way. I can't do it. So you have to come to the seminar.

Look, by the time you finish the tax that I teach, you'll be 99% smarter than any accountant out there, because my guys now are way above a normal accountant's understanding. Way above it. And they just go in and say, "Do these and shut up." "Where did you get that idea from?"

And then they come to the seminar. Like I normally get about 10 accountants that come each time.

Can you guys see these? You can't really see it, can you? Can you see these? Isn't science wonderful? Can you do that, too?

So then we have the \_\_\_ with the trust. And then we had this company down here. It's a bucket company that must get the income before the 30<sup>th</sup> of June, right? If I made that owned by a trust there, controlled by these companies – I'm going to lose you guys, I know it – who now owns that share? The trust owns it.

So if you sued me and I've got \$1-million in there, it ain't my money, baby. I don't own it. I might control it up here, but it's not my money.

Say that was a house worth \$1-million down there. Now, when I die, I just put Cath up there, like that. \$2. It's not \_\_\_ company.

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

**Ed:** No. \_\_\_ you can't. Make the jump and they'll jump in the other one. So I jump from there and try and get that one there, which has got the million bucks under it. No, no, no.

How many in the room have got trusts that are not mine? Many people? Okay.

I'll bet I can blast through your trust in two goes.

Did you get a \$10 check?

**Attendee:** Yes.

**Ed:** Did you bank it? Did you bank it within 28 days? How many guys didn't bank their check within 28 days? You all banked it within 28 days? That's amazing! I do not believe you. You all banked the check? So you all got a check, you didn't get \$10 cash, and you all banked it within 28 days? You guys are very, very clever. Okay.

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

**Ed:** That's okay, it's been settled in there, so you're fine. Now, did you get a stamp within 28 days, the same 28-day period? Did you get it stamped?

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

**Ed:** Oh, he's fine. Normally, half the room don't have them set up correctly on those two points. So you guys are geniuses.

So now, have you got any more questions or not?

**Attendee:** If you've got a company and you've got two children at the university, and they don't work full-time at the university. I work about three hours a week. And you want to employ them.



**Ed:** I'm employing 40 hours a week, but go on.

**Attendee:** And you want to employ them in the business. One's living at home and one's living at a Y that comes home sometimes. What do you need to do to have them as legitimate employees?

**Ed:** No problem. No problem. You don't them employees, you just want them beneficiaries. Do you want them employees of your business or beneficiaries? Which do you want?

**Attendee:** I don't have a trust set up. So at the moment, I want them as employees.

**Ed:** So therefore, you have to prove that what you pay them... Let me put it this way. With my wife Cath, when she was my secretary, when I had my tax practice, I could only pay her \$30,000 per annum because that's all she was worth, if you know what I mean, under the \_\_\_\_\_. But I could distribute her \$4-million, if I wanted to.

So the kid has to be worth it. So you can't have your five-year-old and give him \$50,000 a year for licking stamps. Does that make sense? You can't do that.

**Attendee:** You can with a nine-year-old.

**Attendee:** Ed, just pardon my ignorance, but what's the purpose of banking the \$10 check within the 28 days?

**Ed:** Because what I'm saying to you is will you look after that for me? You mind that for me, and it has to be a valuable consideration. Which now, it's a \$10 check.

Notice I didn't say \$10 cash. Cash has to be banked within 28 days. That is called the settle sum. That's the original thing that I get you to mind for me.

Now, once it's done that, that means it's been settled. In other words, you now have something to look after.

Then, when you go and buy a house or something, that's okay. You can throw it in anytime. You can throw the house in within 28 days, but normally most guys don't get it set up that quick.

So what we normally do is set it up, then they go looking for their positive-g geared houses, and then they put them in the trust because it's already okay over here. That's the way we do it.

Is that it, guys? Okay.

Have you guys got this yellow sheet of paper? I can't believe that you guys all understand. Where's the yellow sheet of paper? Everybody else has pitched to you, I might as well have a go.

**Attendee:** Hi, Ed. I just wanted to ask just in regards to without having a company, for example, and just running the income through the trust.

**Ed:** You mean for asset protection or for just tax?

**Attendee:** Just tax.

**Ed:** Not fine. Fine, but you've got no asset protection. But you'd be fine that way.

What do you say, if I just have a trust like that, with him standing up at the top there, like that. Is that okay? That's what you're getting at, yes?

**Attendee:** Yes, that's right.

**Ed:** Fine. Fine for tax. Not good for asset protection.

**Attendee:** And the approximate cost of a trust?

**Ed:** \$1,750 for me to do them. That includes everything including GST, posting, handling, and whatever else you want to talk.

**Attendee:** So if you were to split another investment class, for example, would you put that in another trust?

**Ed:** Now? Now? Not unless I'm worried about it. See, the only time we split trusts is when Mrs. Myrtle might trip over on the carpet and sue us. So we might have one house in this one and one house in this one.

I guess you guys heard of the case last June, where Mrs. Myrtle tripped over in Queensland and sued a tenant for \$1.268-million, because she had a bad back. Yeah? So she took the lady down.

What happened? The insurance company doesn't exist anymore. Mrs. Myrtle was held with the whole thing. Is that okay?

On here, I'm doing some seminars in the next few months, as you can see, in April, May and June. March. March, April, May and June. Now, this is \_\_\_\_\_. I normally charge \$1,780 for this. For this day only, it is \$1,480. I give 100% money-back guarantee on it.

Let me tell you what's in it. That might help you, might it, so you know what's going on here. Now we've got to get this right through to here again.

Okay. So the first thing we teach is how to buy positive-gear property that increases massively in value. The idea is, what I'm trying to do, is get my guys to increase their equity very, very quickly, in four to 12 years, after taxes. That's \$1-million worth of bills, if you like, on the ground, \$100 bills, if you want. Massively in value, and they're doing that now.

Ask any of the guys that have come to the seminar. They'll tell you if it can be done or not.

It is not mezzanine, softer plan or any of that. This is standard mom-and-dad houses in areas that are predicted, by an independent research company, that increase massively in value.

I don't sell houses. In fact, these guys are bugging up my markets because they're buying them off me. Do you know what I mean? Or they can't get enough quick enough.

The next one is how to invest offshore, legally and safely and properly. Okay? How to invest offshore.

Now, some people would say, "Offshore is \_\_\_\_\_." No, when you know how to do it properly, it is the best thing since kissing the first girl you ever met. You'll go, "Wow! Where's this been all my life?"

The next one is how to protect your assets from some bastard taking them away from you. Now, you may think that I take the wrong attitude in this, in that I protect you when the poor person may have an obvious claim against you. I'm sorry.

When I was very young, a guy had a go at me, very young, when I was 25, and tried to wipe me out when I was absolutely completely innocent. And from that time to now, like the next 30 years, I've been getting this right, so that now I can protect anybody. I don't know if you think it's morally wrong or not. Some people think I'm immoral by teaching you how to save your assets. I don't. I reckon you work damned hard for them. So if some bastard's going to have a go at them, I'd rather protect them so the bastard can't get them.

I'm sorry I swear, but it really, really annoys me. And there's only two of us now that actually do it. I'm the only guy that does it publicly. And the other guys are QC that know how to do it properly.

So if you go to your normal local accountant, he ain't got a clue. He ain't got a clue.

How to legally rip off the tax department, which I sort of went through there. But I do much more of that, of course, and go more deeply into it.

The idea of that is so you are actually smarter than your actual accountant. That's what I want you to be, smart than your accountant, so you can go and tell him what to do. And then they usually get prima donnas and they get really, really annoyed with you, or they come to the seminar. It's one or the other. Or they ring up and abuse me.

And the next one is once we've got that \$1-million tax-free in our hands, if we want to retire, we actually put it into a \_\_\_ super fund that we control, that can earn income tax-free, call it \$100,000. And then mom and dad get \$50,000 each to live on a year, paying less than \$3,000 tax combined.

And then that all goes into a master strategy that just goes around in a big circle. So the more income you get, the more assets you buy, which means you protect them all, which means you pay less tax. It just goes around and around in a big, round circle. Okay?

Now, the cost, seriously, is normally \$1,280. I just pulled these out of the order forms of the girls at work. But it is \$1,780 for you guys.

Now, I give a no-B.S., no hassle, money-back guarantee. In other words, not that it can work, but it does work for you for nine months. Nine months.

So what I'm saying is take it away, pull it apart. Because what I've found is that 99.9% of Aussies are fair. Some bastards get you and rip you off for a free refund. And then they try and get in to the next seminar or want to buy a product.

There's a guy who wants to join the club, would you believe, he asked for a refund at the last seminar and he wants to join gold. Can you believe that? I'm going, "Yeah, sure, I'm going to let you in."

Where was I? Sorry.

\$1,780, which is now \$1,480 for today. But the nine-month money-back, no-hassle guarantee is \_\_\_\_\_. I've got more letters behind my name now than the alphabet, believe it or not. It's true. I'm licensed with ASIC and with the tax office. No one else can say that. Okay? No one else can say that.

And, there's all those bonuses on the right, inside there. The holiday and the special tax reduction report, the manual, the list of double deductions, all that sort of stuff as well, which you get anyhow.

Oh, and if you do get the refund, I'll give you actually \$100 back for wasting your time.

Or, if you don't want to enroll today, that's fine. Tomorrow, you'll have to pay the full price. But if you don't want to, that's fine. And you just want a free report on what I do, which is a great marketing – you guys who are interested in marketing, aren't you – I'll show you what you can't do on the Internet. You can't do this on the Internet, can you? You can't have all those different pieces on the Internet, that people can handle, that people can touch and feel.

I'm just saying that that's why mail, in my opinion, the Internet may be great but the response rates always beat it in mail. I've got me being interviewed on the manual, my free report on it,

my certificate of guarantee including frame print for all the people that think of the refund, frequently-asked questions.

Remember the guys last night were saying book of testimonials? Oh, what do they know, a book of testimonials! And it's yellow. And a yellow order form. And we've got other stuff that goes in there, too.

So if you just want that free report, you're more than welcome to it. Just put your name in there, and then put "free report" or something, and we'll send it to you. Okay?

Or, if you have a product and you want to JV with me, please let me know. It's all on the back. So if you guys have got databases, I don't know if these guys have taught you or not, but the most valuable asset you have is your database. It's the database, guys. It's not the intellectual property, it's the database.

Some guys, I very happily pay them over \$100,000 per round of seminars. I'm delighted to do it. Delighted to do it, because then I go into their database. Does that make sense?

You guys got any further questions? I'm pretty well finished, unless you guys have got anything. Yeah? Speak up!

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

**Ed:** Are you an Australian resident, sir? Yes or no? You are? Are you selling the goods within Australia or outside of Australia?

**Attendee:** Both.

**Ed:** Well, the goods inside Australia is GST, the goods outside of Australia are non-GST. Simple as that.

Get a mike. I don't mean to be rude.

**Attendee:** With regard to the trust that you said you could set up for around \$1,700...

**Ed:** \$1,750. I don't go \$1,000 plus, plus, plus, plus. That's it.

**Attendee:** That's fine. And you said you wouldn't see us until we've been to your seminar.

**Ed:** That's correct.

**Attendee:** I've been looking around for different accountants, and they're telling me prices down here. So I'm gathering that the quality of yours is so superior and that they're not really delivering.

**Ed:** Do you want a VW or a Porsche? And you'll only know when they attack you, if it holds.

**Attendee:** I understand. So you're saying it's not worth going into one of these, we should just wait and come and do your seminar?

**Ed:** I'll get through it in 10 minutes. I guarantee I'll get through it in 10 minutes. I don't mean to be rude. You won't be able to tell the difference, because it's like looking at a car from the outside, without turning it on or looking at the motor. You can't tell.

**Attendee:** I don't have a problem with the difference. I'm just saying so we must come to your seminar before you'll set up a trust?

**Ed:** That's correct. That's correct. That was easy. Why didn't I just say that at the start?

Where is this gentleman here somewhere?

**Attendee:** What I was saying about the GST, what about other countries, where they have GST?

**Ed:** In that country, you'll have to pay that in their country.

**Attendee:** You do?

**Ed:** Oh, yeah. How are you going to get out of that? I'm sorry, I don't mean to be rude. But yes, you have to pay that in their country. Or else everybody would be selling in Australia from America and not paying the GST. Or we'd sell into Canada or the UK, and not pay that or whatever they call it.

**Attendee:** I misunderstood what you said. You only pay GST in Australia, not outside.

**Ed:** No. By our government, you don't pay GST. But by their government, if they've got it, yes, we've got to pay it. Absolutely. Yes. Sorry.

Is that it? Okay. Well, I'm finished, guys. Thank you.



# World Internet Summit, Sydney, Australia

## Last Panel – CD 4 of 4

**Attendee:** Since last night, I've been approached by a number of you to talk about affiliate programs, my software. And I would just like to give you my website address and e-mail address, so that if you're interested you're able to contact me.

So if you get your pen and paper out, the website address is [www.backupassist.com](http://www.backupassist.com). And I think following the response from last night, I've eventually got an information product aimed at home users, which I'm definitely going to set up an affiliate program and give you guys a 50% commission on that, on a big market.

And also, my e-mail address is [linus.chang@backupassist.com](mailto:linus.chang@backupassist.com). And I'm more than welcome to listen to any business propositions that you have. Thank you.

**Speaker:** Direct marketing in action. Good one.

Okay, who's had enough information? Squeezed it in. Who's got some questions? There's one person with questions? Got a second question, good. We'll try and get those answered for you.

Who would like some bonuses? Yeah, good. A lot of people have been asking me about those.

As we clear the area at the back here, we're going to place some tables, actually two tables, one on either side of the doorway, on this doorway. So as you leave out there, for the next stretch break or whatever, or if you have to leave early, that's going to be okay, folks. Some of you have got flights and things like that. If you have to leave early, you can grab your bonuses as you walk outside that door. Not that door, this door only.

In those bonuses, you'll find a joint venture secrets video by Ted Ciuba. That's a really good video. Also, discover a CD by Terry Dean, which explains the step-by-step process you should use on the Internet.

\_\_\_ it acts like a video CD. You place it in your computer and you can actually watch it as a video on your computer. It's a live seminar.

There's something I need to tell you about that. You might want to write this down. Some of you maybe don't need this, but you might want to take this down, because there's special instructions for that Terry Dean CD.

It will play through Windows Media Player or Real Audio, both available free, I believe. Is that right, guys? Those are free? Both available free off the Internet, if you don't have it already, which will allow you to watch it.

And there's a few files on that CD. The file you want to actually open up is this one, and it's not very easy to remember. It's actually like no special word. It's like here's the file, folks. AVSEQO1.dat. Let me say that again for you, folks. This is the file to play for Terry Dean's presentation on the CD. AVSEQO1.dat. And it's located inside the MPEG folder. It's located inside the MPEG folder.

And when you actually click on the CD in your computer, this will all make sense. There's a folder that says, "MPEG," and that file's inside there.

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

**Speaker:** Sure I can, absolutely. So here's the actual file name. You're going to give them this CD. It's one of the CD's of the bonuses. And there's a file in there. It's AVSEQO1.dat. That's located inside the MPEG folder.

Okay. What you're also going to get is another CD, which is Ted Ciuba's resource rolodex, which has all our contacts in there, like graphic designer

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

**Speaker:** Oh, Windows Media Player or Real Audio. Both are free programs you can download from the Internet to watch this presentation.

Is that okay? Anybody got any questions about that before I move on? I'm sure you'll have more when you actually put it in the CD player.

So you're going to get this other CD, which is Ted Ciuba's resource index. And there's graphic designers on there, there's programmers on there, all the contact details of people you may actually want to go and see their websites, get information from them, perhaps even use them. It's a huge, big list of all the people that you're sort of getting educated about the Internet, all the people you may want to start contacting to get information from or to actually use. Programmers and things like that. Okay?

You're also going to be able to pick up a book, which is your \$3,000 worth of free accommodation. Who likes that one? And it's easy to use. There's no file names. That's there for you as well.

Then there's a pack, it's a shrink-wrapped pack of certificates for you, which gives you access to these private membership sites we promised you. That's all there. All the actual details are all there, everything's explained to you in the pack.

So that's all ready for you, folks, as you move outside those doors. Does that make you happy? Good. Good, good, good.

I've also received questions from people, "Can we have a group that all of us can get together on and share some ideas?" Who likes that idea? Okay. We're not going to do anything with that.

We are going to do something for you folks. We've been asked enough questions that we are going to do something about it. We're going to put a forum up for you at an address that perhaps Tom will give you the address for. What are we going to call that, Tom?

**Tom:** It's going to be at [www.WorldInternetSummit.com/forum](http://www.WorldInternetSummit.com/forum). And I don't think it's ready yet. We're still working on it. But we will announce it to you guys as soon as it's ready. Thank you.

**Speaker:** What can they do there?

**Tom:** It's actually in a discussion group where you can ask a question and discuss any kind of topic that you'd like to discuss.

**Speaker:** The good thing about that is that so many times we have a special group formed for Melbourne and East South Wales, so this is now a place that you can all go. And it's only just for you guys. And you can just ask questions. "Hey, what did you think about the seminar?"

The thing about this is only you guys have found out this information. Outside these doors, very few other people know this information. So you guys have an education. You've trained your brain. You can actually discuss, in this forum – it's via typing, right – to ask questions, you can share ideas, tell each other what you got from it, maybe even make up partnerships if there's some people you had a bit of a link with while you were here.

The people in this room are switched on. Switched on enough to be here. It's a great crowd. I'm sure everybody here feels the positivity in this room. Is that right? So now you have a place to go. Does that sound like a good thing?

How long do we expect that to go for? About a day. I think you'll all lose interest after a day.

We'll keep that going for as long as you want it to keep going. Absolutely. Whatever it takes, guys.

I can't speak for all these guys up here. I'm sure that if we invited these guys to go out and check out the forum and maybe put some information there or to maybe do a little bit of... What do you call that, if they go on there? Can they ask questions and have questions answered? Is there a name for that, Tom?

**Tom:** A moderator?

**Speaker:** A moderator?

**Tom:** You guys can ask questions about anything. And, of course, the products that you are interested in, that we've been promoting throughout the event. And also, I believe that we will invite as many speakers as possible to come to the forum to help you with the product that you purchased or you are going to purchase from him.

**Speaker:** Okay, let's see if we can make a deal with the speakers right now, okay? I haven't put this to you, have I?

You guys all in agreeance that if we were to ask you to come back and answer questions from the audience, this audience, are you in agreeance to be able to do that for them? Yeah? Take a vote? Is that okay, guys? You guys got a fair deal? Okay.

**Mal:** What's a forum?

**Speaker:** It's a special magazine on the news agents now. It's a place, Mal, where these guys can actually go along and type in a question, type in a statement. Oh, you know this stuff, Mal?

**Tom:** He has no idea what a forum is.

**Speaker:** What's typing? Okay.

So is that a good idea, folks? Okay. So that's good. I'm glad you're happy about that. Good one.

If some of you guys have to leave early to get flights or whatever, you're not going to disrespect us if you get up out of your chair and leave. It's okay, folks. Alright?

Here's what the session's about here. If you have any last questions you want to direct to these guys, you haven't asked them already, this is your chance. Let's go. Think of some questions.

**Speaker:** If anybody has any questions for me, please do so now, because I have to leave. I've got five minutes.

**Speaker:** Okay, this is the comedy hour now, folks. We're getting a bit tired here. Okay, who's up, folks?

**Attendee:** Hi guys. A quick question. With my sales copy, I wanted to include a time-sensitive offer down at the bottom. And I know I've seen some web pages that that sort of scrolls over and chances. How do I go about doing that sort of thing?

**Speaker:** That's called java script. I've been using it for about six years, which is a surprise to me, too.

But I simply asked a web guy many years ago, "How can I put a call to action on the Internet," which is what I was doing offline. It was "Order by the date stamped in red." So I thought, "How can I do that?" He said, "I don't know." And I said, "Well, there's bound to be something. Go and find it!" And he came back and he said, "I've found this thing called java script, and it rolls over the date. And you can set the number of days apart that it rolls over."

Now, has the odd person called us up and said, "Every time I go into your site, the date's rolled over again?" That doesn't help our integrity. It doesn't look right. In other words, it's fake.

Now, she makes an interesting point. But the bottom line, is the general buyer prepared to take the chance that when you do order and you don't order by the date stamped in red, that you won't get everything or by the roll-over date?

I know I order off the Internet, and I order all the time, lots of products, and I don't take the chance.

So will it bother a few people? Yes, maybe. But I don't care, because I'm only interested in who? The buyers. So you can't be right for everybody, but have a call to action on the Internet.

You can also do it through product, as well, just a straight-out product called a strong, bold, added value.

But that's called java script.

**Mal:** One of the things that you can do, where you can get it, is this site right here. Just steal it.

**Attendee:** StealIt.com.

**Mal:** Steal it from me. Okay, go to this website. There's two places on the page that have it. It's eCoverGenerator.com. And if you want to buy anything while you're there, that's fine too. Just do this. Go to the website, hit "view source," and then look down. You'll see a bunch of code there that makes no sense to you. Go down to the place where you see "date." You're

looking for the word “date.” And then after that, there’s going to be a little section that says, “Script.” It’s usually going to say, “Java script,” and then it’s going to say, “Script.”

Copy from where it says, “Script” to the next place it says, “Script.” Copy that. Copy it and paste it on your website, where you want it to appear, and every day it will be the new date.

**Paul:** Just for those who had no clue what he just said to them...

**Mal:** The most important part was to buy something on my website.

**Paul:** That’s all that matters, yeah. A good website address is JavaScriptSource.com. JavaScriptSource.com. If you can’t find it, punch it into search engine, free java scripts. There are gazillions of them. Just don’t use the ones that make stuff flash, dance and bounce around on your web pages. Stay away from them. But the date ones are essential.

**Mal:** There’s another one you can go to, it’s JavaScript.Internet.com, which is probably the largest one on the net. And there’s a search function in there, which means you can just enter in “date,” and it will give you all the different date type java scripts. There’s all kinds of stuff.

You’ll play around in there. But like Paul said, don’t get carried away.

**Speaker:** Another one is called HotScripts.com, where you can have lots of free scripts.

**Mal:** That’s a good point, though. I’m just kidding.

**Attendee:** For the date thing and the java script you’re talking about there, for the people using FrontPage, there’s a plug-in software that’s pretty inexpensive, called Jbots. I don’t know how to use java script, I just know how to enter in I want a clock and it makes it, and things like that.

So if you look, it’s WebsUnlimited.com. How do you spell WebsUnlimited?

**Attendee:** A zed or an S?

**Speaker:** No zed.

**Speaker:** You can cover your bases two ways. You can also put, “Order in the next seven days,” and by the date. So you’re putting two qualifies on them, two forces, forced ordering.

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

**Speaker:** Yeah, yeah, yeah. Dates are better. Times are better. Number of days are better. It's too vague and general.

**Armand:** I use what Mal was just talking about. I use, "If you order by midnight on this date." And for the people that don't like it, I don't care, because the majority of the people will go ahead and utilize it. So definitely.

**Tom:** One thing to be very careful with, because this time is put out from the server's time, be very careful where a server is physically located and how this server has set a time.

If you are going to target the Australian market and the server is physically located in the United States, and the server is set to the time of Los Angeles, bang, your website will display the wrong time.

So be very careful. And, of course, there's a lot of other issues here, such as where you target your customers. If you are targeting customers worldwide, then it might be alright to use US time. Just a little point. Thanks.

**Speaker:** Okay, next question please? Marge, in the front here.

**Attendee:** Hi. My question is to Armand. I didn't know anything about optimizing and keywords, and all that sort of thing. So what you said kind of went over my head. But I hope to get a grasp of it all.

Why do I need three keywords per page and why do you have to change the keywords, and why does your site increase if you link to other sites?

**Armand:** Start backwards with the last question. That was you said the site increase was by linking to other sites. We don't want to link to other sites, we want other sites to link to us. So you want to understand that.



The more sites that link to you, what we're doing is transferring their page rank, what Google calls their page rank, how Google rates them in the search engines, that is being transferred over to you by them linking in to you.

Ultimately, you would like everyone to link to you and you not link to anybody. So you want to be very selfish in that way.

Now, the other part, as far as using only three keywords, because this makes it very easy for the search engines. Let's say you had 100 keywords. You had 100 keywords. You're putting a little bit of value on each one of those 100 keywords. But with only three keywords, you're placing value on only three. So now you have 30% of each of that weighting factor on each one of those three keywords.

There was one more question?

**Attendee:** Why do you have to change the keywords?

**Armand:** You shouldn't necessarily have to change the keywords. Part of the confusion is that when you develop a site for your own site, your main page, you're only going to use those three keywords. That's what you're going to be optimizing for.

Probably what you're referring to is when I talked about creating more keywords for other products, utilizing one of the tools that I showed online. And that was if you're going to advertise for another product.

So ultimately, when you do create your keywords, you don't have to change them.

**Attendee:** Also, I have pretty much built my own website and taught myself how to use the shopping cart and everything like that. But I'm kind of over doing all of that now, and I want to know where do you find someone that can do it? How do you know how to charge them? How do you know if they're any good to do all the web stuff? Like now I want to do autoresponders and I want to get someone to do the optimizing of the keywords. How do you find somebody that's good.

**Speaker:** From someone who paid \$50,000 of his hard-earned money to people who took an aptitude to staggering new heights. This really rings my bell.

I would say to people, firstly, can you show me, number one, pages on your site?

Secondly, if they are a web designer and 1,000 times more if they're a copywriter who does web design – and there's a few of us here that do that – and they don't ask you, "How are you going to get traffic to your site," avoid them like the bubonic plague.

Armand mentioned yesterday, you want instant traffic, use Google Ad Words. You'll get instant traffic.

If you want search engine traffic, you cannot ignore this thing of search engine optimization.

Writing web copy for a search engine is a totally different ballgame – right, copywriters – than it is just writing ordinary copy.

The other thing is you ask their clients. Say, "Can you point me to some clients who are absolutely raving fanatical fans about the work that you've done?" And if they can't, don't use them.

So the biggest is do they have their own number one pages, because they sure as hell can't get you to number one if they haven't got several dozen themselves. And the other thing is do they have real clients who are real people?

Trust me on this one. Connie and I spent \$15,000 with a buffoon in Perth, who has the most glowing, brilliant, made-up testimonials on his website you could ever wish for. She actually did a survey on his business, at one stage, and the guy has testimonials from people that don't even know him. He's just taken them. Joe Blow that runs ABC Corporation gives him a glowing testimonial and says, "I've never met the guy. I don't know him from a bar of soap."

So it's common sense. Talk to the people and say, "Where are your number one pages?" Talk to their clients. And then see what kind of a guarantee they give. If you do that, you can't lose.

**Attendee:** I have a comment on that.

**Speaker:** I'll do it for you, if you want.

**Armand:** I have a comment on that. There's a great resource, which I've told many of you privately. It's called [www.elance.com](http://www.elance.com). It's short for freelance, such as a whole worldwide network of people that are freelance people.

I've hired bookkeepers, web designers, accountants, programmers from India. Recently, one of my companies needed a logo and a four-color brochure, which really breaks my heart because I hate making anything pretty, so we sourced out in Santa Barbara. The minimum logo is like \$800 or \$900 for a logo. We hired a company in Ecuador for \$75. And they did a tremendous job.

So elance.com is sort of like Amazon. Everybody references and puts testimonials on the vendor. So you can look at the vendor's history and have a pretty accurate assessment whether this person is a scam artist or not, because you've got authentic testimonials. You can see how much money was billed through the system, because you have to pay for it through there. So with the more veteran people, you're going to get better work.

My only advice there is get a quote for the project complete, and then basically double-check their references and talk to them on the phone before you hire them. They have online portfolios of all their work.

I've had really good success with I'd say 80% of the people I hired. And don't always get the cheapest bid, because you'll bid a project – say, in my case, I want a logo – and I had about 14 bids within about 24 hours, anywhere from \$50 to \$900. And if you get the cheapest one, you're probably getting some guy in Afghanistan with a stolen laptop and an Internet connection. No offense to any Afghanistan's in here, okay?

**Mal:** I use elance as well, too. But one of the other places that you can do is also ScriptLance, which works on the same concept. It works as a reverse option. And just like I mentioned, people start off at a certain price and then they start going lower because they're trying to get your business.

So that's the concept of all of these sites.

The second site... The third site, I should say, is rent-a-coder. You can utilize rent-a-coder as well, too. And again, you're looking for a webmaster. ScriptLance is probably your best bet. It's strictly all webmasters and things.

Also, one of the places that's just great, that I found recently. It's called DesignOutpost.com.

DesignOutpost works on a different concept. You tell them how much money you want to pay.

Now, here's the deal. This is great. Let's say you want to only spend \$200. Now, all these people will actually start making a website. It's a contest. You're going to give someone \$200, whoever comes up with the greatest design. So you get all these people making you your website, your logo and everything for free, and they're only going to get \$200.

It's great. They'll do it for logos, they'll do it for websites, they'll do it for almost anything you want. It's DesignOutpost.com. You don't even have to give them money. You can give them credit for stuff on your website. You can give them a computer, if you wanted to. You could give them a Palm Pilot. Whatever it is that you want, they'll approve you first for what you're going to do your contest for. You set the number of days, and then you're done.

**Attendee:** Wow! That's great.

**Speaker:** That's good information, isn't it, folks? That's a real good one.

**Rob:** If you're also looking for somebody specific for Autopilot Riches, I know you're a customer of ours, we have almost a whole spin-off industry of coaches and trainers and webmasters that are very familiar with our system. And you can send an e-mail in to our sales department and they'll help you out with that.

**Speaker:** Is anybody confused about when we say Ad Words on Google? Anybody confused about that? Would you like that explained for you?

Okay, that's a good question. Who wants to take that?

**Speaker:** What Armand was saying the other day and what I was saying – excuse my voice – in regards to Ad Words, if you want to optimize your pages to be listed in the search engines, do what I said the other day or do what Armand said.

But the thing is, if you want certain words to come up virtually immediately, what you do, you go to – no w's – AdWords.Google.com. That's AdWords.Google.com. It's very self-explanatory. It talks you through it step by step. And you go in and it asks you for a little title for your ad. You've probably seen it in Google on the right-hand side. It's those little boxes. They are the Google Ad Words.

So what you do, you put in your title and you make it as enticing as possible, of course. You also put in a couple of lines, just a description, and you put your website that you're directing when they click on the Google Ad Words.

It comes up and says where you're targeting, and all that kind of stuff. And then it also asks you for certain keywords that, if they type that in, that box would come up on that page under those terms.

What I also say to people, and Armand will verify this because he's used it a lot, sometimes when you go in there Google will come up and it will tell you it's going to cost \$4. Sometimes, you can cross that out and put 5¢ or 10¢ Australia. You might come number eight out of the top eight on the first page. And I find sometimes the second or third will get a few more hits. You don't have to be first. Because sometimes, they might go to the first one, check it out, come back and look at the second one because they want two options.

So the thing is I've got some of the terms for Gold Coast accommodations. For example, people that are from Queensland, Gold Coast accommodation, service paradise accommodation, Broad Beach accommodation. And some of them, it costs me 9¢ to click, to get traffic to an accommodation house that will charge \$1,000 a week. You see what I mean? And some of them are only two or three. But as long as you're on the first page, most of my clients seem happy with that.

And the thing is what I always say is check around. Use a tool like Armand's got, to find out the kind of things people do search for. Because it's no use having terms and key phrases if people aren't going to look for it. Otherwise, you're defeating the purpose.

If you're worried about people going to website competitors and click, click, click because it costs you 10¢ each time, it also gives you a daily limit.

So say, for example, you might only want to spend \$5 or \$10 a day. I don't know, whatever your budget is. But, for example, you might say \$5 a day, \$150 a month. So it will use up those ad words until it gets to your \$5, and then stop it and start it again the next day.

So does that explain?

**Attendee:** I just want to throw my point of view and comments on that. Two things. Number one, I don't pay for advertising. If you can do it, you don't have to. You know about that one, don't you? You don't have to pay for the advertising. However, if you're going to do it, a good comment about first position, second and third, just look at what people are bidding on the pay-per-click search engines and so on. Sometimes, you'll just go absolute banana. They're going to bid \$4. Position number two might be 10¢. You just go 11¢. Save yourself \$3.89 each time around. Just be smart and wise about it. But you don't have to pay for advertising, folks. Don't get suckered into the trap of spending a fortune upfront, before you make some money.

**Armand:** One of the things you have to be careful of... I shouldn't say be careful of, that you don't have to worry about is actually that person clicking on your link.

Let's say one of your competitors comes to your site. Let's say Chris comes to my site and he's ticked off at me. So what he's going to do, he's going to search on my site in Google, sees my ads, and then he starts clicking it, clicking it, clicking it, clicking it, thinking that I'm going to get charged hundreds of dollars.

It doesn't matter. Because what they do is they actually trap the IP of the person who's clicking on it, meaning that they're only going to count it one time for that person in the next 24 hours.

**Speaker:** So I wasted those five hours the other night?

**Speaker:** Armand is right. I wasn't going to tell him that.

**Armand:** Also, one of the things, too, is ad words will make you a great copywriter. They will make you the greatest copywriter on earth, because you have four lines to work with. And if you clicks are converting less than 0.5%, ½%, they will drop you like a bad habit. Your ads will not be shown.

So you have to convert higher on your click-thru's than a ½%.

Now, here's the great part, and this is what most people don't know about Ad Words.

In Ad Words, let's say you have three different ads. It will track which ad is working the best and it will tell you the conversion rate, all at a glance. So you can drop the ad that's not working and only use the ads that are working.

So it will do split-testing for you on your own ads in Ad Words. It's very simple. But once you start utilizing it...

How many people are here from Australia? Well, let's say you just wanted to target Australia. Well, what you would do is in the country, when you're setting up your ad, you would just put Australia, and it will only show your ad to people that live in Australia. Any country you want to target, any language you want to target, you also select that as well too. If you only want to target certain people, it will do that.

You can set up your account for as much money or as little money as you want to. You can drive traffic. And the greatest thing about Ad Words is you can drive traffic instantly; today, not tomorrow. In the next five minutes, you can test, tweak your ad copy, put a split-test on your landing page, test your headlines, you can test your subject lines.

You want to know how to write a great e-mail? Put a great subject line in your Ad Words and find out which one of those headlines actually gets the best clicks. That's the subject line that you send an e-mail to your list, out to 20,000, 30,000, 40,000, 50,000 people. You already tested it in Ad Words. So it's a testing tool as well, too. It's a huge, huge, huge business tool that you have to be utilizing if you want to get instant traffic.

**Speaker:** What I was going to say, folks, as well as what Armand said, was one-million percent correct. But the other thing is some people asked me before about Ad Words out the front. If it shows up on the page and no one clicks, you don't get charged for that. That's just called an impression.

For example, South Pacific Plaza, in the Gold Coast, as Armand said, I put Gold Coast accommodation as one heading, Broad Beach accommodation as another heading, and Main Beach accommodation to attract Gold Coast Indy crowds.

It turns out that they pulled all of the ads 33% of the time. You can see which one. One of them had 7% click-thru. One of them had 0.5%. One of them had 1%. And I thought Gold Coast accommodation would get the business. Broad Beach accommodation beat them all. And I thought, "Wow! You can really find out," as Armand said.

But if no one clicks through to it, you're not going to get charged.

So he had about 11,000 impressions within two weeks, but he only had 700 click-thru's. And he said to me, "But that's not really good." I said, "Yeah, because they targeted." And out of the 700, he tracked it, he paid \$364 for the month, from the 4<sup>th</sup> of December. So it's a month and a half. He made \$23,700. Is it worth it?

**Armand:** Let's just look at it this way. With advertising, basically what we're dealing with is a pay-per-click search engine.

How many people would like to know how to get \$10,000 worth of free traffic to their website on a pay-per-click search engine? Would that help you? Write this down.

[PayPerClickSearchEngines.com](http://PayPerClickSearchEngines.com).

Now, go to that site, and here's what happens. You're going to see a listing of about almost 600 pay-per-click search engines. Now, here's the deal.

As you're looking through these different pay-per-click search engines, what you're going to notice is that a lot of them will say, "Sign up for an account with us and we'll give you five times the amount of money you deposit."



So I put in \$5, they give me \$25. Some of them will give you 10 times the amount of money you deposit. So I put in \$5, I get \$50.

And some of them just say, "Sign up for us and we'll give you \$50 worth of free advertising."

**Attendee:** But are they getting traffic on those sites?

**Armand:** I don't care.

**Attendee:** I'm just saying if no one's going to them in the first place.

**Armand:** No, no, these are big sites. Think about it. FindWhat. Anyone ever heard of that? It's a pretty big major. Canoodle? You guys ever heard of that? Espotting.com? Goclick.com? These are all major search engines actually get traffic.

The point is you do this just a little bit, and you can do it. You can also go to the site that will do it all for you, that's a service. But the same concept is signing up with all these different search engines. They'll do it all in one shot for you, so you don't have to go through my hand and do it all. It's called KeywordGold.com. KeywordGold.com.

Now, I'm not sure exactly how much it is. I think it's about \$100 or so. But if you go there, you sign up for an account, they'll submit your site to I don't know how many different search engines automatically for you. You do the ad one time and they take care of it. They get you the free traffic. They get you all the stuff, just like I described just a moment ago. And you'll get a lot of traffic fairly quick, and it's very inexpensive.

**Speaker:** Thank you. Well done. Okay, right here.

**Attendee:** When you're doing your testing, how long do you do your testing for? Is it a week, a day, an hour, or what?

**Speaker:** It depends on what kind of testing you're doing. If you're split-testing two different headlines for a day, there's already very clear results. One comes up as a clear winner and the test is over.

**Armand:** You have to go by statistics. Now, if you statistically, you have to track 40 actions. Let's say, on a headline, what's my desired end result? My desired end result is I want more sales. So which headline produced me 40 sales first? Does that make sense?

If I'm testing an opt-in box, which one got me 40 subscribers first? That's how long you continue to test for. And 40 subscribers, that sample or that 40 actions, whatever it is that you're trying to get them to do, that statistically, in the long run, chances are that that's going to be the one that's going to prove out over the long-term.

**Attendee:** Would there be more people selling on the weekend \_\_\_ than during the week?

**Armand:** It could be. If you just want to test on the weekend, certainly that's perfectly fine. But I'd rather take advantage of that traffic on the weekend and test during the week.

Some days, I've done as many as five or six tests in a single day, because we had that much traffic coming in to the site that we could do those tests. And it was on a weekend, on a Saturday.

That's how we discovered a headline. We went through five different headlines, found the one that did the most. We increased our conversion that day, every since, by over 400% because of the change in the headline only.

**Brett:** See how these guys aren't geniuses? See how they're using the same methods of testing and measuring, so their results determine what they're going to do?

These right here are the best in the business, but yet they're not guessing. Using the same systems that turned them into experts, but the customers are telling them what to do. You've got to use that too, folks.

There was a question over here. Is that right?

**Speaker:** Brett, just one thing I did forget. One customer of mine, which has made a lot of money out of Google ad words too, you don't have to have your own website.

If you've got an affiliate program that you linked up with someone, you can send your Google ad words to your affiliate program and make money without even having a website. Because when you usually have got an affiliate program, they've made up a page for you. So you just send them to your affiliate link. You don't even have to have a site and you've made money.

For example, Bart Baggett's got handwriting analysis, which is a really niche thing. You can set up a Google ad words and send it through the affiliate link, which makes Bart money but it also makes you money for earning affiliate commission off selling his products for him. You're using his website to make you money. So it's another good thing to think of.

**Brett:** This might be maybe the second-last question. Okay?

**Attendee:** Thanks, guys, for the weekend so far, by the way. But my question is this. I've noticed a lot of you selling or giving away resale licenses with your products. What's the strategy there? Should we be doing that, or not?

**Speaker:** Why did Willy Sutton rob banks? That's where the money is. So if you want to get there fast, the quickest way to get there is to earn the rights to someone else's products. Or, better still, the duplication master rights to someone else's products, as quickly as possible.

However, you can do it for yourself. But when you buy someone else's, you get what? Their credibility and their marketing material.

The number one thing you want is not the reprint rights. The number one thing you want is the marketing material, the arsenal of ads and all the proven sales material that comes with it.

**Armand:** One of the ways that I launched my Internet career itself is I sold resale rights to a product. Anybody ever heard of a product called Pop-Up Generator? If you do a search on any search engine right now, you're going to probably have close to about around 100,000 web pages referring to Pop-Up Generator. And all of those sites, initially, aren't even mine because I gave them the resale rights to the product, I gave them resale rights to the sales letter. I gave them everything that they need. All they do is change the link and put their payment processor in it.

Now, here's the reason why. I did it for purely branding purposes. At the top of that website, there's a graphic. The first words on that website says, "Armand Morand's new software."

So they're exposing me every single day to other people that are knowing my name. And what are they doing? They're associating my name with the software, which is what I wanted to do.

So it worked really well, except I could have monetized it a whole lot more.

**Brett:** But it helps you and it helps the actual person with the rights. Make sense?

**Speaker:** Brett, just an add-on. Same thing as what Armand did. Armand basically has his name over there, on the corner.

The other thing you can do in the header graphic is to add your photo, if you want to leverage off the association you have with someone. Say you've done a JV with some big name and you want to get famous fast, put two of your photos there. Give them the resale rights to the sales letter.

And even though most people have the rights to modify the sales letter, chances are they're just too lazy to do it. So they include the original header graphic and they'll brand you in the way that you wish to be branded.

So if you want to be famous fast and you want to get your name out there and leverage off someone else, there's something that you can do.

**Brett:** Good one.

**Chris:** Brett, can I say something very quickly? How many of you would like to get 8,000 subscribers to your e-zine this month? You can go to somewhere like LeadFactory.com. The guy's called David Buroff. Tell him that Chris, from Australia, said to say hello. Or, HipLists.com. You can buy subscribers.

One thing with Google Ad Words, you do get instantaneous traffic and you can make sales, but you don't get everybody's name that clicks through to your link.

If you buy subscribers, they can drop them directly into your e-zine. And you can follow-up on those people over and over and over and over again, until they tell you to drop dead or unsubscribe.

So currently, with hit lists, it's about \$400, and you'll get 8,000 subscribers. It's well worth it.

**Armand:** I'm sorry, I can't help it. It's the last day and I've got to sit on a plane for 18 hours tomorrow. He's going to be clicking on my site the whole time.

One of the things also that you can do, you can actually get almost all of the people from Ad Words. Here's how it's being done right now.

What you do is you simply don't send them to your website. You send them to an in-between page, a landing page, that tells them briefly what you're going to see if they should give you their name and their e-mail address. When they click the submit button, it transfers them now to your sales letter. So they can't get through to the sales letter to even see it.

It's like a pay-per-view, meaning they're paying with their e-mail address and their name in order to see your website. Does that make sense? And now, you're going to collect a list at the same time that you're advertising. They have to get to the website. There is no other option. There is no other choice. And you don't have to change anything to your website. You just have to add one more page somewhere on your site, and point Google Ad Words to that page.

**Brett:** It's sensational information. Isn't it, folks? We've got a really quick question.

**Attendee:** This is actually a statement. I got on the net last night, about 1:30, and I'd like to direct this to all you guys up on the stage. The riches I receive are in direct proportion to the definiteness of my vision, the firmness of my purpose, the steadiness of my faith, and the depth of my gratitude. And it is with an attitude of gratitude that I say thank you. This weekend has been a life-changer for me. Thanks.

**Brett:** What a lovely way to end this. Thank you very much.

Folks, those comments, to us, mean the world. You think these guys up here control everything up here. You guys are in the box seat. Your energy, to us, gives us energy. And it's been a fantastic weekend, it's been a good exchange. And for you to say that, my friend, we really appreciate it. Thank you so much. Good luck.

Hey, where have you been, Ted? Are you trying to work the buttons in the toilet again?

**Attendee:** He's been clicking on Armand's site.

**Brett:** Here you go, my friend.

**Ted:** Alright, folks. Let's give these speakers a great hand for being here on stage. Yes! Yes! Yes! You are the greatest.

I'll tell you what, can we get a little theme music? We've got like three to four minutes. Do not leave. We're going to get the computer hooked up. We're going to have Rob Bell give you an Autopilot Riches demo, and then we've got some special stuff.

So stand up, stretch, and listen to the theme music. You can, you know, sing along if you want to.

# World Internet Summit, Sydney, Australia

## Close 1 – CD 4 of 4

**Ted:** You've met Rob. By the way, he taught me how to pronounce his name – I've learned a lot of Aussie and I've learned some Chinese – Tom Hua. Thanks, Rob.

**Rob:** Thanks, Ted. I'm going to do a very quick walk-through. I don't have a lot of time. I'll leave the last 10 minutes or so for questions. I know there's been a lot of questions about the system, and I'll clarify a couple of points.

A couple things that I do want to clarify that I said no to a lot this weekend, is whether or not our system was compatible with Site Build-It. I was only going by what I was told. But I did talk to Chris Bloor, and I understand that you can add links to your Site Build-It system, and that's really the only capability that you need. So it looks like Autopilot Riches can work with Site Build-It, just so you guys know.

The first thing I want to walk through – I'm sorry if you can't see me, I'm a little short – we'll start off with the order section, which is obviously the most important place. Most of our customers, this is the first place that they go to, to check their orders. And if you notice, this is the account that we're using for this weekend.

It allows you, basically, to browse through all your orders and see them at a glance. You can see your order totals, your order ID's. You can select the orders and do certain functionalities.

Tom, if you could scroll down to the bottom of the page, I just want to show one extra feature here.

It allows you to store your orders, so you don't have to look at all the orders on one page at a time. So once you've seen your orders for a day, you can what we call archive them. It's kind of like putting your orders in a filing cabinet. And anytime, you can go back and retrieve them.

You can also export their data. I've had people ask me whether or not you actually have to do real-time processing or have your accounts hooked up to a real-time payment gateway.

If you have a regular store-front account and your merchant provider says that you can run some card-not-present transactions, what you can do is you can put the system in what's called off-line mode, where you're actually not doing transactions in real time.

The system will process your orders for you, gather your customer data, and then you can go in here and simply export your order data. If you can see here, there's an export button. It allows you to export your data into a standard Excel spreadsheet or other types of databases and accounting programs.

We are completely compatible with one particular accounting program that would bolt right in, and you can see that here. That's called QuickBooks. And we have two different formats, what allows you to export your orders into QuickBooks. One is export as an invoice, and the other is to export as a sales receipt.

We also have a search interface here, that allows you to search for your order details and allows you to quickly, at a glance, go through and look for one particular order.

I'm going to do questions at the end, if that's okay.

It allows you to go in and quickly search for certain order details, set up your display limit, how many orders per page that you want.

The next feature is going to recurring orders. You can take any one of the orders that you had here, and then turn that into a recurring order, so that you can do recurring billing automatically. A lot of you, I'm sure, want to look at something called residual income, and the system allows you to set that up automatically, where you can bill your customers on regular intervals automatically.

Let me point out that that's the only place in our system where there's an extra charge, and that's for our recurring billing system.

We do not take a percentage of your sales. It's just a flat monthly fee. But if you use a recurring billing function, there's a 25¢ per transaction charge for each recurring transaction. And that's where you would see your recurring orders, right here.



Gateway login, if you have a gateway that you're particularly linked up. In this case, we do not have a gateway. But it will allow you to quickly log in to your payment gateway right here, from your interface.

Let's go back down to the products tab, Tom.

Here's your managed products. We spent some time here, on this screen, so I won't spend a lot of time here.

This allows you to quickly do a search. Let's hit the import button. If you have a product list, you simply can browse on your local hard drive. If you have it in an Excel spreadsheet, again, I use Excel as a common word because you have something called comma-delimited or tab-delimited, which you may never have heard of before. But a simple Excel spreadsheet will save your files in that format.

So let's say you have a lot of products that are changing quite frequently, and you'd like to maintain those in an offline list. You can do that, maintain them in your Excel spreadsheet, and you can go in here and upload them to your existing database.

We use the product SKU as your common file, so if you're just updating a price it will look for that particular product SKU and it will update the information on that particular product.

You can also export all your products. So if you have a lot of products to manage on your website, you hit the export button, you can export all your products, put them in a spreadsheet or another type of a format, and then simply cut and paste all those links on your website.

Does everybody understand how our system kind of integrates with your website by putting a link in? Do you want me to cover that a little bit more? Okay, great.

Let's go ahead and simply click on the very first product, audio CD's.

Here's the process, really quickly and simply.

Each product, we have a unique link for your product. What that does, that is unique for this particular product. You have two options. You have one which is called a regular buy-me link, or a one-click buy.

The difference between those two is if you have a site that has many products, such as a catalog site, and you want your customers the option to buy multiple products, they can go through and add multiple products to their website, and you would use the regular buy-me link.

Let's say you're doing mini-websites or single-page sales letter websites, and you only have one product on that particular website, you would then use the one-click buy. And what happens then is it bypasses the add-to-cart function and goes straight to your order form.

How you link the shopping cart to your website, you simply copy this link and go to your web page, open it up in an HTML editor, and copy that link to either an order button, an order link, or an add-to-cart button. And it simply is doing that. And I believe we've covered that slightly. Well, we covered a lot on Thursday night.

Does that clarify a little bit? Okay, great.

So let's scroll down here a little bit more, to show some additional features.

I covered the taxes before. You can download product. You may not have to charge GFC or other tax exempts. You can have separate taxes for each country.

We set up quantity discounts, so you can offer incentive-based sales, by offering multiple quantity breaks on your products.

Here's where you would set up your recurring billing cycle. So if this is a recurring product, you can actually specify on what days that you want the product to start billing your customers, or you can do deferred payments or split up your payment into multiple payments.

Recurring count. You can set how many times you want the payments to recur. So if you're doing a payment of \$90 and you want to split it up over three payments, you can make each payment to be \$30.

You can also have a different price. If you're starting off, you want to charge \$19 initially, or a lot of people, what they like to do is charge zero for the first part and then automatically bill once a month \$30 thereafter. The system will automate all that for you.

Destination URL, that is controlled for where you want your customers to go when they click the "Continue Shopping" button, or the location of where this product is on your particular website or web URL.

Also to clarify, the system can be used to run on as many websites as you want. You do not have to have a separate Autopilot Riches account for each website. Okay? Just to clarify. So if you have 20 websites, the only limitation you have on that is that the e-mails that will come from you, in terms of your billing receipts, are going to come from one standard company. However, the autoresponders can be completely customized and come from a different e-mail address or contact information on each one.

Also, your autoresponders. You've heard us talk about a product-specific autoresponder, where your autoresponder would be tied into a product. This is where you would set that up. You would create your autoresponder first, and then link it up here, on this particular option.

You also have the option for specifying whether you want to pay commission or not. Our affiliate module allows you to have several different types of commissions. First of all, we support up to two-tiered commissions. And what that means is that you can offer two levels of commissions to your clients.

So if somebody refers one client and then that person refers another, you can have the original affiliate get two levels of commission. And that's set up by choice here.

You can have individual product commissions, which means you can have a specific commission level for this product.

You can have a global commission level, which means you pay the same commission for all your products. And you can also have another flexibility, which means you can pay individual commission rates for affiliates.

Let's say you do a joint venture with a particular individual who has a large list, and you want to pay them additional commission over everyone else. That's completely controlled by the affiliate module.

Now, there's something here which is very important. It's called Top HTML. What that is, exactly, the coming trend today on the Internet is, a lot of times, to have single-product websites, or mini-websites, as we call them. And each one of your websites would have one product, and it may have a different look and feel.

So what we allow you to do is we allow you to put Top HTML code – in other words, graphics or logos or any other types of information – so that when somebody goes and checks through the shopping cart, each product will have the look and feel of that particular website.

Does that make sense to you? Alright, great.

Also, we support digital products. So this is where you would upload a digital product. If you're selling a PDF document or an e-book, you would upload that product here.

We also give you individual license distribution, where you can upload licenses. We support Armand's E-book Generator, as well as several of the other e-book products on the market that you use licensed distribution with.

Now, there's a lot of additional features on this product page. If you're just getting started and you just want to have an add-to-cart link, all you need to do is create your product, add your price, and click that link.

Generally, you will find the flexibility of using all of these additional features possibly later on, when you're ready to add additional features to the site.

We also have setup shipping. We have total flexibility on your shipping. We can ship by weight, flat-rate shipping, you can mark up your shipping rates, as well as real-time shipping for UPS and FedEx. So there's several different options that you have for shipping.

Set up taxes. This is where you would set up your taxes for GST and local country taxes.

Bundle offers. Bundle offers is something where you would take multiple products and bundle them together and make a special price if they order all three products.

So, for instance, somebody goes to your website and they buy a shirt, and then they go to checkout. You can also offer them a tie to go along with that shirt at a special discounted price. And that's where you would create your special bundle offer.

Order discounts, pretty much is what it says. It's for offering many different types of discounts, whether it's quantity-based, price-based.

Now, the next function is managed clients. I'm sorry if I'm going a little fast, because we don't have too much time.

This is really the heart and soul of our system. It's your client database, which allows you a lot of different flexibility.

Here, you can see your clients, whether they've been opted-in. You can sort them by different criteria. If we go ahead and hit the search button, you'll see here we have a list of clients. At a glance, you can see their e-mail address, the date that they subscribe.

You have a quick select button on the right-hand side here, which allows you to do different things to your list.

So you can put in certain search criteria, and then it allows you to do certain functionalities with that list.

Down at the bottom here, you can see something called "Hit List Action." So we can export your list to your own files. For instance, Chris talked about a company that had problems and he lost his list. I'm not saying that's going to happen to us, but for your own peace of safety in mind, we allow you to export your database so you can store it on your own desktop on your own computer anytime you want.

You can also use that for printing shipping labels and other functionality of your software.

Another option here is you can subscribe them to an autoresponder. I'm not sure if you can see this, it's pretty small. You can send a broadcast.

Let's go ahead and hit the "Send a Broadcast," Tom. Hit "Submit."

We're actually not going to send a broadcast at this time. But if you're doing a one-time mailing, this is where it will allow you to do that, where you can send out a specific broadcast.

We give you all of the merge code functionalities, here, where you can quickly paste these links into the body of your message.

Here, when to send. If you're going on vacation in three weeks, but you want your newsletter to go out, you can actually specify either to send it now or a specific date in the future when you want that to go out.

Customize every broadcast to have your own from name, from e-mail address, your subject. And we have the option for formatting. You can either send text, HTML or both. Go ahead and click "Both."

Alright, here's what you do. Let's say you have a text written message. You would paste the text message right here.

A lot of systems, what they'll do is they allow for HTML messages. What they'll do is they'll take your HTML message and strip out all the graphics of it, and then you're left with the message. You really don't know what it looks like when it's going to go to your customer.

So what we do is we allow you individual control of the messages that you want to get sent out. This is called a MIME format. You can have both of them go out.

With the HTML messages, the e-mail gets sent based on the receiving mail client. So if your receiving mail client can open up an HTML message, it will open that. If it can't, it will open up just text.

Also, we have something called our "open rate." If you're sending out HTML messages, we will give you a count on actually how many people have opened up your e-mails.

Also, we allow you to, again, spam-check your message to make sure you don't have any spam keywords in there. We allow you to save your broadcast messages for what's called "Save draft." And what that does is it's so you can reuse your messages over and over again.

You can also import your clients. If you go up here, you have the function of importing an existing client database. You can export your client database. If you do a broadcast, you click on job status. We'll show you whether or not your job has been processed yet. And we will show you how many e-mails were sent and how many were undelivered.

Something that's going to be released just in a couple of days, it's called our Bounce Management Tool. What that will do is you'll be able to go in here and you'll be able to see all the raw server logs from our servers, of failed e-mail addresses.

So if somebody enters in an invalid e-mail address, you'll be able to quickly – either if you recognize that they put a mistake in it – it will allow you to quickly go in and edit that e-mail address.

We also automatically count your bounced e-mail addresses. There's something called a soft bounce and a hard bounce.

A soft bounce would typically be something like an out-of-office response or an out-of-office reply. A hard bounce would be an invalid e-mail address that was rejected.

After we get a count of three hard bounces, we will no longer send to that e-mail address. And it allows you to go in and just delete the records. So we give you control of that.

We'll also show you whether or not your e-mail's rejected by spam filters. You'll figure out right away if you have problems with certain domain names and certain ISP's.

We also give you the flexibility to show your opt-in status. We have it by option, double-opt-in system, and that's totally by option on our contact forms.

If you're publishing a newsletter and you want to make sure that all your subscribers are 100% opt-in, you can use our double-opt-in system as an option.

Let's go down to autoresponders.

We covered the autoresponders, but this will tell you, just at a glance, quickly, how many unique clients that you have on each autoresponder. You can hit "Track Autoresponder Reports." That's a mouthful.

What the autoresponder reports does – go to "Newsletter" – it tells you how many subscribers you have, your current list, the dates that the subscribers joined your list.

Here's something else that's very important – the unsubscribe count. If you have an autoresponder with 10 autoresponders, and you notice that everybody's unsubscribing on day five of your autoresponder series, you might want to go and check to see what you're doing in day five. It will allow you to quickly, at a glance, see where there's problems in your autoresponders.

Let's go to the affiliates. The affiliate section, "Get Report" button, you can quickly, at a glance, see how your affiliates are doing.

Here you see your affiliates' commissions, how many clicks they had, your net payout. You can also export this to QuickBooks, as well, for paying your affiliates. It will give you your conversion rates. There's a lot of data in here that allows you to quickly analyze how your affiliates are doing, how your website and how your conversions are doing.

The Ad Tracker we covered the other day. I won't go into that. But that's for doing split-run tracking.

Custom forms. Here, you can generate as many custom forms as you want, with different autoresponders.

You have a "Tell a Friend" script.

We also have something called an "Easy Opt-In Script." What that is, is that's a pop-up that shows up on the front of your website, that looks kind of like a Windows warning box. When somebody clicks "Okay," we automatically capture their name and e-mail address, without them ever entering any information in it. And we also get their IP. So you know, for sure, you're



getting their correct e-mail address. And it works very well, because they don't have to go through the double-opt-in system. We're actually capturing their data.

The most important thing today, for spam, because you don't get accused as a spammer, is you have to make sure that you have the IP address of the client. And we manage that all totally for you, behind the scenes.

We also have pop-ups on here. You can control the delay of how long it takes before it pops up. You can control if the pop-up happens on entrance of your website or upon exit.

Let's go to our cart setup.

We also offer regular pop-ups, as well, that you can totally customize.

Here's where you do some advanced setup. You can do your payment gateway, the look and feel, where you can upload images and graphics to your order form. So if you have a banner that you want to upload, you can do that there.

You can walk through the different setups and different destinations.

Again, we offer you total customization of the cart. Here's where you pick out your payment gateways. A lot of you have asked whether or not you have payment gateways.

If you don't have a payment gateway and you want to run your orders offline, the system will do that for you. You just set that you do not have a real-time payment gateway, like we've done here.

Also, you select your credit cards.

You also have your choice of doing something called authorize and capture, or just authorize. The difference of that is whether or not your credit card will settle at the end of the day.

If you're selling physical goods and they're not going to go out for a week or two, your credit card company requires that you not bill until the shipment actually gets sent out. So we give you that option here.

We also offer something called an Advanced Installation Script. If you'd like to have the system have all your own website or your own domain names throughout your website, you can do that with the advanced installation script, using CGI.

We also support CGI and ASP. And on the "View Codes" button, that's where you would simply go through and cut and paste some of the different links that you would need to have on your website for the different functions, such as your affiliate log-in area, for where your affiliates can log in and get their statistics.

The last tab I want to talk about is the "Earn Cash." Every single customer of Autopilot Riches automatically becomes a reseller. And you'll get paid commission for anyone that you refer the system to.

So I always tell people, "How would you like to figure out a way to get the system for free? Refer three or four customers, depending on the package that you have, and your costs are covered just by commissions alone."

I brought David up here, because David has been a long-time customer of our system and David, I'm sure you have some comments, possibly on how you use the system to make you money. That's probably the biggest question everyone has in here, is how does the system make you money.

**David:** As far as I'm concerned, as I've said to Rob before, I put all my things through Autopilot Riches. The thing is to make it really simple, if Tom can just for a second click on the "Products" button, just for one second, say you've got a product you want to sell. I just click on "Add Product." As you can see up at the top of this, it says, "Product Description." You write like "Tom's E-book." You write in the price, save it, it gives you the code, paste it in the FrontPage. That's it.

I go to autoresponders, put one, Tom's E-book, puts them onto that autoresponder.

And the good thing is, as Rob said, which I'm going to show you here, the thing is if you've got people that you refer there every couple of months and you get checks, the mail system is free. I have even banked them.

So the thing is that's your backend. It's your database, it's your products. And the good thing, which Rob hasn't said, you've done the tutorials. Let me click on "Tutorials" there. Basically, down at the bottom, all of the tutorials and chapters, you don't have to read anything. They're all voice tutorials. They talk you through the whole system.

So it goes point and click, and it just goes through the whole lot. It's very simple. It's your whole backend. You don't need anything, apart from that, linked to your website.

**Rob:** Thanks, David. I'm about to get the hook, so thank you very much. I know you all have questions. Sorry, I just went on too long. I will be out in the hall. You can ask me questions all you'd like out there. So I'll be more than happy to answer all your questions.

**Ted:** I have one question, though. And you may have covered it, I was in and out. But what if someone is sitting here, and they're certain they'll have a need for the product in like one, two, three months, and they don't have a product right now and don't want to buy?

**Rob:** That's a very good question. Actually, when you break it down, our system right now, with our offer here, costs you about \$2 Aussie per day. Can you not afford to spend \$2 a day on automating your business?

And here's what I'll do for everyone. We haven't done this before. If you're not ready to get started for another three or four months, we will process your application here this weekend. However, we will not start your account until you're ready to get started.

So if you're not ready for six months, you don't have a website yet, that's great. We'll go ahead and do that.

All you need to do is send in an e-mail to sales. If you've purchased our package, send an e-mail in to [sales@autopilotriches.com](mailto:sales@autopilotriches.com), and tell them to not start your package. And when you're ready to start, we will go ahead and enter your information.

If you've already handed your order form in, if you haven't done that yet, just make a note on your order form, "Please do not start until we e-mail you."

So that's it. Just send an e-mail to [sales@autopilotriches.com](mailto:sales@autopilotriches.com).

I want to thank you all for having me here. It's been a great experience coming to Australia.

**Ted:** Rob Bell from Canada. Alright! Alright!

Tom, would you get the home page for ProtégéProgram.com?

Okay folks, I'll tell you what. We are, as you of course know, in the wrap-up minutes of the entire event. We told you we'd get you out of here at five. Let me ask, is it going to be a big problem if we run just a few minutes over?

**Attendees:** No.

**Ted:** Okay. ProtégéProgram.com.

Okay, you survived. How many people feel like that? Me too, Brett too, Jennie too, Tom too, but we've done it.

Listen, just a quick wrap-up. We had the greatest speakers in the world. And we appreciate it. Of course, we had, obviously, most dominantly Australians and Americans. But we were represented all around the globe.

But you know what was happening when we first started to promote this? People were asking, "Well, you're American. We know you Americans know what's going on. But can it happen in Australia?"

Well, we had more Australian successful speakers up here than we did Americans. Did you know that?

Now, can you answer me the question, "Can it happen to an Australian?"

**Attendees:** Yes.

**Ted:** In fact, I already told you I was rewriting *Think And Grow Rich*. There's several big sections I'm rewriting. One of the biggest sections I'm rewriting is the part that talks about America being the land of opportunity, no restrictions because of your age and no restrictions because of your background, and nobody's trying to keep you down.

You know why I'm rewriting that part? That's 1920's thinking. Now, it was maybe true then. I don't believe it. Was, but we didn't have the Internet.

But today, here's the real question. Today, does anybody anywhere in the world have a significant advantage over anybody else? Not on the Internet.

So I can't continue to publish a book in only one mode: outdated. Obviously, it's the greatest success classic for a lot of good reasons. And a few details don't change the principles.

So that's the whole story. And, of course, you have an advantage that I don't have. You have an advantage that none of the American speakers have. And what is that? Can you tell me?

**Attendee:** No accent.

**Ted:** No accent? You've got to be kidding.

By the way, this is how it is to us. We got in Brett's Toyota, and he's got a computer that pops around. And we said, "Oh, that's great! It's even got an Aussie accent!" He said, "That's a sore point with us. That's a British accent."

We can't tell the difference.

Back to the question. What is the significant advantage that you have? And Canadians, by the way, share the same advantage that we don't have.

**Attendee:** Young market is one of them.

**Ted:** Young market is one of them.

**Attendee:** US dollars.

**Ted:** US dollars. We earn a dollar and it's a dollar. You earn a dollar and, right now, it's \$1.25. Used to be \$2. And it probably will not stay at \$1.25. It will probably switch around a little bit, especially once – and this is a political statement – once Bush brings peace back into the world.

That is, by the way, it was 9/11 when things started changing, which was, of course, a great tragedy. No big deal on that.

So you've got the resources, you've got the information, you've got the inside tools. You've had opportunities to make all kinds of connections, have you not? We did not hide anything back from you. Not a single speaker held back. Not a single one said, "Oh, that's a good question. And if you buy my package, you'll get it." Right?

There's a reason why we did that. The real truth is you can go out and be successful.

Now, we've done our part. You need to ask yourself the question, "Will you do your part?" Quite literally.

Now, I've had a lot of people ask, "How do I get started? How do I get started? How do I get started?" Here's a real simple thing. And if you need to, write this down. But I don't believe you need to.

You had so many opportunities presented to you. You've had resale rights, you've had people saying, "This is how you research a niche to find out if you can do it," we've talked about copy, we've made the process of getting your website up and running real easy. And, in fact, you could be thinking, "Way too much!"

I'm going to give you a secret that happens to us – I'm talking about the speakers – and that is you can't do it all, so you have to decide.

That, by the way, is Napoleon Hill's principle of wealth number seven. I'm not going to go too deeply into this right now, but actually the chapter numbers that Napoleon Hill chose and assigned to those figures, they have significant numerological implications.

Like Bart was the handwriting analysis guy, I'm the numerology guy. Three means something, seven means something, seven is decision. Seven, of course, is one of the words – and I'm not preaching here, either – it's one of the numbers in the Bible that is significant. There's seven cities in the golden city upstairs, etc., etc. It's a quintessential number. You can't divide it by anything, right?

So decision, decision, decision. He talks about putting your life on the line to make a decision. Well, fortunately, we don't have to put our life on the line.

We've got to simplify things, though. We've got to decide what one thing am I going to do. And I'll give you Monday off because it has been overwhelming and you need to get home, so let's say Tuesday. So we've got to decide. Here's what I would do, if I was you. I would decide, right now, on what time I will have that decision.

Now, if you have to work, you might want to have a couple hours after you get home. Stick down 7:00, stick down 9:00. If you don't work, stick down 2:00 p.m.

Here's how you handle it. Let's say that you're working and that you go... Mal, you got a comment, or you just hanging? Okay.

Let's say that you just chose 7:00 because you get off work at 3:00. Tick, tick, tick. And it's 10 seconds until 7:00. How much time do you have to decide? Do you see what I'm saying?

Imagine it just as certain as tick, tick, tick, the plane's going to take off. You're either on it or you're not.

If you do that, will you make a decision? Because if it comes 7:00, whatever you've got is what you decide to get started. That's exactly what you want.

Now fortunately, folks, you don't have to do it perfectly. You don't. I'll give you just a brief background of how it happened exactly to me, because it illustrates exactly what I'm talking about.

I had a little bit of expertise in an area.

Now, when I attended my first marketing conference, it's ridiculous what I did not pick up. All I really did pick up – I had an English degree – was how to write a sales letter. I had never even conceived that there was a formula. I had never even conceived that there were certain words that worked like magic, amazing, breakthrough, free.

That was something, because previously on my mail order ads, I'd been, "Da, da, da, \$3.95." I didn't know what I was doing wrong.

But here's what I did. I didn't even catch this stuff about resale rights. I wished I had. It would have made it easier. But it didn't really matter, because driving home I decided – that's why I'm encouraging you to decide – I wrote a sales letter when I got home.

I had saved a couple of them over the last several months, just synchronicity, I guess. I didn't know about the swipe file or an idea file at that time. And I spread these things out and I looked at them and, you've heard the expression, "The scales fell from their eyes?" I could see the formula that they'd been talking about.

So I modeled mine and I made a headline, and I made up a story about something. I don't even remember what it was. And then I'd go down through and here you've got to describe the features and benefits.

So in this sales letter that I wrote up, I described this magnificent three-part course. And I even gave the outline. "Here's the chapters. This is what you'll get. It's crazy."

Of course, remind you, I was inexperienced.

So I do a little bit of lead generating with these new principles that I had learned. I'm sure that ad wasn't even perfect. I don't even know what it was. But people started asking for my free special report. And I sent it out.

Wow! Nobody was as surprised as me when the orders started coming in. Nobody! This works!

By the way, that's how I quit my job in three and a half weeks. It wasn't that I actually had enough income – as meager as it was – to replace my current income, it was that I did have stuff coming in. And I had an emergency, because now I had a three-part course I had to write.

So this was pretty much close to Christmas time, Thanksgiving time. Here I am with my Mexican family-in-law, and my brother Orlando. We're having turkey and jalapeno peppers. We're eating turkey and he's stuffing those jalapeno peppers down, sweat is dripping off of his nose, off of his earlobes. And I say, "Look, I hate to eat and run, but I've got an emergency. I've got to go write a book."



Thanksgiving weekend, which is big in the USA, I know you don't celebrate it here, I wrote manual number one. But, of course, you know what happened. Like the day after Thanksgiving weekend, I got an order that came in with manual one and two.

Thank God, by the way, that's exactly how it happened; my first order was manual one. My second order was manual one and two. And my third order was manual one, two and three.

So now I had another emergency. But I had quit my job. That didn't mean that I didn't work anymore. What I'd done is given notice. I was teaching school at the university, and they always said, "Look, you've got to give us adequate notice, so we can replace you." I was polite, I loved the job and I loved the people.

Okay, what did I do then? December 16<sup>th</sup>, finals. Before that, I was just loaded up and I couldn't do it. I had this order, and I'd heard about a terrible, terrible three-letter word, called FTC.

Who knows what that stands for? Federal Trade Commission.

The long and short of it is if you take someone's money, you've got to deliver in 30 days or you've committed a crime. A crime, mind you. I wasn't feeling so lighthearted about that.

The reality is, of course, that you need to deliver immediately or you're going to have complaints and refunds. So on December 16<sup>th</sup>, I had promised my mommy I'd be home for Christmas, like way before I even got into marketing.

By the way, my first success was on the Internet. It was AOL that I was posting free ads. But then, I was so dumb.

You don't have to do this today. You have Autopilot Riches. That did not exist. That would send me back and it would say, "Okay, send me the report." And they were thinking that I would send them the report back as an attachment or something, just an e-mail. But I didn't know what an attachment was, certainly how to do it.

So I'd write them back and say, "Send your physical address. This is so special, we've got to mail it to you."

By the way, the whole point of this is you don't have to do things perfect, you just have to start doing the right things.

Okay, so here I come more and more. I loaded up the car, even though it was a drive of 2,400 miles. I had to drive. I could not afford a plane. So I'm driving my pickup truck. I was driving it home, get home, "Here's my monitor," and I carried it upstairs, came back down for my CPU, carried it upstairs, came back down for my printer, and I carried it upstairs. And I said, "Okay mom, let's have Christmas dinner."

So we had Christmas dinner, and it was basically the same thing. But my mother didn't like jalapenos, so that wasn't a big deal there.

So there I am, I'm pecking away on that thing. She thinks that's just the stupidest thing in the world. Authors don't write books in a single weekend. But I did. So I got that thing up and I asked her, I invited her, "Mom, would you come with me to the post office?"

And boy, the pride I felt. Because the first package that I sent out, when I put the manual in, it was no big deal. It just went in and I had to get some newspaper and stuff it out.

The second one was tight. I said, "This is good. This feels like mail order," Mail Order In The Internet Age.

So I sent that baby out. But now, of course, it was like December 27<sup>th</sup> or 28<sup>th</sup>, and you already know what was now happening, because I had an order for manual one, two and three.

Guess what I was doing on New Year's Day? Guess what I did on January 2<sup>nd</sup>? A trip to the post office. And that was even more exciting. Because now, instead of just being tight, it was bulging and it deformed the box. But I got it all in, taped it up real, real tight, send it out. That's great. That's great.

By the way, one other thing I had done – because I knew I had written these books in like three weekends – I had put in a little piece of paper that said, "Hey, here's the super information you asked for. This course called Paper Profits, which, by the way, is still selling today, at the top level, one, two and three, it sells for \$737, it's a good, solid income stream for us. It's not our most profitable line, but it's still selling today.

Of course, I've revamped it. But oh my goodness, what am I going to do? Well, we send it out.

Then, that piece of paper said, "Hey, we are business people here. We're on the move. We're not English teachers," even though I was. You'll find a lot of errors in spelling and grammar and punctuation. That doesn't matter. The numbers are right. That's what matters. The idea, the principle, here's the shtick, what you say on the telephone. That's basically right. However, we've got staff sitting by on their computers. If you care to mark up a page or two and send it back to us, let us know..."

So now, I had free proofreaders. These courses were coming back circled in red, underlined, spelling corrected. And I told everybody, "If you do, we'll make those changes."

All I was doing, I'd get an order and I'd go to the computer and press print. I'd put it in a three-hole binder and send it out.

So I put their changes in, and then I'd send them the new, updated version.

My question. Could you do that?

Did I do it perfectly?

What did I do? I decided and jumped into action. That's the secret.

By the way, God bless her soul, my mother passed on a few years ago. But before she died, a couple years after that happened, one time after she had a couple beers – she liked her beer; it was summertime in Texas, that's what we do – she told me, "Son, I used to have such respect for authors." "Thanks, mama."

I'll remember that forever.

Anyway, so that's the whole point. I thought I'd share a little bit with you, but that's the whole point. You have to decide. If you think you're going to do everything, if you think you're going to do it right, what are you going to end up doing?

**Attendees:** Nothing.

**Ted:** Okay. That's exactly it.

Now, speaking about respectful feelings, like I was just talking about my mother, we've also got another very exciting event coming up, a special feature. Of course, everybody knows Mal Emery. And I'd like to have Brett. Also, Brett, if you could come up and give us some info, and you kind of introduce Mal on this particular episode here.

**Brett:** Okay. We're about to do something special, folks. We were contacted, a few weeks, by a man who had a son with a blood disorder. He's about 10 years old, his name is Zack. He wanted to come to our World Internet Summit, because Zack is into marketing like crazy. Only 10 years old, and he's crazy into learning all about marketing strategies, all the stuff that you guys are learning this weekend.

Guess what? We sold, right? So we couldn't fit him in.

But what we also did, for all those people who couldn't get into this seminar, we hold a second seminar tomorrow, World Internet Secrets. It's like a summary day. The best of the best, most essential information we can give them. In now way, can it compare to this weekend, I'm sure you'll agree, all the networking and all the massive information you got. This, we made available to some folks.

Anyway, so Zack's father made an appeal to us to say that his son was incredibly interested and would love to go, but had a blood disorder that was so serious that he's in the hospital every week. About two to three times a week, blood transfusions, with a disease that nobody knows the name of. In fact, it's so rare, right now it actually escapes my mind. I meant to remember it, and it's a funny name. I wish I could remember it for you. That's not quite important.

The problem is that someone with this disease may not live to the age of 13. So he's getting a whole lot of massive treatment, and it's excruciatingly painful for him. But he still said he wanted to come to our day seminar, which is tomorrow. So we granted him a scholarship without fail. He's coming tomorrow to our seminar. The Starlight Foundation looks after him.

So what we'd like to do today is do something special in his name, for the Starlight Foundation. We've asked Mal to do this for us.

**Mal:** Hi, folks. I really want your participation in this one. As you've already heard from Brett, it's really a worthwhile cause, the Starlight Foundation.

I need to say that it doesn't override any purchases you've made over the weekend, does it. It's in addition to. That's correct?

So if you've made a purchase or what over the weekend, and whoever happens to purchase this or there's some items in here that you've already bought, it's still over and above that. We're dealing with some real money here.

So if we've got a calculator at the back of the room, is someone keeping tabs on a total? Great, that's fantastic.

So what I'm going to do is I'm going to auction a very ordinary book called *Your Right To Be Rich*, folks. But it's an extraordinary book because it comes with a Mars bar. And it's no ordinary Mars bar. Anybody else got a Mars bar in the room? Sort of a captured market.

But it's even more extraordinary than that, folks. And I'll tell you how extraordinary. Well, for a start, we've all heard from Armand over the weekend, haven't we, and how fantastic and knowledgeable and the level of expertise that he taps into with his unique abilities.

Well, for the Starlight Foundation, Armand's giving us a complete package for me to auction to you, right here in the room. His complete package is valued at \$4,538. It includes six weeks coaching with him and \$1,044 worth of software, and one seat at his big seminar. Is that right, Armand?

**Armand:** Correct.

**Mal:** Thank you very much. So that's \$4,538. Can I have a bid for the book and Mars bar, please?

**Attendee:** \$1,000.

**Mal:** \$1,000 up the back. Thank you very much. Well, it's an extraordinary Mars bar and book, isn't it? Not an ordinary Mars bar.

Paul Barrs, we've heard from Paul over the weekend. You know what Paul's got to offer us. And lots of folks have purchased his products, so it's pretty obvious.

What he's done for us is he's given us five hours one-on-one coaching with Paul, valued at \$5,000. Paul, is that correct? I haven't scribbled this down incorrectly or something, have I?

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

**Mal:** Teleconferencing or whatever? Fantastic. Who thinks that might be pretty useful, folks?

So we've got \$1,000. We're going to sell this thing today, folks. And we know where the money's going. Can you help me along here, to get this over with, because we're running out of time? But it's a very good cause and I don't want to rush it. Yes, please?

\$2,000? Well, it's an extraordinary Mars bar, an extraordinary book. So we've got one year's membership to succeed at Marketing.com with Chris Bloor, valued at \$264. And a one-on-one tele-coaching, idea explosion telephone consulting, valued at \$1,000. Is this correct, Chris? Thank you very much.

So we've got \$2,000 down in front. \$2,000 once? \$2,500 once. Well, it's an extraordinary book, folks. From my own point of view, it will come with a ticket to my boot camp. You haven't gotten one yet, have you? It doesn't matter if you have, you get another one.

So that's valued at \$2,000, at least.

One day's coaching with me. I don't mind if it's personal or over the phone. If I'm in your state, wherever you live, I'll come to you. Or you can come to me, whatever suits you. That's \$3,558.

So what have we got, folks? What have we got in that tally so far?

**Attendee:** \$3,000.

**Mal:** Thank you so much. What have we got in that tally so far, the tally room? \$16,300. Thank you.

Jo Mok, eight hours of coaching, killer website copy software, full value \$2,040. What have we got now? \$2,040?

David Cavanaugh, full website optimization, worth \$2,500, plus a report worth \$500.

So what have we got? We've got \$3,000 at the back. \$4,000 down in the front.

Ted Ciuba, Ted, you're making a fantastic offer here for the Starlight Foundation. Would you like to read out what you're putting in here?

**Ted:** Definitely. You haven't seen this yet, but we've got the "How To Get Rich On The Internet Quick Start System." Other people paid \$2,400 for it when it was brand new. We normally sell it now for \$997, \$627 right now, if you were to buy it otherwise.

Mail Order In The Internet Protégé Program, a program that we have sold for \$997, brings it all together. One of my big things is you've got to treat the Internet as a mail order business, even on the Internet.

Internet marketing think tank sessions. I'll tell you what, we normally sell that for \$3,000, \$2,997, because it includes absolute duplication rights. I've already got someone set up, that all you've got to do is make a phone call and you're in.

Total value would normally be \$4,991.

**Mal:** That's fantastic. Thanks, Ted.

I'm going to run through them very quickly, folks. What we've got from Peter Sun is his package he offered today, which is valued at \$1,644. So thanks, Pete.

World Internet Summit enrollment form. We've got Jo Mok. We've got Jo here. Is that \$8,061? Is that right, Jo?

**Ted:** That's good, Johan, you did it twice.

**Mal:** Is that right? Program for a toolbox, \$997, from Jessie and Brian down in the back there. Thank you very much.

Brett McFall, what are you putting up there, Brett?

**Brett:** The reprint rights to my product, which I've told you about, the 12 reports there. \$997 value there.

Plus Inside Secrets Of Advertising, which is \$395.

Lazy Way To Advertising Riches, which is \$99.

Plus, something else here, folks. My ad pack and ad camp, valued at \$2,497. It's 12 months with me, coaching sessions, my system revealed to you, CD's, video and two free tickets to my ad camp, a one-day camp, where I show you how to write sales messages. A skill you'll know how to use for the rest of your life.

Got the mess up there, guys?

**Mal:** There's a bit more to go, folks. Ed Burton has kindly donated a ticket to his seminar as well. That's valued just over \$1,400. Make that \$1,480.

Tom has given us – what is it?

**Brett:** It's an 18-month membership?

**Mal:** 18 months membership, valued at \$632, to his E-book Wholesaler. Is that right, Tom?

Sorry, \$632.

And finally, from Mike down here, it's a startup pack, which is in relation to his recording and a workshop which is being held tomorrow. Is that right, Mike? And that's valued at \$997. So you might be able to attend that, you might not, but it's only a small part of the complete package, folks.

So what's the full total?

So we've got \$4,000 down in the front. Is that correct? \$4,500 at the back for \$35,000. \$5,000 down in the front, with all these experts thrown in. \$5,000 going once. We've got \$5,000 going



twice. \$6,000 down in the front. We've got \$6,000 going once. We've got \$6,000 going twice. Are you all done in there? \$7,000 up the back. \$7,000 once.

How high are you prepared to go under? Any ideas? What's your top price down in the front here?

**Attendee:** I don't know until I get to it.

**Mal:** You don't know until you get to it? Would you go a bit higher?

**Attendee:** I'll go \$7,500.

**Mal:** \$7,500? Got \$7,500 down in the front. How about yourself in the back there? You still bidding? Are you with us? \$7,600? \$7,600 once? \$8,000 down in front. We've got \$8,000 once. Is anyone still bidding? Are you bidding up in the back? \$8,500 once. \$9,000 down in the front. Are you in? Are you with us? It's a great cause. \$9,500 once. We've got \$9,500 twice. What's that value in the back there, once again? \$35,000?

You still in? We've got \$10,000. We've got \$10,000 once. Would you pay \$10,000?

How about it, folks? Would you double your offer, for the speakers? Would you do it twice for us? Can we sell it twice? Yes? Down in front? Yes, we've sold it twice, \$20,000. What a great cause, folks.

So if someone could get their details, it will be very important to us. Keep a tally of everything that was given away. If all those speakers could make everything available to the folks here, and fulfill our commitment to the people who have kindly donated their money to such a wonderful cause. And thank you for your assistance.

**Speaker:** Someone's also donated \$20 in cash.

**Mal:** Isn't that a great idea! Has anyone got something we can put up here on the table? Because not everyone's got \$10,000. This is fantastic, folks.

Feel free, at any time during the rest of the event, which is not much, to throw a few dollars in there if you feel so inclined. Thank you very much for your help and assistance in achieving that outcome.

**Ted:** Thank you, Mal Emery. Thank you, Mal.

For you purchasers, you got an incredible deal. And also, thank you Starlight Foundation. Alright.

Is Andrew Clacy in the room? Okay. Andrew, would you come up for just a second, please?

Andrew, you and your crew have been videotaping this event. Correct?

**Andrew:** That's correct, Ted. How are you?

**Ted:** You're going to take a few shots, because we're going to ask something special. But before we do, just in case anybody would ever like to get hold of you, how would they contact you?

**Andrew:** Well, they can contact me by one of my websites or my e-mail. And I'll give my e-mail out. [Andrew@protrader.com.au](mailto:Andrew@protrader.com.au).

**Ted:** [Andrew@protrader.com.au](mailto:Andrew@protrader.com.au). Because whatever your area of expertise is, it could be fashion, it could be cooking, at one point you may need to make an event. Because if you have someone like Andrew, what do you then also create? Andrew's your man.

So we're going to ask a few people to talk to the future attendees of the next World Internet Summit. We'd just like for you to share, and we need a couple of mike runners, if we could. We'd just like for you to share. It's 100% voluntary, but what would you say to someone thinking about coming to this event? Got one right back here. Back there.