

## **eBay Program**

### **ARMAND MORIN**

1/24/05

Tape 3

T. J. ROHLEDER – Okay, Armond, you're talking about all of the different ways to sell nutritional products on the Internet.

ARMAND MORIN – Yeah.

T. J. ROHLEDER – I think this is exciting!

ARMAND MORIN – Yeah, we were just talking about... You know, we just named some companies – vitalabs.com, 7dayhealth.com, nutritionalmanufacturer.com, bestprivatelabel.com.

Now, here's the thing... For example, like I was just mentioning, you can take let's say, for example, MetabaLife. MetabaLife – many people know it's been around for quite a few years. Now they're selling them at retail stores. You can go down to Wal-Mart, pick this product up. Well, you can get the exact same product – the same exact same ingredients – from Vitalabs for \$3.50. Now, I don't know if many people know, but MetabaLife sells for about 36 bucks. So your markup is pretty incredible! But now it can get even better, because if you want to do a little work... Now here's the key... You become the manufacturer. This is the great part! What you do is you set up your own Web-Site where you don't sell it to the general public. You wholesale it only. So let's say that you are buying the product for \$3.50. Now what you do is you sell it to other people for... Let's just use an example and let's say \$5.00. So now you're going to sell the product wholesale to other people for five bucks. So you're making \$1.50 for every single bottle. Now what you do is you now create Web-Sites, you put them up on eBay, you sell it to other people. You're the manufacturer. They have to contact you in order to sell

the product. So you sell it to them by the case. What you do is, it's now \$24.00 a case. Twenty-four bottles in a case, I'm sorry. What you do is... Let's take a look and look at the numbers. Twenty-four x \$3.50...your cost is \$84.00. So it's \$84.00. Twenty-four x five...that gives you \$120.00 minus \$84.00 – gives us a profit of 36 bucks. So every case that you're selling, you're profiting \$36.00 a case. Now you're selling these cases to the people that you just sold the Web-Sites to. So now as they run out of inventory, what do they have to do? Come back to you and buy more product in order for them to stay in business. So you're setting up this whole distribution network of people and you're the one initiating it by creating these Web-Sites to sell on eBay. I mean, the concept is so simple and the information is readily available on the Internet, but yet few people...either think it's too complicated, they think it's too hard. I mean, you know...prior to a couple minutes ago, I mean, how many people thought they could become a diet and weight loss manufacturer? Probably nobody!

TED CIUBA – Or have a casino!

ARMAND MORIN – Or have their own casino or their own business. But these sites that I just gave out are sites that you can set up. Again, it takes no time. Anyone can do it with a little bit of work. You don't want to make the site yourself? Then it's very simple. You make it... You go to your local college, let's say, and you put up some ads in the local college newspaper. You look for college people that...college kids that have the ability to make a Web-Site. Now for every Web-Site they make, you know, again it's template based. You're not looking for something new every single time. It's a template! You're just changing the name on the template. You could have them set up the whole deal, pay them 25 bucks. It may cost you a hundred or two hundred dollars initially to have the templates created, but now you pay them \$25.00 for every one that they install. So now you've got someone doing the work so you don't have to. All you're doing is knowing how to put a post up on eBay. And now your business is automated. Again, you're doing very little work, but the potential on any one of these businesses is pretty good.

Let me give you an example. What if we sold... What if we put up these Web-Sites, we sold them all for, let's just say, \$300.00 apiece. So again, the affiliate program cost us nothing, the domain name cost us about eight bucks, so we've got the domain name...we've got hosting. Now if we do this right, the hosting... We create our own hosting company through an affiliate program, so this way we get paid money on these people every month. So now we sell them the Web-Site for 300 bucks. We've got about \$20.00 invested into it at this point. Now every month after... For example, if it's a nutritional Web-Site, they have to buy new product and they have to pay their hosting every month. So now we're making \$10.00 a month off of each person and that's \$120.00 a year off of each person that we sell a Web-Site to. We should do the same thing for every Web-Site that we put up, and make money on the hosting side. So now we can make that residual income coming in every single month from it, as well, too.

So, I mean, the ideas just go over and over and over again. These are complete businesses. This is not just something that you just hope and wish for. It's a very viable opportunity – probably one of the most strong opportunities that's available on the Net today, because you don't have to go out and necessarily advertise. The biggest problem that people have on the Internet...and I've taught literally thousands of people on the Internet...and the biggest problem that I always get as a question to this very day is, how do I drive traffic to my Web-Site?

Well, when you're selling the businesses and you're using eBay as your method of generating traffic, then you don't have to worry about it anymore. eBay provides that for you, automatically, and you don't have to do anything at all. So, I mean, to me...if I was to get involved in business... If I was brand new and I wanted to do something, I would start creating these sites online and I'd sell them on eBay because it's the least amount of money I have to invest, it's also the least amount of traffic I have to do, and it's the least amount of work I have to do, as well, too.

TED CIUBA – I tell you what... Also, as I said when I introduced you, it's something creative. Who else and where else would they have heard this? I don't... I've never heard it before, but it's a great concept – even though other people are doing it. You know?

T. J. ROHLEDER – Absolutely. And the thing that I think is very fascinating that I'd like to point out to the listener is, this is just one category out of how many categories on eBay? I forget.

ARMAND MORIN – Huge!

T. J. ROHLEDER – I mean, there's thousands...I know. But does somebody know the number? I thought it was like 27,000 or something...but maybe I'm wrong. But, I mean, this is just one category! You know, that is just so cool...how we've been talking about something that can potentially make millions of dollars and we all know people who have made millions of dollars selling templated Web-Sites. And yet, this is just one small little category out of eBay, which I think is just so cool!

ARMAND MORIN – Yeah, it's just that people don't realize the level of opportunity that's available out there. And, you know, some of these things I just kind of fell into, and some of it came from previous things I've done and it kind of came together underneath one thing. But, you know, it's just a matter of looking and trying to... I should say, being aware of the opportunities that are around us when we're looking, because originally I was going to eBay to try to look for a profitable Web-Site. Then I decided, why should I look for a profitable Web-Site when I know how to make a Web-Site profitable? So I went on the reverse and so we did that. Then, you know, we've sold nutritional products on line for several years and seeing what other people are selling on line, because you will find people selling nutritional products online on eBay. But they'll usually charge you 7 to 10 dollars a bottle for the product. Some of them up to \$14.00 a bottle. So, knowing where to get the wholesale products is pretty key. And then just these businesses is just looking at it from a different angle, in many cases. But, now that

people know this, there's really no excuse for them not to go out and do it! They can't say, "I don't know how to make money," anymore.

T. J. ROHLEDER – Well they'll find one.

No, I hope our listeners don't, but...

You know, it is true. There's way more opportunity out there than any of us... You know, Russ and I, whenever we get together and spend time. We've been doing this since the 80's. We talk about all the millions of ways to make money and we get all high and excited and intoxicated on all these ideas, but then we always say, "Hey, there's just too many ideas and not enough time!"

TED CIUBA – True!

T. J. ROHLEDER – And that's what pisses me off so much and frustrates me when you're dealing with all these people who claim that they can't find any way to make money. Hell, there's too many ways to make money!

TED CIUBA – That's right.

ARMAND MORIN – Right.

RUSS VON HOELSCHER – You know, I hope the listener realizes this entire program that we're doing has been so valuable. But I tell you, what Armond has just shared with us today is a big part of the opportunity and I just hope people listen to it again and again, because there are so many ways to make money – and Armond has given us some of the best ways.

T. J. ROHLEDER – Well yes, and I love the one thing that he said towards the end there. I'm talking about you like you're not here, Armond. The one thing that Armond said... He said

that... You know, so many people...like myself...I'm dangerous with a computer. I can't do anything with it hardly, but turn it on and use one software program and that's it. But there's millions of these pimple-faced little high school kids that will work for beer money or date money or whatever. You know?

RUSS VON HOELSCHER – It's beer money when they're kids!

ERIC BECHTOLD – Don't forget the smokes too! That's where they got the pimples!

ALAN BECHTOLD – Just don't help them buy the beer and you're okay.

T. J. ROHLEDER – I mean, but there's... And when you go on eLance.com that's where we've found a lot of our talent. Chris just found some software company (I think it's in South Africa) that's working for pennies compared to... I mean, for every dollar we pay in America, they're probably charging us two pennies! Is that South Africa, Chris?

CHRIS LAKEY – It's Aronda.

T. J. ROHLEDER – Wherever that is... It sounds like Africa.

RUSS VON HOELSCHER – It's Africa.

CHRIS LAKEY – It's Africa.

T. J. ROHLEDER – I mean, it's just incredible how there's all this talent out there that you can buy for pennies and not have to know a damn thing about any of this technical stuff. And yet, as long as you know something about the marketing part of it...I mean, you can turn dimes into dollars all day long.

ALAN BECHTOLD – Well, what I like too, is I'm hearing Armond describe a system whereby you're utilizing the Internet – which we all know is an excellent marketing tool – but you're also using it to give you that International buying power and get the products to sell, as well, and turn right back around and use that same system to sell them.

TED CIUBA – Well, you know, for years marketing people have been saying that you look for under-deployed assets and you look for something that didn't quite succeed because the person didn't have any marketing know-how. The Internet and eBay makes it very easy to find those kinds of items and add a little marketing smarts to it and have a money-maker.

T. J. ROHLEDER – Yeah, and I think that is so cool that you've helped us just see one aspect here that we all know is making people millions of dollars. So there is a tremendous market for these turn-key Web-Sites and you've really... Nobody has... Doesn't it really upset you, Armond, though when you give people your very best ideas and they don't do anything with it?

ARMAND MORIN – I mean...absolutely. I mean, it's really interesting. I just did a coaching class recently and it was on product development and I get this question after an eight-week session on showing people techniques like this and many others to create a product. I get this email from one person saying, "So how do I create a product?" I was like, "Oh, my God!" My response was very simple. It was, "Listen to the audios that we just spent eight weeks on."

T. J. ROHLEDER – Yeah, you just want to slam them up against the wall, don't you?

ARMAND MORIN – Oh, absolutely!

But, it's just that people think it's more complicated than what it really is. And it's not. It's not that complicated. And, therefore, they think the Internet has to be complicated because it deals with computers. You have to be on a computer to do that. Well, really the only thing you need to know is...at the very minimal level...is how to check an email. If you can do at least

that, you can get other people to do these other pieces of the puzzle. I mean, there's companies now that will post your listings for you on eBay. So you don't even have to do that if you don't want to. I mean, I recommend that you do because I think it's pretty simple. It's pretty easy and it may take you maybe a half hour to an hour to figure it out, but you can do this very, very simply.

ALAN BECHTOLD – Well, when you look at the money to be made, Armond, it's worth that hour or two hours teaching yourself to do it.

ARMAND MORIN – Oh, I mean...think about it! I mean, like I said... If you just sold one Web-Site a week you're making roughly 250 bucks profit on it. Right? And that's just on the front side. That's assuming that you have no back-end. So it's 250 bucks a week. That's a thousand dollars a month. That's a \$12,000.00 a year income for probably spending an hour a week. That's pretty good money to me!

T. J. ROHLER – When there's people killing themselves to make 30 to 35,000 a year!

ARMAND MORIN – Yeah!

That's only if you sold one site a week. I mean, you could easily... There's no doubt you could sell a Web-Site every single day. That would be... A Web-Site every single day! Think about it. That's \$7500.00 a month. You know, it's a no-brainer. It's really a no-brainer at that point. And people think that you have to be this technical whiz, you have to go to school for computer science, and all this other crap. I jumped on my first computer at a local library. Just because I didn't have one at the time. People...it's so easy now. Most people have a computer in their home. Some people...several computers in their home. But now, let's just not let the computer sit there and collect dust and use it to Instant Message people. Use it for something valuable. Use it to make money! Your computer is your cash register. And if you look at it like that, you'll see that it's a tool in order to allow you to make an income. So if people are actually looking to get themselves out of their current situation...maybe out of their job or whatever it



may be...they can simply utilize some of the concepts and the ideas we just talked about and easily start making money today.

RUSS VON HOELSCHER – What about other auction sites? We know eBay is the 800 pound gorilla, but we've had people talk to us about overstock.com. Do you see them coming up?

ARMAND MORIN – You know, quite honestly, I've never really looked at them too much. I mean, there's a lot of things on overstock. I mean, if you're selling nutritional products and things... I know this...overstock is a great place in order to market nutritional products.

T. J. ROHLEDER – Well yeah, and what about the future? What do you see in the... I mean, as far as everything that you've been talking about on this Program, anything for the listener to hope for or dream about in the future?

ARMAND MORIN – Yeah, this whole process is even going to become easier. Because, first of all, eBay is going to continue to grow. I'm pretty sure on that point. Then on the other side of it, though, is that the opportunities are going to become more and more available because what I refer to as "instant technology" will become more and more readily available to people – meaning easier ways to make a Web-Site, easier technical abilities where you can simply just fill out a form, put in a few things, and it will make your listing for you (it may automatically even post it into eBay), different products will be come available. All these things that we talked about today – especially on this instant products at the end, is going to become more and more readily available. More and more people are selling their houses on eBay, when you look at it from that aspect. So the opportunity is always, always going to be there and it's just going to become easier for people as time goes on.

So that's what they need to think about. And the key part is, is that people who get involved now in this type of business can become the leaders as time goes on. Because I know many people listening to this call...you may not be thinking about the bigger picture now. I'm

thinking really, really big picture when it comes to this, because let me tell you about this... What I learned when I got involved in the Internet and when I got involved in business, as many of the people on this call...there is a bigger picture to all of this. Let me explain to you how this can progress at a much rapid pace and turn into, literally, a multi-million dollar business.

What you do is, you start off by selling these instant Web-Sites. Well you're going to get to the point where you don't want to rely on someone else making your Web-Sites. You may start having your own people develop your Web-Sites or your instant businesses for you. So now you can put up unique items up on eBay. So now that's going to give you a way to corner a certain segment of eBay. Now what you do is, you start doing classes on these types of businesses. Meaning, you start teaching people how to create these businesses – just like you do – so that can become a coaching course. So now you can sell a thousand or two thousand dollar coaching course on how to sell your products. Next, you can do seminars. It's very simple to sell, again, a thousand, two thousand dollar, three thousand dollar, four thousand dollar seminar in showing people how to start their own business. And if they're using your products, it's even more of an incentive. Then you can go on to starting your own Platinum Club, which may be a \$10,000 or \$15,000 or \$20,000 project and instantly you have, now, literally a multi-million dollar business that all started because you started marketing a free affiliate program – through a Web-Site – on eBay. So there's a much bigger picture to this and it depends on how far people really want to take this concept. But the money is there and even if eBay and technology didn't progress – if you just did the concepts I just talked about – within the next year a person can literally go from zero to making millions of dollars a year – in 12 months. I know...I've done it!

T. J. ROHLEDER – Well sure. It starts with having huge goals. I just think a lot of people...one of the reasons why they never make millions of dollars is because they never set a goal to make millions of dollars!

TED CIUBA – You're right.

T. J. ROHLEDER – And when you tell people that, they think that you’re just screwing with them, because they think that you’re over-simplifying it. And yet, name me one self-made millionaire that never set a sold goal to make millions of dollars.

ARMAND MORIN – Right.

T. J. ROHLEDER – So, I mean, it’s like people approach the ocean of abundance with a teaspoon. That’s what Ernest Holmes used to say. You know? Instead of grabbing like a semi-truck full of empty barrels.

We’ve got ten more minutes here, guys. Actually, we have 25 minutes if we’re going to fill out a 45 minute tape. Can we brainstorm, or do you want to finish this?

ALAN BECHTOLD – Well, I wanted to stress one thing that Armond said that is so impressive to me, because I know Armond, I’ve watched his work for years, I have such tremendous respect for your accomplishments. I’ve gotten to know you a little bit and want to know you more. But, I’ve noticed you do this for FUN. I want to stress that again, guys. You don’t have to do this. You’ve got so many other financial streams coming into your business...this is something you do for fun. It’s fun!

ARMAND MORIN – You know, I think that’s a pretty key point. To me, it’s fun to figure out ways to make money on the Internet. I find the Internet just totally fascinating! But, you know, I think there’s another side to this. I think we all got in business because we wanted... We didn’t want someone else controlling our lives and we wanted to take more control over it again. But, to me, if something isn’t fun I just simply don’t do it. And that’s the way I tend to keep it, is just trying making it fun. If it’s not fun anymore, then I stop doing it.

ALAN BECHTOLD – Think of all the “not fun” ways people have to think about to go out and make twelve grand a year.

ARMAND MORIN – I was talking to a friend recently and we went to high school together, actually. We just kind of started talking and I usually don't talk about my business with too many people because they just have no concept of really what I do. If someone asks me what I do, I tell them I own a software company and I leave it at that. That's the short answer. They're like, "That sounds too technical. I don't want to talk about that anymore." So I leave it like that. So I just mentioned that to him and I asked him what he's doing. He's a manager for a Quick Mart – a convenience store. I don't know what he makes, but I would imagine he probably makes probably 20 to 25,000 dollars a year. What we just talked about... I mean, a person can easily do that with not a lot of time and effort – and he's probably going to work more than 40 hours a week, because he's the manager. He's got to make sure that everything is done. So when you think of all these jobs that people have to do...just like you were just saying...in order to make 10, 12, or 20,000 dollars a year – and how many hours they have to work in order to do that, that is not fun.

TED CIUBA – That is not fun, you're right.

T. J. ROHLEDER – And people have called me a workaholic for years and made fun of me and said that I have all these mental problems because I work 80 hours a week, but the truth is, I think the people that go to a job that they absolutely detest day after day after day and they hate it...they absolutely hate it, but they're counting down the time and they've only got 13 more years to go. I mean, those are the guys that go postal! You know? They end up blowing people away and end up in prison or something!

ARMAND MORIN – You know, the worst part is, is that the perception of reality is really skewed. Because they say after you retire, then you're supposed to go into your golden years. Well if I couldn't make it with working a full-time job, how am I supposed to make it on half the income that I was making when I was working?

T. J. ROHLEDER – Right.

ARMAND MORIN – That doesn't make sense! And what do I got to show for it? A watch that they gave me? I mean, come on!

T. J. ROHLER – Right.

ALAN BECHTOLD – And they quit giving out the good watches years ago.

ARMAND MORIN – Yeah, right. Now you might get a pen.

But, opportunity is all around us and what people need to realize is that it comes down to one thing and one thing only. This is the one thing if I could ever stress on anybody, it would be this... You could have the world's greatest opportunity sitting in front of you. But if you don't take action on that opportunity, it's still going to be there and it's just going to sit there and stare back in your face – and the opportunity is going to turn into a regret. That's what happens to many people is they see the opportunity, they don't take action, and later on in later years they regret that they didn't take that action.

Here's the other part to this... Action itself is kind of a funny thing because it doesn't take a lot of action in order to get something started. It usually starts off with just the intention to do something and then start moving forward with that concept – that idea. It may not be you making a Web-Site today. It may simply be you doing the research on eBay to find something that you want to do. And that may be the first step, but at least you're taking some kind of action. That small action will tend to grow into a bigger action. Then it will give you enough confidence to go into your next step of the process, and each action may be a bigger and bigger action and you will eventually get to the point where you're not really thinking about it anymore.

And then there's the other part, which is fear. I mean, we all fear that we're doing something that we've never done before. That's our biggest fear, is that we've just never done it before. We don't know the outcome, we don't know the reactions, we don't know if it will work or not. You know, I still have the exact same fears today every time I release a product on the

Internet. I get nervous, I get the butterflies in my stomach, I get all this...and this is after doing it tons of times and making millions of dollars...and I still get that exact same feeling. And you know what? Those feelings are right. Usually I do screw up something. But the fact is, is it doesn't matter! It's the Internet. Everything is fixable! And that's what people need to understand. It's that no matter what you do to your computer, for example, (and this may sound a little contradicting)... But no matter what you do to your computer, you can't really break it unless you pick it up and slam it on the ground. You can't break the Internet! I can tell you that for sure. There's a lot of people who've tried, but they can't do it. So you can't screw this whole concept up. You may not do something right and have to re-do it again, but you're not going to break anything. So just take that one step forward and start taking that action in order to get going in the right direction. It's like going down a hill. I mean, once you get started then you're going to pick up some momentum along the way.

RANDY CHARACH – It's the fear of the doing that comes after the doing that stops people from doing the first thing in the first place.

ARMAND MORIN – Yeah.

T. J. ROHLEDER – Wait! I think somebody new to the English language might have trouble with that sentence!

RANDY CHARACH – You know, these people are so worried about, “Okay if I do this...well how am I going to handle what comes next? So I'd better not do this.” But the thing is, just do it and you'll figure it out and you'll handle it.

CHRIS LAKEY – I think some people are afraid of success.

T. J. ROHLEDER – Absolutely.

CHRIS LAKEY – They fear what might happen if something starts working, and so they don't do anything because they're comfortable with where they're at right now.

T. J. ROHLER – Right. At least they know their world. It might be a miserable, terrible place to live, but they know it!

RUSS VON HOELSCHER – I've always believed the old saying that "A job started is a job half done," and it's true. We agonize about starting. This is so important to the listener to realize. But once you start... the day you start, you're halfway there.

ALAN BECHTOLD – Well one thing I wanted to mention here... We're talking about fears and one thing I noticed in all of these great ideas you had, Armond, one of the biggest fears I hear all the time is fear of competition and people shy away from something because, oh, there's so many people already selling Web-Sites. That's precisely why it's so easy to sell them there!

ARMAND MORIN – Yeah, I mean, that's the beauty of it. See, if no one was selling Web-Sites on eBay, then I would be scared.

ALAN BECHTOLD – Right.

ARMAND MORIN – Because does that mean I'm the pioneer or does that mean someone tried it before and it didn't work? If someone else is selling these Web-Sites already, it shows me that A) that there's a huge market for it, with as many people that are doing it and I'm not the pioneer. I like to be a pioneer on the Internet and I like to do things that other people haven't done before, but you know what? As far as things like this, the safe bet is to do what people are doing already.

ALAN BECHTOLD – Especially if you want to create products that you know there's a market waiting for them. You know? It's so important. So many people won't look for what...

I mean, they won't use the tool to find what is selling hot right now and fit the product to what is selling. You know? That's one of the big obstacles I see so many people have.

RUSS VON HOELSCHER – Do what they're doing, but do it better!

ALAN BECHTOLD – Exactly.

ARMAND MORIN – Right.

It's building a better mousetrap. I mean, I think that's the most simple way to make a product. Okay, find out what's selling – just like we've all just talked about – and then do it better. What aren't they doing? Or, what did they do that's wrong? Or, what's the bad part about their product? Remove the bad part and keep all the good parts. I mean, one of the first products... When I created my first software product online... First of all, I don't program and I don't know how to. I get other people to do it all for me. But what I did was, I researched all this other software that did the same thing and I found out I only had seven competitors, which is great. And all I had to do was be better than seven people, so I took all the good things from those software programs. I kept those and got rid of the bad things – and then I added one or two things of my own and that was it.

TED CIUBA – That's great.

T. J. ROHLEDER – Well, and plus, I get the idea about you, Armond, that you enjoy the competition a little bit.

ARMAND MORIN – Yeah.

T. J. ROHLEDER – Let me ask you this question... How often do you spend worrying about your competitors?



ARMAND MORIN – I don't necessarily worry about them. I just kind of am aware of what they're doing. What I do... The way I look at it is that I think, first of all, there's two levels of people on the Internet. There is... I should say there's one level type of person that you don't want to be, and that's a scarcity thinking person. For example, you can always tell the scarcity thinking person by asking them how many joint ventures they've ever done? If they haven't done any joint ventures with anybody else, they believe that the Internet is all about competition, that they need to keep what they know a secret, they should not share anything with anybody on the Internet in business or, essentially, in life in general. Because that's their frame of thinking. And that type of person will last a certain degree of time, but you cannot be a one-man show. You need joint ventures. You need other people to work with in order to expand your thinking, because just like on this call right now. What started off as one person talking, another person has added to it, another person has added to it...this whole brainstorming concept. This same concept happens in business when you're doing joint ventures, because I'm going to share ideas with you – you're going to share ideas with me – and what either one of our ideas may have been good on its own, but together they may be great.

T. J. ROHLEDER – And that is exactly right and we've all of us on this call have learned that. It's a shame that more people don't. You know, they try to keep everything to themselves and they never want to give any of their secrets away. They're so afraid and they're just spin... I guess really it's about limited thinking and fear, more than anything.

ARMAND MORIN – Yeah. It would have been so easy for me just not to have had this conversation at all.

T. J. ROHLEDER – Absolutely.

ARMAND MORIN – And not tell anyone about this. But you know what? What will happen is, first of all, I know there's some security in me telling other people about it. And here's the security... It's that as sad and as much as I don't want to admit this... There's only

going to be a few percentage of the people that are actually going to do anything we talked about today.

T. J. ROHLEDER – Right. Right.

TED CIUBA – Right.

ARMAND MORIN – So that's one thing. The second thing is, the people that do do it...they may actually innovate this and change it and alter it to make it a concept that's ten times better. Maybe it's actually someone on this call right now that are listening to it, that they see, "Okay, that's good. But if you made this tweak, it would all of a sudden multiply the results by tenfold." And that's what happens. To me, that's the whole nature of the Internet.

DON BICE – Armond, I'd like to back up just a minute. While we were talking, I was looking at some of the Web-Sites for sale on eBay.

ARMAND MORIN – Yes.

DON BICE – And I see a real common thread is that almost none of them have sales letters. It's amazing!

ARMAND MORIN – Exactly.

DON BICE – I mean, beautiful sites...most of them made from templates, but they have no sales content at all.

ARMAND MORIN – Right.

DON BICE – So in those cases, are you essentially buying...if there's a product available, are you really looking for something that gives you a good product and a start on the Web-Site?

ARMAND MORIN – Yeah, what I'm doing is I'm buying my product development.

DON BICE – Okay.

ARMAND MORIN – That's what I'm doing, because like you said, they really have no sales letter at all. And a majority of them won't have a sales letter and that's why it's okay if I buy a turn-key Web-Site...

DON BICE – Yeah...

ARMAND MORIN - ...because all the other people that have bought this Web-Site previous to me, they're going to use that Web-Site that you see probably in front of you. Well, I'm going to take it. I'm going to modify it greatly...just use a straight sales letter, and probably much longer than what people want, but I'm going to sell them. My product is going to sell better than theirs because I am using a sales letter. So I'm paying for product development. I'm paying for the domain name. I'm paying for the initial hosting set-up and things of that nature. So I'm saving my time that way.

DON BICE – Okay.

T. J. ROHLER – Well, and you're taking something... I love what you said about these Web-Sites you're buying. You use the analogy of real estate and you talked about fixer-uppers. It's a great analogy because people...everybody listening to this Program...they understand that some people make huge sums of money and, in some cases, have become millionaires just by taking old houses, buying them at a dirt-cheap price, backing up the pickup truck and heading over to Home Depot and hammering and nailing and all that crap, and then all

of a sudden they sell it for 40 percent of what they paid for it or 50 percent and double their money or whatever. People understand that. But what they don't understand is... (And I hope that they do now!) ...that all of these digital products you've talked about – which is all a Web-Site really is – you're just buying it and fixing it up and selling it.

ARMAND MORIN – Yeah. Or keeping it. It's much better to have a cyber rental property than it is to sell, in many cases. For example, like the casinobookcase site I talked about. I mean, imagine this. How many physical (offline) real estate deals can you do where you're immediately going to make 1500 dollars a month profit? I don't know of too many, really.

T. J. ROHLEDER – Absolutely.

TED CIUBA – Most people can't find enough to do it. You're right.

T. J. ROHLEDER – Especially stuff that only costs you... I mean, you're making 1500 bucks a month off of something that initially cost you how much?

ARMAND MORIN – A hundred to two hundred dollars, you know?

T. J. ROHLEDER – That sounds illegal to me!

ARMAND MORIN – I know!

But, you know, when you're looking under real estate... That's why this is... If you think about it as real estate, I mean, you start thinking...okay, there's a lot of similarities as far as what you're doing, as far as fixing it up. In real estate, again, I don't know too much about it. But I can tell you this... In real estate you buy a fixer-up property. I mean, you have to maybe paint the outside, put in new carpeting, paint the ceilings, walls, and stuff like that to make it look good before you can actually flip it or rent it. Well, you have to do the same things online

except it's going to cost you a lot less money. The majority of it you can do yourself with just a little bit of training. I mean, a few hours literally. You could do it yourself and the profit potential is much, much greater. And then you have the same options as you do in real estate, and that is you can keep it as a rental property and just simply make money on it every single month, or you can flip it. You can sell it. If I bought it for two hundred, I could turn it around and sell it. If I wanted to sell it for five hundred to get a quick sale, or I could put it up to a thousand dollars and make even more money on it. Obviously, the more... If I'm going to sell something, the more profit potential that I can show – or if I show receipts of my sales – then what I can do is I can sell it for even more money because now people are buying a legitimate business that's already up and running. And that certainly is much more valuable than if they had to fix it up themselves.

RUSS VON HOELSCHER – The real estate analogy is so true because you're taking these Web-Sites and giving them a facelift and making them far more profitable than they originally were.

ARMAND MORIN – Right.

T. J. ROHLEDER – Yeah, and you're seeing things that other people didn't see.

Now we've only got about five more minutes to go here – or six more minutes. But there's one question I've been wanting to ask you. How did you figure this real estate thing out? This real real estate thing where you've bought five properties now and flipped them? I'm just curious how you stumbled upon that idea.

ARMAND MORIN – It was a matter of surfing eBay. What I did is, I went to eBay. I went into real estate in eBay and I was just kind of looking around. I was just curious. And so, I started clicking on eBay and I started wondering. I said, "I wonder how low people are actually selling property for on eBay?" So I clicked on "Residential Real Estate" and I organized it under my price. I was like...one cent! I mean, why would a person start off a real estate deal for only

one cent? And so, then I watched it. I tracked it. I basically put it in my watched items and I started tracking. I wonder how much this thing is really going to go for? And then I saw the ones for \$500. I saw ones for thousands and upwards. And so then I started watching it. I started noticing what these people were selling these properties for and I started noticing that people were selling them for a thousand dollars, five hundred dollars, two thousand dollars, and I'm like... "Oh, my God! I can't believe people are buying a property with a house on it...everything for a thousand or two thousand dollars!" You know, what's the deal here? So then I started looking at the individual listings, as far as what they were saying. It was maybe a foreclosure. It was a bulk piece of property that they bought and they split it up. And I started looking at the reasons why they were buying, and then I started clicking around things and I found that "Neighborhood Profile" where I could find a lot of the information of what's happening in that town or in that area...what their average income was, what the unemployment rate was, all this stuff. So I could see if I didn't sell it on eBay, could I sell that home through a local real estate broker and sell it that way? And so I started noticing some things. So then it was a matter of taking the plunge. Will this work? Because it made sense to me in my thoughts, if I took this. And I said, I don't want to deal with a real estate broker because that sounds like a pain. And if it's only a \$2,000.00 piece of property, I'd probably have a hard time finding a real estate broker that would even take it. Right?

TED CIUBA – Right.

ARMAND MORIN – So, what I did is I said, "Well, I could probably just turn this back over to eBay," because I looked at what people were selling it for and four, five, six thousand dollars was not a big deal. People were snapping up those pieces of property! And I also noticed that very few people were utilizing the "Buy It Now" button. So if you use the "Buy It Now" button, that makes you stand out above the rest. And when people look at "Buy It Now" for \$4,000.00...they're like... "This guy has got to be crazy! There's something up." And so if you disclose all this information, it calms their nerves because they know there's nothing wrong with it. "I just want to get rid of this. I recently bought it, now I want to sell it." They're not going to go back...unless they were watching that particular auction... They're not going to go back and

know what I bought it for. Because I made the listing look a whole lot different, I made it look essentially pretty, gave it more information, and wrote some good ad copy to it. I actually put a physical headline in my real estate auctions. So I'm doing the same things as you would to sell any other product, except I'm selling a \$4,000.00 product.

So it was a matter of curiosity and a matter of just kind of putting pieces of the puzzle together. That's how we came across that idea.

T. J. ROHLEDER – Hey, you know, that is amazing! And what's also amazing is the same thing will work with cars or work with almost any category in eBay. If you're able to (for whatever reason) buy it for just pennies on the dollar of what you can sell it for...or whatever. I mean, of what it's really worth.

Hey, Armond, we've run out of time. But man, this has been a high-energy interview. For those listeners that want to contact you immediately, can you give them some contact information and tell them how you can specifically work with them and help them?

ARMAND MORIN – Yeah. One of the best ways to contact us is simply go to our main Web-Site, which is [gogenerator.com](http://gogenerator.com) and you can see a way to contact us right on there. We do a wide variety of things. Obviously, we market all our software online. But also we do our Internet seminar – a big seminar – that we hold up twice a year, which is all about Internet marketing – covering topics like this plus many others, as well, too. And then also, we have several coaching programs throughout the year that we do with people.

T. J. ROHLEDER – Okay, that's [gogenerator.com](http://gogenerator.com)?

ARMAND MORIN – That's correct.

T. J. ROHLEDER – Hey, you know, I just think that anybody that's spent the last hour and a half listening to you, knows that you are the real deal. You're somebody that can truly help them.

We've got a couple more minutes. Does anybody have anything to fill this space?

TED CIUBA – I'd say to the listener... "Listener, you didn't get very much out of this compared to what's in there. Listen to this session over and over again!" And then, as Armond was saying, decide what you're going to do and do something. Because man, if anybody has ever opened up the opportunity, Armond did it today!

ALAN BECHTOLD – Well, and he gave you so many opportunities, so many different ways, and so many starting points to find your own unique opportunity. There's just no reason not to succeed with this.

RANDY CHARACH – Armond, I took your Product Creation Course and I just have one question. How do you create a product?

(laughing)

ARMAND MORIN – Oh, that's in the next course, Randy.

RANDY CHARACH – Oh, okay.

ARMAND MORIN – I'll send you an email about it

RANDY CHARACH – Great job today, Armond. That's a lot of great stuff you just shared.

DON BICE – Thank you very much.



ARMAND MORIN – Thank you.

RUSS VON HOELSCHER – Yeah, tremendous! Absolutely tremendous!

T. J. ROHLER – Yes, all of the listeners...there's absolutely no excuse for you right now. You just have no excuse. And if you need the personal hands-on help from Armond, please go to [gogenerator.com](http://gogenerator.com) and, as you can tell, he's extremely knowledgeable, experienced, and he has a true desire to help you in every way. So you're absolutely foolish if you don't use these ideas that Armond gave you. If I was you, I would go to his Web-Site and find ways to let him personally work with you.

Thank you again, Armond, we really greatly appreciate this.

ARMAND MORIN – Thank you. I appreciate being on the call today.