

eBay Program

ARMAND MORIN

1/24/05

Tape 1

T. J. ROHLER – Okay! Now we've got an exciting interview that is just gonna knock you out! Please pay close attention. Ted Ciuba is going to introduce a very special guest – and this guest is just going to blow your mind with all of his great powerful tips, tricks, and marketing strategies. Take it away, Ted!

TED CIUBA – Thank you, T. J.!

I tell you what, today you are in for a treat! We have with us one of the top marketers in the world. He's famous in Internet marketing circles; selling to the very hard to sell to audience of Internet marketers. I'm not talking about just everybody on the Internet. I'm talking about people who are using the Internet to make money which, of course, that is what most of us are interested in. So Armond, what distinguishes him, is he's always creative. I mean, in this series about eBay we've been talking about a lot of different angles and ways to really make money, tactics to find stuff that you can sell on eBay and double, triple, quadruple, or make ten times your money, and know what's going to sell before you buy. Tactics that sell...to sell better...to sell more of what you're selling. How to build a business...we've been talking about that. Using eBay, maybe, as a lead generator and then you've got back-end products. And what distinguishes our guest right now is he's always, always creative – always on the cutting edge. I've seen him in at least a dozen different businesses and I can't wait for what he's going to say about eBay.

But first, I would like to introduce to you our featured guest today – ARMAND MORIN.

ARMAND MORIN – Great! I'm glad to be here, Ted. I've got a lot of great things we want to talk about today on eBay and I think it's going to be a different spin than what people have maybe talked about before on these calls.

TED CIUBA – You know, Armond, every time I meet you it's a different spin and that's why you're so far out ahead of the pack, in my estimation. A lot of people try to follow you, but you're not...whenever they catch up to you, you're not there anymore, are you?

ARMAND MORIN – Well, you know, it's what I call, basically, progressional product creation. Basically, when you release a product out to the marketplace or a concept or an idea, what you need to think about is how people are going to copy your idea. But the nice thing about with eBay is that people will basically look at what you're doing, but if they don't know a lot of the inside techniques that you're utilizing to figure out that market, then they really can't duplicate your success on that.

But what we're going to do today is talk about the details, the techniques, and the strategies behind this concept that I'm going to introduce to people today.

TED CIUBA – Excellent. Hey, and what I need to do...because you may be new to a lot of the people that are listening to this... You're certainly not new to me. We've been friends for years. But give us a thumbnail sketch of what accomplishments you have had online and who you really are. Kind of an elevator speech kind of thing...

ARMAND MORIN – Yeah, absolutely.

Well, again, my name is ARMAND MORIN. We started online in 1996 – back before most people would recognize what the Internet is today – and we were pretty fortunate because the first month that we were in business online we pulled in about \$8,000.00. So from there... And we went up. In fact, a few months later we did our first major project on the Internet and, really by accident, we pulled in 4.2 million dollars in 12 weeks online.

TED CIUBA – 4.2? Did I hear you right? Was that 4.2 million in 12 weeks?

ARMAND MORIN – 4.2 million in 12 weeks. Certainly, it was a matter of timing when we did that, but now we've got it down to a science and so we do about that much a month every year now.

TED CIUBA – I tell ya, you're doing real good. I think everybody can learn something from you, Armond.

ARMAND MORIN – Well, we're just looking at techniques and what people want. I think that's the key, whether you market it on eBay on the Internet or if you're marketing a straight Internet business – it is knowing what people want and then being able to give it to them in a fashion that they're willing to accept. eBay is no different than that. If you understand eBay and how it works – and you don't even have to understand all of it. You just have to understand what people are buying, because a lot of the things that you think people are buying... Yes, they are. But the second part is, is how they're buying it and how frequently they're buying these particular products.

We're going to talk not only just about products, but we're going to talk about two things. We're going to talk about a big product, which I'll talk about later. And then we're going to talk about buying something that people really don't know exists on the Internet – and that's businesses on eBay.

TED CIUBA – Business... Well isn't everybody who's trying to sell something a business on eBay in a way?

ARMAND MORIN – Well, let me put it to you this way... On eBay there's a whole section about businesses for sale – businesses and Web-Sites. Now, when you have a Web-Site, a Web-Site essentially is its own business. You may have six or seven or ten or even more Web-

Sites that you may be running right now as an Internet business. Each one may be a separate topic, a separate group, a separate audience that you're marketing to. But with what we're going to talk about is we don't care what the business is as long as people are willing to buy that particular product – as long as they're showing an interest in that product. And so, we're going to walk you through the steps as far as how to do that. In fact, if you don't mind, let me just start on getting some people some details so they know where we're looking at as we go. Is that all right?

TED CIUBA – Love it! Let's jump right into it!

ARMAND MORIN – Okay.

Well the first thing we want to do, obviously, is go to eBay and on the left-hand side in eBay there is a "Category" section that we're going to be going to. We want to hit "Business & Industrial" because that's the first step to get to where we go. Now we're going to be going through a few clicks here, so people need to listen up really close in order to follow us. Now on this very next page you're going to see the section header for "Business & Industrial" and you notice three prominent columns on the left-hand side as you scroll down just a little bit. What we're looking at is the third column itself and what we're looking for is "Business & Web-Sites For Sale". And I betcha what they've done is they've probably moved this around on me! Because, let's see... Yeah, here it is... The last part of the column – "Web-Sites & Businesses For Sale" – it's the second one up from the bottom. Now we want to click on that particular category. Now once we do that, we're going to see a bunch of Web-Site listings that are going to come up and there's going to be all kinds of things. I'm just going to go with what's currently on here right now. This will kind of give everyone...the people listening...an overview as far as what types of businesses people are selling right now.

First of all, we have a ready-to-go Internet business for coaches. That's the first business and that's at \$99.00 right now. We have the second one, which is an established and profitable Internet gift shop and that's for sale for \$1795.00. Then we have an established poker or card

Web-Site for sale for a hundred bucks. And then we have an Internet dating Web-Site, which is a huge, huge business on the Internet and it's for sale for \$450.00 right now. And any of the few others that as people scroll down they're likely to be able to see several other of them – other types of businesses – and there's huge, huge numbers. In fact, at the bottom you can see that there's 139 pages of actual businesses for sale. So there's a lot of businesses for sale right now on eBay.

Now what we're looking for is we're looking for a business that's A) in high demand, and we're also looking for a business that people are willing to buy the product right now, and also we're looking for something affordable. When I say “affordable” I mean affordable for literally anybody. We may find businesses for \$20.00 and we may find businesses for several thousand dollars. My whole focus when I'm looking for a business that I want to buy is, I want a business that I can get into for very little money – usually around a hundred to two hundred dollars. That's about it.

So just out of the few sites that we've looked at so far, there's really one Web-Site that looks interesting to me and that's the established poker Web-Site. It's gamerpoker.com and we're just going to click on this particular listing and, certainly when people are listening to this message, they may not...this listing may not be available right now. But let's see what this Web-Site is... It tells us about the domain. Immediately what I want to do is, I want to click on that particular Web-Site. I want to see what the Web-Site looks like to me – not just at the pictures that they show me about this Web-Site, so I can see really what they're selling.

Basically, this looks like a membership site right now and what they're selling us is... Let's see... Reasons to play poker...we don't care about that... You know, if you notice, on this particular Web-Site, this isn't very easy to navigate. It gives you a bunch of information, but it doesn't really tell you what you're buying. So we're going to try to see if we can register and see if it tells us anything here. So this is a membership site. You can get one day for \$2.95, three days for \$7.95, seven days for \$13.95, or unlimited access to the site for \$39.95. What you're going to receive is learning all the basics of playing poker online and offline, get to know

the basics of Omaha Hold Em, which is a type of poker game, gets the tools you need to psychologically beat your opponent. So we're selling an access to a Web-Site – and that's what the product is that these people are selling. And right now it's at a hundred bucks. There's no bids on it and it's got four days left.

TED CIUBA – Let me ask you a couple of questions, though, here.

ARMAND MORIN – Yeah.

TED CIUBA – Poker...that currently...and this is aside from this particular site, but poker currently is a market that has a lot of action and a lot of interest.

ARMAND MORIN – Sure.

TED CIUBA – And poker... generally gambling...generally that perennial promise, “We'll teach you to beat the dealer.”

ARMAND MORIN – Right.

TED CIUBA – That's always gotten a lot of people in, hasn't it?

ARMAND MORIN – Exactly. I mean...

TED CIUBA – Did that have anything to do with your choice to say, “I'm going to look at the game or poker,”?

ARMAND MORIN – Yeah, absolutely. I mean, the first thing is, what we want to do is we want to find out what the site is all about and what they're selling. The second thing is to find out if there's a market for what these people are selling, because many times on the eBay portion of “Businesses & Web-Sites” for sale you're going to find that the people are selling

products what I call, basically, turn-key products. They're going to sell the same product over and over and over again. So this particular person may be selling this exact same Web-Site underneath different names – maybe five, six, seven, ten times or more! So there could be 10 other people with the exact same Web-Site. Honestly, to me, I don't care because I don't really care about how people are currently selling it right now. What I care about is if there's a market for this particular product.

Let me give you an idea. I went to inventory.overture.com just to kind of see how many people are looking for poker and what they're looking for on poker itself. So we're doing a search on that right now, as we continue to talk, and finding out what people really are looking for. Because the research is probably the most important key, whether it be on eBay or any other type of products on the Internet. What we're looking for is that there is a solid market behind what it is that we want to sell. If there's not a solid market – meaning people that are willing to stand up, pull their credit card out of their pocket, and spend money on it – then we don't want it. What we want is something that people already want, so we don't even have to look at it. We don't even have to think about it. It's a no-brainer, in other words. That's what we're looking for...something so simple, so easy that we can do it.

It figures, my Internet connection is a little slow right now!

But I can tell you this... We'll get this up in a second, but I'll continue on. But the fact is, is that there's a lot of people searching for poker. We'll look at those numbers in a minute.

Again, let's just assume that there's a large number of people – which I know there is. There's millions of people searching for people on playing poker. One of the top things that people are looking for is online poker – strategies, how to beat the dealer, how to do all these different things. So this makes the Web-Site good.

Now, when I went to the Web-Site...as I was walking through it, it was very complicated to use. It was extremely hard to use because of the fact that people just don't know anything

about Web design and more or less, they don't know anything about direct sales on the Internet – meaning they don't have a Web-Site. They don't have a sales letter, particularly, on this particular Web-Site. They don't know how to get a person to buy their product – and that's a good thing – because if someone else buys this exact cookie cutter Web-Site on eBay, then they're just going to put it up as is. That's good for me, because I will be the only one with this exact same product that has a Web-Site and also knows how to market it. So what I'm going to do is, again, assuming that this is a good Web-Site and I want to go ahead and get it, I would first look to see if they have a “Buy Me Now” button. This particular listing doesn't have a “Buy Me Now” button, so I can't buy it immediately. Personally, I don't like to wait. I don't like to play the auction game. I'd rather just buy it outright. Knowing that there's a “Buy Me Now” button, I can buy it right now. I don't have to hassle. I can just say, “Okay, this is worth it,” or, “It's not worth it.” But in this particular case, I may take this listing and add it to my “watch” items in eBay. And for the people that don't know what that is, up on the upper right-hand corner, underneath the item number, there is actually a link called “Watch This Item.” If you're signed into eBay you can click on that link and that will place it on the back-end so you can watch this to see how high it gets, because if it gets... I'm going as high as \$200.00 to buy this particular Web-Site. If it gets any higher than that, then I'm not going to buy it. Bottom line. Because it doesn't make any sense for me to buy something, paying more than \$200.00. Every once in a while I'll run across something that I could buy for more than \$200.00 – or I would buy for more than \$200.00 – but it's very few and far between because I could have the same thing created on my own for less money.

That brings us to another topic and that is...how do you know how much to spend? Well, if you can spend... Well, I wouldn't spend as much money unless I could... Well let me rephrase that... If I can create it for myself for less money, then I wouldn't buy it. And on this particular Web-Site, I'd have to buy someone that knows about something... find someone that knows about poker. Then I would have to find someone to create the Web-Site and have to find a good domain name and it's a lot of hassle. So for a hundred dollars, that would actually take care of a lot of it for me.

PANEL MEMBER – Hey Armond, the number you’re looking for at Overture...searching just the one word “poker”...

ARMAND MORIN – Yeah?

RANDY CHARACH – 820,450 searches in December.

ARMAND MORIN – So 820,000 searches in December...just for the poker! Now, if you think about this, that’s just on Overture and the whole Yahoo organization. So if we multiply that by about five, that gives us about four million searches across the whole Internet, roughly, for poker. Now that’s pretty good numbers! So we know it’s a hot topic and people are interested in this.

RANDY CHARACH – It’s a really hot topic. If you go to... It isn’t up now, but 123pokerpro.com is my domain and I’ve actually just finished a product on poker where I’ve interviewed a whole bunch of poker players. I’ll have a multi-CD. It’s a really, really hot topic...you’re right.

ARMAND MORIN – Well, you know, here’s something else that a lot of people don’t know about this particular topic on gambling, and that is when it comes to advertising this particular site... Again, let’s assume that we bought this particular site. Google has every now and then a flaw in its system. What I mean by a flaw, I mean on advertising on Google itself, you can advertise on Google Ad Words, which are the tiny classified ads on the right-hand side of the page. Now the flaw comes in is that Google banned all casinos from advertising on Google Ad Words. So if we did a search on Google right now for “poker” we would see there’s a few people listing here, but there’s only one... Let me see, 1, 2, 3, 4, 5,6, 7, 8. There’s only eight people advertising underneath poker. There’s 86-million Web-Sites, but there’s only eight people advertising. So that, number one, puts us in a good position and I take advantage of it. If we go under “gambling” and we search on “gambling” nobody is at the... This is where it becomes really key, because this is where you can take advantage of the system. And that is, if

you search under “gambling” there is not a single person on Google that is advertising underneath the word “gambling”.

TED CIUBA – Armond, how could that be? I thought gambling was like a major, major thing! Why would nobody be gambling? I mean, if what you’re saying is true, we could walk in and get a cheap ad and be number one!

ARMAND MORIN – Absolutely. I mean, you can go and... That means you can get the advertising for five cents a click.

TED CIUBA – Incredible! I mean, how could it be that there’s nobody doing that with the gambling industry?

ARMAND MORIN – Oh, it’s because when Google made this change... There’s two reasons, first of all. Number one, either people have tried advertising underneath “gambling” and they didn’t get any results – which I don’t think is the case. But I believe, more or less, the case is this... It’s that people when they...when Google banned “gambling” and “casinos” and all this other stuff, what happened was people didn’t want to advertise underneath it anymore. So because casinos couldn’t advertise, everyone else thought you couldn’t advertise. Therefore, there is this hole that’s in Google. There’s a flaw in the system that we can take advantage of and then simply make money from it. So we can get a huge number of people if we just advertise it underneath “gambling”. We could just grab a huge, huge number of people coming to our site and possibly sell them. If we could type in the word...same thing... Another key word that we could use to advertise would be “casino.” Well, there’s only three casinos that are advertised. Well, three people advertising, I should say, underneath “casinos.” That’s it. So again, we could come in at number four and still be only at five cents a click. You see?

So we’re not spending a lot of money on advertising. Therefore, if we send a hundred people to our Web-Site it’s only going to cost us \$5.00. If we can convert even one percent of these people, right? That means one out of a hundred. If we’re selling the product itself, which

currently it's in a membership site, for basically \$40.00... That means, for every \$5.00 we spend we're making \$35.00 in pure profit. That's only on a one percent conversion, and we're not even trying very hard at this particular point. You know, we should be able to get that up to between a two and three – probably even up to a four percent conversion with some good ad copy on our Web-Site and changing the site around.

And what we're doing, in essence, is we're looking... It's like real estate. It's like online real estate, if you want to look at it that way. We're finding a property – a cyber property – that's a fixer upper. We're fixing it up – meaning in this particular case (this poker Web-Site) we're re-designing it and we're turning it into a one-page sales letter. That's all we're doing. Now the next step after that is we're going to put advertising to it and let people know that we have it. We may do some ezine advertising in different gambling publications. We'll probably focus, though, on Google Ad Words because Google is used so much right now, we could exist with a product like this just by advertising on Google Ad Words and we wouldn't even have to really work that hard at it.

To give you an idea... We did this... and we do this. We have a couple gambling products that we market online that I bought on eBay. Let me use that first example. I bought the product. It was a set of five eBooks for \$29.95. Now that product...it took me less than three hours to turn around, write a halfway decent sales letter. I didn't say a great sales letter. I just said a halfway decent because I didn't want to put a lot of time and effort into it. I uploaded the site, doubled the amount of money that they were previously charging for it. They were charging \$29.95. I actually went up to \$47.00 for this particular product and we get about one to two sales a day on that particular product right now.

So let's think about this. If we only sold one product a day – that's \$47.00 a day. Let's say, roughly, fifty bucks. That's \$1500.00 a month income that I have that's on auto-pilot that I don't have to think about. I don't have to worry about it. And how did I find it? I simply went to eBay, typed in a few different things, looked, and did my research. Probably the whole process took me, at best, three hours to do. So I invested three hours of my time, initially, and I

probably take maybe ten minutes every three or four days to maybe look at it. I don't do anything with it. I just look at it.

RANDY CHARACH – Do you want to tell us the URL?

ARMAND MORIN – Yeah, it's casinobookcase.com.

RANDY CHARACH – Great! That's good for people to go and check out these kinds of things.

ARMAND MORIN – Yeah, at casinobookcase.com what you're going to see is, you're going to see a very simple, straight-to-the-point sales letter. We did all kinds of testing on it to find out what's going to work in our sales letter and what's not going to work in our sales letter. And, ultimately, what we found is by putting a guarantee on the sales letter itself – at the very top of the page – 100% you win or pay nothing guarantee.

TED CIUBA – That helped sales, huh?

ARMAND MORIN – It actually tripled our sales.

And we wrote just a simple headline. On this particular Web-Site it says, “Quickly And Instantly Discover Time-Tested And Proven Winning Casino Strategies That Work In Any Casino Around The World (and this was the key part)...Online and Offline It Works 100%. Download these must-have digital books right now.”

And then we go into a simple sales letter. We have five – actually six different books we sell for \$47.00 – and that's it.

TED CIUBA – Well, and I want everybody to know, maybe who isn't in front of a browser as we talk, that you do say "simple sales letter" and it really is. Each of these six books that you described...you described in four to five lines of text. I mean, a single small paragraph.

ARMAND MORIN – Yeah. Yeah. I mean, if I was really... Let's say, if I was real excited...if I really wanted to work, I could do this. I mean, this is how easy this is. I could take this particular Web-Site, right? I've got six products, right? So I've got Beat the Internet Casinos as Book #1. Number two, Slot Machine Pro Secrets. Number three, Secret Winning Blackjack Strategies. Four, The Over-the-Top Roulette System. Five, Top-Secret Casino Winning Systems. Number six, Lottery System That Really Works. Well, you know, if I really wanted to work hard – what I could do, without buying anything else, I could take this product and break it up into six different products.

TED CIUBA – Yeah, you could.

ARMAND MORIN – Now I could have six different Web-Sites. What did that just do? It expanded my opportunity to generate more income six times. Now I could advertise using basically the same key words. I could almost compete against myself, because that's six different sites now that I'm advertising.

TED CIUBA – And you could raise the price on each of them individually.

ARMAND MORIN – Right. So now instead of \$47.00, what if I sold each one of these for \$27.00? So basically, I'd make \$180.00 per six books – if I sold one of each – as opposed to just \$47.00.

ERIC BECHTOLD – Armond, I wanted to chime in here real quick.

ARMAND MORIN – Yes?

ERIC BECHTOLD – Have you ever thought about driving people off of eBay with these additional products that you can develop? For example, like with this one product here...breaking it up into five or six different products and selling one on eBay in order to generate the leads, and then drive them somewhere else that's off of eBay.

ARMAND MORIN – Well, you know, you could do that. In fact, the way you can do it legally... What I mean by “legally” is within eBay's guidelines, because on eBay you're not really supposed to drive them to your own Web-Site so much. They kind of frown upon that. But what you can do is, is rewrite these books and then in the back of the book – or throughout the book – is advertise your other site.

ERIC BECHTOLD – Ah, okay.

ARMAND MORIN – Essentially you have a back-end built into each and every one of these books.

ERIC BECHTOLD – That's a good tip.

ARMAND MORIN – That...and then eBay can't say anything about that.

ERIC BECHTOLD – Good. Okay.

TED CIUBA – And if I understand your strategy here though, Armond, you put less than... It was less than a hundred bucks to get this. Is that not correct?

ARMAND MORIN – Yeah, it actually cost me \$30.00...\$29.00...to buy this particular... This was pretty unique. This one came with its own... It came with a Web-Site already that was really bad looking. It also came with its own domain, so I didn't have to go out and search for a casino book Web-Site. It came with it already, so I didn't have to do anything there either. But there's a lot of things you could do to enhance this.

Think about this. What if I took each one of these books...and this is just one example. But, what if I took each one of these books – such as number one Beating Internet Casinos. What if I took that book and then recorded myself reading the book?

TED CIUBA – You’ve created another product there, haven’t you?

ARMAND MORIN – Yeah, now I could put it to a CD. I could charge more money for it and, at this point, I could do it with each one of these books and I could probably now triple my income again! So if we sold these books individually at \$29.97 each – what I could do now is triple the amount of money and probably sell it for sixty... I’d probably sell it for \$67 to \$77 or somewhere in that area. And then, I could now increase my money again.

TED CIUBA – Yeah, but you know what’s got me so fascinated with this? Here you are, you’re making 4.2 million a year. You don’t have to buy stuff that costs \$30.00 to get it up and make it work!

ARMAND MORIN – That’s a good point. But the things is that, A) I think it’s fun to do. You know, making money to me is fun! If you do it right and you don’t have to put a lot...

TED CIUBA – It’s a sport, isn’t it?

ARMAND MORIN – Well if you don’t have to put a lot of time and energy into it!

TED CIUBA – Well that’s what I think is so fascinating. And you...you sitting here and brainstorming on your own site...you’re coming up with dozens of other ways you could improve it. But none of that was...you didn’t really do that. You just spent thirty bucks, a few hours, and you got an automatic income of fifteen hundred to three thousand coming in – and you know you’re leaving money on the table. But a few bucks, a few hours, and you’ve got another income stream coming in!

ARMAND MORIN – Yeah.

TED CIUBA – The great thing is, anybody could do this!

ARMAND MORIN – Yeah, I mean, if you look at it this way... I mean, I spent a few hours on it – it roughly makes about fifteen hundred bucks a month right now.

TED CIUBA – Okay.

ARMAND MORIN – You know, some months we have higher. We've gone as high as \$2,000.00 in a single month off of this particular Web-Site.

RANDY CHARACH – What do you spend on your Google Ad Words?

ARMAND MORIN – Not a lot of money. We usually spend about...somewhere in the area of between 20... I think on the low side it's like 22 and on the high side about 50 dollars.

RANDY CHARACH – A month?

ARMAND MORIN – A week.

RANDY CHARACH – Oh, a week. Okay.

ARMAND MORIN – So it's not...

RANDY CHARACH – But you're still making over a thousand...well over a thousand a month.

I notice you're using 2checkout.com. I know you have your own Merchant Account.

ARMAND MORIN – Yeah.

RANDY CHARACH – And you've used Click Bank before. For somebody who wants to get up and going quickly – just like you just described – they have these third-party choices. Why are you using 2checkout? I haven't seen you do that in the past.

ARMAND MORIN – 2checkout was... The reason I set this up with 2checkout was because me and my brother, we did this as a Joint Venture...

RANDY CHARACH – Right.

ARMAND MORIN – And my brother has no idea about the Internet, as far as what it can do. So we set this up as a Joint Venture and I did the Web-Site, he takes care of it, and then he sends me a check every month.

RANDY CHARACH – Okay, why not Click Bank?

ARMAND MORIN – Because they charged us more money.

RANDY CHARACH – I see.

ARMAND MORIN – Click Bank has a 7.5 percent fee on the back-end plus one dollar per transaction, plus a 5 percent reserve – which most people don't realize it has. 2checkout, though, only has a 5 percent transaction fee and it's 50 cents... a 5 percent transaction, but also there is a fifty cent fee on top of that – and there really isn't any reserve on it.

RANDY CHARACH – I guess an advantage, though... And we can move on, but with Click Bank they have the built in ability of program and network. Does 2checkout?

ARMAND MORIN – Yeah, but see, the thing is that we’re not trying to use the affiliate programs on it.

RANDY CHARACH – Right.

ARMAND MORIN – Because A) we’d have to provide some sort of support for the affiliates.

RANDY CHARACH – Right.

ARMAND MORIN – And, again, that’s too much work. So our whole objective on this is to create the product, set it up, and then not have to deal with it.

RANDY CHARACH – Good.

ARMAND MORIN – Or anything. And that’s why we don’t really focus on the affiliate program. Now if I was going to take the product...

Let me kind of back up just a little bit. Most people, when they have an eBook on the Internet, they think that the eBook is the end means. Meaning that they’re going to build this whole business around... They’re going to spend all this time and all this energy around selling a \$29.00 eBook. It’s not going to work! They’re not going to become rich, so to say, off a \$29.00 eBook. Now, if you had a bunch of \$29.00 eBooks...a bunch of sites that sell \$29.00 eBooks, then you have an opportunity – but don’t put all your eggs into one basket. So with this particular product, our whole focus was to set it up, have it no work, no customer service, you don’t have to deal with affiliates, and only have to deal with the sales. Just simply put it up and make money, and that’s it.

RANDY CHARACH – And do you have a back-end?

ARMAND MORIN – Actually, we did add some. We added a follow-up system to it and what we do is, every so often – meaning after every three, then every four days, we actually send them an email about Internet casinos.

RANDY CHARACH – And those are your affiliate links?

ARMAND MORIN – Yeah, those are our affiliate links. And we've got casinos that will pay us anywhere between sometimes \$5.00 to sometimes up to \$40.00 per person – depending on what they put in as far as their deposit into the casino. And then some casinos that we have actually offer us a percentage of what those people spend at their casino.

TED CIUBA – And it was free for you to go to those casino sites and join up as an affiliate – and all you had to do then was put the link that they gave you into your outgoing auto-responder menu.

ARMAND MORIN – Absolutely.

RANDY CHARACH – And what's more profitable – going for a flat or a percentage?

ARMAND MORIN – Usually the flat fees are a better scenario because it's a guarantee. A lot of people sign up for the casino, but they usually don't sign up with a lot of money. But what happens is, they'll start playing and then they'll just quit. They'll just forget about the casino for whatever reason. They're just not a hard-core gambler. And remember, we talked about...

RANDY CHARACH – Not yet anyway...

ARMAND MORIN – Not YET... But, once they start utilizing the system and utilizing the casino...they usually stop after a while. That's why we'd rather go for the flat fee. But we do have a mixture on the back that we actually promote.

RUSS VON HOELSCHER – Now Armond, are you telling us that most of your profits come from dozens and dozens or hundreds of these business Web-Sites that you buy, reconstruct, and put up? How many of these sites do you have totally?

ARMAND MORIN – I think, right now, we probably have somewhere in the area of about 20 of these sites.

RUSS VON HOELSCHER – Is that the main focus of what you do?

ARMAND MORIN – No, not at all. I just do that for fun!

RUSS VON HOELSCHER – Oh, great!

ARMAND MORIN – Because each one of these sites only takes, like I said, a few hours to put up. So I put them up and I don't even think about it anymore. You know? That's part of the key on this. It's to put them up and then forget it.

T. J. ROHLEDER – Hey, that's a nice way to have fun, isn't it?

ARMAND MORIN – Yeah! I mean, if you can have fun and make a couple bucks in the process.

But let me give people some other ideas on here, because there are some businesses on here, I think, that are just automatic. So if we go back to the same eBay listing where we found the gameorpoker.com and if we scroll down the page a little bit, what we're going to do is we're going to find out that there's a lot of other businesses. Some of them I'll give you warnings about, but there's a couple that I want to focus on as well, too.

A travel agency... A travel agency is usually a pretty good business, but I have yet to see anyone with a travel agency online actually make it. But you can usually get your own travel agency online through an affiliate link pretty easy. You're going to see a lot of these travel agency Web-Sites on here. They're all cookie cutter, again. But you can set it up...it's basically a big affiliate program. That's how it works. So travel agencies are usually pretty good. But again, don't expect it to make you a bundle of money. You're not going to become the next big thing on the Internet when it comes to travel, chances are.

Web-Sites... I'm sorry...software. Software is huge on the eBay market! Let me give you an example. I see one here. It says \$143,000.00 a year Web-Site back-up software business and traffic. It's up for twenty-six bucks right now and there's three people that have bid on it to date. Let's see what it is. We've got 8 hours and 11 minutes left if we wanted to purchase this. This company's name is Cy Bag Corporation. Now, the reason why I mentioned the company's name on this particular Web-Site is because Cy Bag Corporation makes a bunch of what they call re-branded software, which means that they'll create software and they'll create Web-Sites, and then they'll simply put it up for sale on eBay. That's what their business is. That's their whole business, in fact. So what we're looking for is, we're looking to see what it is that they're selling right now. They have a "Buy It Now" feature for \$599.00. We can buy this site right now if we want it. The Web-Site name on this one happens to be backupdot – B-A-C-U-P-D-O-T.com...backupdot.com and what it is does, it automatically backs up your most important files on your computer. That's pretty neat, especially if you're running any kind of business on your computer. You can buy this particular software, it will automatically back it up to whatever place you want it. Let me see, in the systems here you can set entire files or folders. To back up, select the source drives of where you want the files backed up from, and then select a target directory – which means if we had another place... let's say an external hard drive, what we could do is save all of our information over to that hard drive and this thing would automate the process for us. So for a business person or anyone that's thinking about backing up their information so they don't lose it, this would be a pretty good deal.

It has a trail software. It's a decent domain name. We haven't looked at the Web-Site yet, but usually their Web-Sites stink. That's just a fact. So what we do is we simply... Let's pull up a Web-Site real quick, because before what we want to do is we want to see how much time and energy... Now this has got a bunch of noise on it, a bunch of music going in the background, which again, by the way, doesn't help sales. That's another topic. We need to talk about that real quick.

A lot of times on these sites what's an important thing to add...and this is what we've been doing with a lot of the newer sites that we've purchased...is putting audio on the Web-Site. It's to force people to listen to our message – and that has been increasing sales for us across the board. So adding audio to your Web-Site, basically, here's an example. With this bacupdot.com, what I would do is instead of having that music playing in the background, I would start an automatic...without permission based audio and I would say something like this, "Welcome to bacupdot.com. If you're looking right now to save all your information, to never ever lose your information again...what you need to do is take the next five minutes, simply read our Web-Site, and then click on the "Order Now" button below and you'll instantly be able to download our software and never ever worry again about backing up your most important files." So I would say something like that to start off with. And the reason is because A) I want them to know what it does, B) I want them to know they can order. I actually want to say that upfront. A lot of people have a concept of, you don't want people to know that you have something for sale. You want it to look like basically a news announcement. No, I want to tell people there's something to buy and I want them to buy it today on this Internet site. We found that that works out really well. Actually, it's tripled our sales in doing so on all of our products across the board.

RANDY CHARACH – Armond, that's adding audio or adding audio, which is telling them you have something for sale?

ARMAND MORIN – Both. Adding audio... See, most people that have ever utilized audio online, including myself up until probably about six months ago, have done it all wrong.

What they've done is they've basically used it just as a big information post where they just do a brain dump on people and just tell them all the stuff. But they don't tell them what to do!

TED CIUBA – Well, and they also... And this is a big point...have it where it's voluntary. You know, it doesn't start automatically.

ARMAND MORIN – Yeah, let's face it. I mean, if you're causing more work for the person, they're not going to click on your button. But I don't care. I mean, the question is... The problem that people have with it is that, won't people get mad? Well, so? I mean, it sounds kind of bad...but the fact is, is that audio works on the Internet. Audio will sell. We've seen it increase opt-in rates; we've seen it increase sales. The fact is, is that if you play audio for them initially and it's tasteful – meaning it sounds professional, you're telling them what you want to say, and you keep it brief (usually 30 to 45 seconds) then you can tell them what to do. On a Web-Site, I want them to click the “Order” button. That's what I'm telling them to do. I'm telling them to read the Web-Site and I'm telling them to click the “Order” button. That's my main two most important points that I want to tell them at that point. So, stick with them!

Let me just go up to this Web-Site again. This backupdot.com is actually a really neat looking Web-Site – pretty much a top Web-Site but, again, what it's lacking is a direct sales letter. There's no direct sales letter. We could easily fix this in a matter of probably just a few short hours. We could have a sales letter up in place telling people what it is, we can put a good headline in place, as well, and we could sell this easily. They're selling it on their Web-Site for \$19.95. I would probably double the price because it's a low amount of money that they're charging right now. I would double the price on this, put a good sales letter together with it, put an automated order system along with it, and go from there.

Now, one of the things... Here's just a marketing tip. One of the things that they do is, they actually give you a trial version where people can download and try it. If you let people download and try your software, chances are they'll probably never buy your software. So what you want to do is, you don't want to include the trial software because... Here is a key that I

want people to focus on right now. They have what's called a "key generator" with this software, which means if I sold someone the trial version...they would have to send me a key by email and I would have to put that number into this key generator and then I would have to turn around and send them back their unlock code. Now, that's a lot of work! That's what I'm trying to avoid. So what I would do is, when I sold the software I wouldn't sell them a trial. I wouldn't give them a trial – even on the Web-Site. What I would do is simply just sell the software. You know...for \$37.00.

RANDY CHARACH – Armond, selling software is a great idea and I know that that's a big part of your business. What about support concerns? You know, software typically requires some sort of support.

ARMAND MORIN – Yeah, that's where you can bring in the company like this company here...the Cy Bag. Contact them, ask them questions before you buy it. If there's any support issues... "If there's problems with the software, what happens? Shall I contact you? What should I do?"

So, a lot of times you'll find out that these companies that sell these Web-Sites like this can actually support you for you...meaning that they'll answer questions. If you have questions, your customers will respond to you and you can forward those questions on to them.

RANDY CHARACH – Sure.

ARMAND MORIN – And so that's one way to do it. But again, you're right. Software is a little bit more technical than some people care. So if you're technically savvy, software probably might be a good idea for you. The nice part about software, again, is...just like an information product...is that you do make it once and you never have to sell it again. I mean, you never have to make it again.

TED CIUBA – Right. That's real leverage and you get it and it sells forever and ever.

ARMAND MORIN – You know...software does have a high perceived value too. I mean, if you look at it from... You know, what I look at is Bill Gates made a lot of money with software. So that's a good direction, if you ask me!

But let me just walk you through a couple of these other businesses that are here. Hosting businesses for sale. You can have your own hosting company! A hosting company on the Internet is the most perfect company. Let me tell you why... People will cancel everything else regarding their Web-Site, but they will not cancel their hosting account. If they cancel their hosting account, they are now out of business. So hosting is a great business to get involved with. Again, they're going to sign you up basically as an affiliate for some other company. So what you're paying for is, basically, Web-Site design and a domain name. There's a hosting company on here right now for \$399.00. Is that a good price? Well it's a "But It Now" price, so I think it's probably a pretty decent price. Would I buy it? Well, we don't know. Let me just look at it real quick because what we're looking for... Again, we're paying for site design. That's what we're paying for and that's what we're doing a lot of times for these different products. We're not really paying for the product. We're paying for the time and energy. For example, I'm paying for the domain name. I'm paying for the site design. I'm not paying to become an affiliate for some hosting company, essentially.

Some of these are a little bit more complicated, meaning that you're actually a re-seller for the hosting company. That means you make a little bit more money. Let's assume that you have a scenario where you're getting paid \$10.00 for hosting. Well if you get paid \$10.00 for hosting...the nice part about it is that you don't only get paid once. You get paid multiple times! You get paid over and over and over and over again. So hosting, again, is a perfect business because it's a one-time... It's not only a one-time sale, but you're... It's a one-time sale, but you're getting paid over each and every month for it because if I'm paying \$20.00 a month – I have to pay that same \$20.00 this month, next month, and every month thereafter – or my Web-Site goes down.