



World Internet Experts Series

“How any ‘idiot’ can design their own webpage without going to night-school or bribing their 9-year nephew for tips – and have it looking ... and working ... just like the Pro’s’ – which means a website that makes cash!”

Featuring Alan Forrest Smith

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Ted: Good evening, USA. It's the stroke of midnight for you UK folks. And good morning, Australia. And welcome all points between.

On behalf of the organizers of the World Internet Summit, two of the hosts are on the call today, myself, Ted Ciuba, as well as Brett McFall, and Tom Hua as the other co-host welcoming you to another World Internet Experts webcast, brought to you live by WorldInternetSummit.com.

In fact, it's a little bit ironic because today we're featuring two guests, and we're just going to dig in deep, figure out what this World Internet Expert has to offer, what these experts have to offer, and try and get something out of them today so that it will make a difference in our internet business today.

The guest with us today, Alan Forrest Smith from the UK, is actually co-host and co-partner in the World Internet Summit UK event. So we'll try and get some insight from him on that angle.

Alan, you actually have a unique position in addition to your normal expertise, which you are one of the top copywriters in the world. Anybody who wants to see your work, I want to get a website or two from you.

But in addition to that, I know you're going to be doing something very special on the Thursday that opens up the show. What is that and how does it apply to every internet marketer in the world?

Alan: Okay, Ted. First of all, you asked for websites. You can go to:

AdvertisingMasterClass.com or OrangeBeetle.com.

Okay, what am I going to be doing? Well, first, Ted, I'm really, really psyched about going. I absolutely can't wait. Ted, I remember the conversation we had in that taxi coming back from London. And basically, the conversation went a little bit like this. "We need a real simple approach to FrontPage and putting websites online very, very fast. And really, we need a computer-idiot style approach."

I don't know if that was a reflection on me, Ted, but you asked me to do that.

Ted: Well, you seemed like the perfect guy.

Alan: I don't know about that computer idiot part. I'm really not sure. But the point is over all of these years, I've dealt with so many clients who want to get online quick. I've actually met people who can spend 12 months putting together a website before they got online. Absolutely outrageous.

You can put a website on the web in one day. It's that simple. It's so easy, it's untrue.

What I'm going to be doing is with the FrontPage newbie's day... I'm actually feeling bad. I was telling you how easy it is, Ted. I'm going to be

showing people how simple it is to create a simple one-page website, doing it from scratch or using a template, and showing people how to get it online the very same day.

It's the kind of thing I'm doing for myself at home or for one of my customers. I would probably expect to spend an hour or two doing it.

So for people to spend 12 months, six months, three months, whatever, it's a scandal. I'm going to be showing you how to do it instantaneously, before your very eyes. It's that easy, Ted.

Ted: That sounds good. That sounds good. But, you know, whenever I think about a website, I think about two things. You mentioned one real quickly. You said they can either start from scratch or get a template, then they've got their website.

By the way, this has more to do with why we wanted to tap you for this job, anyway. You're also a copywriter and your main expertise was not designing web pages. You just have to design a web page because that's where your copy goes. Is that not correct?

Alan: Well, at the end of the day, what we're actually talking about, we're talking about business and we're talking about getting sales. For any aspect of business, you need tools for the job. And one of the tools for the job, you know me, Ted, I've been a hairdresser for most of my life...

Ted: A very technical profession you had there.

Alan: Right. Technical. Believe me, dealing with some people was very technical.

But for the past maybe five years, I started having to make my own website, find the tools to do the job. Marlon's going to be talking about some stuff. I'm going to first admit that Marlon was one of the guys I only talked to at that particular point, to follow the steps that he'd gone in, to copy the steps that he'd gone in.

So for me to use something like FrontPage and actually sit and use a computer was a very, very big deal, just like it is for probably most people to go online today, for the first time. It's actually a very, very simple thing to do.

To put a web page together and to get online is easy, but you need to be able to do that, to actually get your first sale.

So you get somebody to do it for you, or you can do it yourself. When you learn to do it yourself, it's not that difficult at all, Ted. It really isn't.

Ted: Let me ask you this. Let's compare it with something that most people would know about, and that's writing a five-page essay for their high school graduation event. If everybody else is like me, that took me about six hours the night before it was due, and it got an A-. It was pretty darned good, all things considered.

Now, I had a heck of a lot more problem in the six weeks leading up to that evening, thinking about it, than I did in those six hours of madness doing it. Is there anything similar to that? Because you talked about people taking a year to design a website, and you're talking about you can do it in a day. And you're talking about you, Alan Forrest Smith, could do it in an hour.

Alan: Yeah. Look, Ted, you have to be realistic. The first time I used something like FrontPage, I used to have a guy come out to the house for an hour every week, on a Monday evening, and I used to pay this guy. I used to pay him 15£, UK £, which is about \$40 Australian dollars. I used to pay this guy every week to come around and spend an hour with me, to show me what to do.

I've been brought up with a generation that didn't even know how to turn a computer on. So it was a different kind of generation, really.

When you look at generations now, they grow computers. They know what to do with computers.

Ted: They learn their ABC's on computers.

Alan: Yeah. That's right, yeah. So if you've got someone who knows something like Microsoft Word, if you can use Microsoft Word you are 80% of the way to using FrontPage, easily. It's about that simple, honestly. It really is.

Ted: Cool. Answer me this. One of the things that I have heard of – of course, I’m playing the devil’s advocate because I do know how to use the program a little bit, but I’m not an expert – one of the things I’ve heard of is that tables are a very flexible tool in FrontPage. Explain that for someone who doesn’t know where we’re coming from, because that’s inside jargon.

Alan: Sure, yeah. If you get a sheet of A4 paper, which is your standard piece of paper you would use for a sales letter...

Ted: Which, by the way, for Americans that would be an 8½ by 11.

Alan: Okay, fine. So if you’ve got a sheet of paper, Ted, that sheet of paper is probably between 600 and 700 pixels wide.

Now, a pixel is the width you can use for a table. So if you use 600 or 700 pixels, that would give you the width of that sheet of paper.

Now, to control the graphics, to control the copy, to make the web page keep its shape, you would use a table to control it. So you’d use tables on a page to control everything, to keep it all in place.

It’s just a tool to keeping order on a web page, to keep everything within a uniform of standards or to give the eye what the eye is actually used to seeing.

So that's what you use tables for, Ted, to control things like the copy, controlling things like graphics, even to insert things like audio or video on the web page. You would use a table to control the volume of distribution across the page.

So rather than the copy goes from one side of the screen to the other side of the screen, you would use a table to keep it central, something that's between 600 and 700 pixels wide, which would give the eye what the eye is used to seeing, which is an 8½-inch piece of paper.

Ted: So, in other words, a table is something that FrontPage will drop in? And what it really is, is a box like you might be familiar with, with advertising jargon. It's a box and you put everything that you want to inside that box. Can you have boxes inside of boxes?

Alan: Ted, if you want to have 10 tables inside a table, you can. For example, you would use one table to actually format the web page and get the page started.

Ted: When you say that, you mean all the text, all the graphics, all the message. So what should we do with that table? I'm trying to help our listeners.

Instead of having something to like on an 8½ by 11 piece of paper or an A4, you don't write from the very end of the paper to the other end of the paper. You always leave a margin around the edges.

Alan: That's right. It really depends on the design and the layout, Ted. For example, if you had a white table – you know when you go to these web pages, it has like a white central column with a copy or the words in it. If you didn't have a border or a margin on that table, the copy or the letters or the words that would be near the edge of the table, for readability, to make it easiest for the reader to read, you would always be best to pull in the copy or the text away from the edge of the table. So you would put a border on the margin within that table to pull the copy away from the edge.

So once somebody arrived on the web page, it would be much easier to read. It would offer a much better response from the prospect.

Ted: Very good. So the purpose of a table, and you correct me if I'm wrong – by the way, it's just an industry jargon – you drop in a box that's on the FrontPage toolbox, but it's really to organize and to make the page easier to read.

Alan: A table basically is a controlling element within a web page.

Ted: Can I ask you a question?

Alan: Yeah.

Ted: The other day, I visited a website and they had, as every good website should, they had good testimonials. They had about 15 of them. This was a pretty long page. And what I noticed is every time there was a testimonial, there would be this little box, like you called it, and the

background was blue so it was clearly differentiated from the white of the other text. And inside that little box or table, they had a testimonial.

Now, that gave it distinction. Once we got onto it, we understand that, “Hey, this is another testimonial. I’ve got to read this.”

Alan: Yeah, that’s right. It’s very important. Really, Ted, what we’re going into, we’re going into copy elements on a page there. It’s very important that you have the copy elements on the page, so that when somebody reads the page they’re going to be able to – say, for instance, they’re reading through the copy on the web page itself – you would read through the web page and then you would go to like a testimonial box.

So, for instance, that would have to be part of the copy. So, for instance, you could say, “Let’s have a look at what some of our users think.” It’s always better to have things in a table a different color, to differentiate that copy from the regular copy on the web page.

Ted: And that’s what we’re talking about. We’re talking about simple design elements that we have to be aware of.

It’s a little bit different, but I know that for instance whenever I was learning to write an essay in school – I go back to that – they told me, “If you’re going to quote somebody, you either put it in quote marks, if it’s short, or you create a separate paragraph but you indent it so it stands out.”

Alan: That’s right. So it stands out, Ted, that’s the thing.

Ted: That's what it is. It's a design element only, is really what we're talking about. Are you going to teach that in your class, by the way?

Alan: There's a thing that I use on web pages, which I call a storyboard copy formatting.

Now, basically, there's a right and a wrong way to format copy on a web page. If you do it the wrong way, chances are you'll actually reduce the readership of the web page. I'll be going through all of the elements that they need to know, so that they can actually get the copy formatting, all of the storyboarding on the web page.

The storyboard, really, is a way of using graphics to actually tell a story. So, for example, if you were trying to sell a seminar on the web, you could use photographs and a storyboard technique, which is actually a very old way of doing things, really. It comes from very, very old copywriters, where they used to use their photographs and some copy or words underneath the photograph to describe what was going on during the event.

I'll be showing people how to do that online, with the newbie's day. That is a very, very important part of our web page design. You actually tell a story, and the visitors can see that story taking place. The internet is a very, very cold place. You have to try and build some warmth in, build some personality in, to make them feel as if it's a real happening thing and there's a real person behind that thing, as well.

Otherwise, you're just presenting something that can be very cold. Online, as well, we're presenting web pages to a very cynical audience. People have been brought up to not believe anything they read online. So you have to bypass those prejudices at the same time, so that people will actually believe what you're saying. Graphics and storyboarding online is a great way to get past that.

Ted: Wow! So you're going to do more than just the basics of "here's how you open up a file, here's how you put a table in, and this is where the text goes." You're going to actually help guide us when we create a website, so that it will actually get response.

Alan: Yeah. You know what, Ted? It's not as hard as it looks. These things are based on tests, long-term tests. They're based on proven techniques. They're based on tested stuff.

So I'm not going to be saying, "Try this and let's hope it happens." I'm going to be showing you stuff that very successful people like Marlon, like yourself, like Brett, like myself, very successful people are using day-in and day-out to increase the response from their website.

So apart from showing people how to use FrontPage, I'll be showing people the elements that can increase response and increase sales online.

Ted: Man, that sounds good to me. Perhaps unjustly, because we've used up most of our time together as you and I, but we've been focusing on

FrontPage, which you're doing for the newbie's day. And maybe not unjustly, because a lot of people need more information. But there is more to you, and you've already been bringing it in with these other concepts, the copywriting.

Alan: Yeah.

Ted: What kind of advice could you give us, something that maybe we could even apply to a letter or web page that we're working on right now, to make it better?

Alan: I'll tell you what, Ted, the best piece of advice I can give anyone using any kind of copywriting, whether it be online or offline, you can use this right now, you can go home and use it right now, or if you're in your office you can apply this tip straightaway, you need to understand exactly what your target or your prospect is thinking before they either open the letter or before they come to a web page.

If you don't have any idea what your prospect is thinking, you might as well forget doing what you're doing.

I meet companies who might do a mail-out to say 100,000, 200,000 people, and they do everything from the mindset of the company.

But when I say the mindset of the company, what I mean is they're saying things like, "Our company does this, we've been established since then,

blah, blah, blah.” They never try and answer the problem that the customer has.

If you can find out what problem your customer has right now, and build it into the copy, it’s going to increase the performance of that copy straightaway.

Online, Ted, it’s a perfect way of doing it because somebody sits there, they type into a search engine whatever question they have, and the question is usually related to a solution they’re looking for, for something in particular.

Say, for example, somebody has bad skin. I’m only mentioning this because I was reading some stuff about skin today. Say somebody has bad skin, and they could type into Google, “How do I solve severe acne?”

So say they went to that web page, and the web page says, “We’ve been dealing with skin since blah, blah, blah. We’re the greatest people on Earth, etc.” People are not going to click through and buy the product.

But say they land on a web page and it says, “How would you like to solve your acne problems within the next 24 hours,” 48 hours, or however long it takes? People are going to read that copy, because the individual is taking the time to research what the searcher or the prospect is looking for before they arrive.

And that’s key, Ted. That is a massive key.

If people just do some research and find out exactly what their targets or their prospects are looking for, they're going to be on the winning side straightaway.

Ted: And that is a massive distinction. And basically, I'm going to sum it up. You correct me if I'm wrong. You're saying, "Quit this 'we have been in business since 1665, we have had a distinguished board of directors,' which is all me oriented."

In this acne example, they didn't come for that. They came for how to solve their acne problem.

Alan: You know what, Ted? I don't care how long anyone's been in business, the customer doesn't care how long they've been doing whatever they're doing.

Ted: Meaningless, isn't it?

Marlon: They only care about what is it for them and how you are going to solve that problem.

If you have a problem that's really unique, they will pay for that solution. They really will.

Ted: That is hard-hitting information directly, I'll tell you. And speaking of master copywriters, after I ask you this next question, I'm going to turn

you over to Brett McFall, who, as a copywriter, might be one to ask you some stuff.

But I wanted to ask another question. I know that you have been putting a site up that I think others might be able to look at and use an example. Even though on this call, at this event, on this webcast we are looking forward directly to the World Internet Summit Australia, you are deeply involved in the World Internet Summit UK.

If someone wanted to see an example of dominantly your work, because no good copywriter works all alone, especially on a team, but dominantly your work, what website would they go to, to check out the World Internet Summit UK?

Alan: Well, Ted, just go to WorldInternetSummit.co.uk. They'll be able to find the copy there.

I'll tell you it's been good this year. We used a lot more video, a lot more audio, and the video has an incredible effect.

Video, on the surface, may look really difficult today. But when you know what to do, it's just a piece of cake. It literally can take five or 10 minutes recording the video, and then it can take literally minutes using a tool called a compression tool, which reduces the size of the video. Then you stick it in the web page, which I'll show people how to do at the World Internet Summit Australia. I'll show them how to do it.

I've used this in the UK page. Although we've not launched it yet, people have started buying tickets already. I think the video is a very, very strong factor on the web pages this year. But all the elements of success online are built into that page, going from 100 notes to different users, to different fonts, to using graphics, using the storyboard technique, it's all built into that page.

So if you want to know what's working at the moment, go and have a look at that page because I've built all of the elements in there.

Ted: Okay. Listener, that is WorldInternetSummit.co.uk.

Okay, Brett McFall, this is your man here, with Alan Forrest Smith.

Brett: Hey there, Alan. I just wanted to ask. You brought up some good points there. My first question is do you have to have dark, curly hair to be able to design a good web page?

Alan: It's absolutely essential.

Brett: Well, I'm going to try and do that, Alan.

Alan: That's why your web pages are so bad, because you've got no hair.

Brett: And here it was me thinking it was all technical. I do have another question for you. What would be something a real beginner, right now, sitting at home listening to this, what would be something they could do

right now to go and learn or just get experience in designing web pages? What would you recommend? If they were your friend, what would you recommend they do right now, to start designing?

Alan: I can give you a real-life example. This is a client who wants to build their own web page.

First of all, they never seem to want to buy the latest version of FrontPage, because everybody wants copied software these days, or cheap software.

So I would advise them to go to EBay and buy a lower version of FrontPage, which may be version two. I use FrontPage 2003. Just use the slightly older version, because it's virtually the same. That's the first thing I'd say, Brett.

The second thing I'd say is just open FrontPage up and just build a website or a web page using one of the kind of in-program templates.

Brett: Where would they get those templates?

Alan: Well, if you go into FrontPage itself, if you go in "File" up at the top, File has something that says "New," and it will either say "New Page" or "New Website."

Click on "New Website" and just call it "Test One," and do whatever you want with those web pages. It's so easy, it's unbelievable.

Brett: What about hosting? If they're going to design their own web page, I think they should know something about hosting. And to make this simple, once you design a web page in your computer, no one around the world can see it until you upload it to one of the bigger computers or a server. But you need to upload it somewhere, so the rest of the world can see it.

So what do you advise them to do?

Alan: All they need to know is does the host have FrontPage extensions. If you don't have FrontPage extensions, you can still upload and edit the web page, but it's just a little more difficult for somebody who's not technical.

So all you have to do is contact the web host and say, "Do you have FrontPage extensions, which most of them do have. If they have, we'll go with them.

Personally, Brett, I never go with the cheapest web host because I've had trouble with that in the past.

I pay a little bit more and I get good service. I've have two web hosts. Some of my experimental websites with a cheap web host, but my main sites are probably more expensive web hosts.

All you need to know is do they have FrontPage extensions? If they do, that's fine.

Brett: That makes it nice and simple, Alan. Good. Thank you. Just quickly, on the copywriting, what is one mistake that most people make if they're writing their own copy? You did mention that you need to get in the customer's brain.

But I'm talking about what you actually write; whether it's a web page, whether it's an email, what's the number one mistake that most people make?

Alan: The number one mistake, from where I am, is most people or most companies write about themselves or their product. They never write about the customer or the problem the customer has.

Brett: Hold on! You haven't even touched on how to write a sentence properly. What you're saying is you just focus it on your customer, instead of yourself?

Alan: Yeah.

Brett: That's overcoming the problem?

Alan: Brett, listen, you know as well as I do, that copywriting is never quite that simple. We don't want to deceive people, but one of the major problems is people tend to write about their business and how great it is or how long the director's been there, or whatever. The customer doesn't care about that. They're really not interested.

All they're interested in is, "How can I get rid of these spots on my skin as fast as possible?" That's all they care about; nothing else.

Brett: That gives the actual business owner a bit of home then, doesn't it? Because they probably think that you're a pretty experienced copywriter. It's easy for you, Alan.

But if I don't really know how to copywrite, at least you're saying to start to focus on the problems and just write anything down. Something that's fairly readable, they're at least going to be in the ballpark.

Alan: If you're on High Street and you have 100 customers a day, 200 customers a day, all you have to do is ask 20 of those customers what the main problem they have is and why they come to that business. It's as simple as that.

Why are people coming into your shop? Why are the people coming to your store? Why would somebody go to PCWorld or one of these kinds of shops? They go for something in particular. Find out what the customer wants, what the customer thinks, and offer the solution. It's as simple as that.

Brett: Critical strategy there. It really is critical. I want to underline that. You can't write off how simple that is. It's so powerful.

Thank you, Alan. I think people are going to get a lot of information out of you at the Summit, both for the web page design and the copywriting. I

know that for sure. So you're going to have two bites of the cherry, so to speak, in terms of learning that information. And people would be crazy if they didn't tackle you in the corridor and ask you anything that they possibly can during the summit.

Alan: And that's no problem with me, Brett. You know that.

Brett: You're going to be a great addition to the Summit this year, and I look forward to seeing you again soon.

Alan: Great stuff. Okay, Brett, thanks.

Ted: Okay. Alan Forrest Smith, thank you very much for being with us, especially since it is now 12:30 a.m.

Alan: It's 12:33, Ted.

Ted: Oh, you keep atomic time, too. Don't you? And 28, 29, 30 seconds, right?

Alan: Yeah.

Ted: Alright, Alan Forrest Smith. Thank you. Can't wait to see you in Australia. Thank you for all of the good, hard-hitting, real solid advice you gave us today.

Alan: Ted, it's my pleasure. Can't wait.

Ted: Gotcha. Hey, before we transition to our next internet celebrity, and this next one is a celebrity, I would like to ask Brett a couple of questions, if I could. Brett, are you there?

Brett: Still here.

Ted: Alright. Brett, this is the time, and I always give ourselves about 90 seconds at the bottom of the hour, to have a World Internet Summit Australia commercial.

So what I'd like to ask you is you've been involved in this whole thing from the beginning, from several years ago. You've been involved in the very moments of selecting the speakers and making presentations, even getting copies done. What do you think is the greatest thing that someone who would be considering about coming and attending the World Internet Summit, that they might be aware of or might want to get out of the event?

Brett: There's so many things they could get out of it, Ted. I think probably the main thing has got to be the information, because people outside that room, if you don't come to the event, sort of struggling on the internet. And those inside the room are given the inside story on how to make it work.

I think the most powerful thing is you're actually watching real people. These are not expert presenters. They are not speakers that travel the world doing this sort of stuff. These are guys who actually do this every day in

their business, so they're experts. You can actually ask them questions, and they'll tell you their own experiences.

I think that's powerful, because if you want to create a business on the internet, then you're going to spend time learning. That's absolute.

What I suggest is why not actually take the shortcut by discovering what the experts already know, so you can take advantage of their experience. Why work for five years if you can turn it into one year by learning all of the secrets, all of the mistakes that other people have made. Just by talking to Alan or Marlon alone, just spending time with them would be worth the weekend, because they've got so much experience and so many shortcuts to show you, to make your success almost predictable if you follow their advice. It's definitely predictable if you just follow and take action on their advice.

Brett: Wow, that's an interesting idea. Success is predictable?

Alan: This is the thing. Some people say, "If I come to the seminar, what if it's not worth the money?" I say, "What if it is? What if you come to the event and your results are actually predictable because you're going to be basing your actions on real results, on things that have already worked, that are working right now?"

You cannot get that sort of information unless you actually do it yourself or you ask someone else.

The World Internet Summit is about having that person there to ask. And, to me, that is the best investment of all.

I certainly did that when I started. I used to fly to America. You know that, Ted. We actually met at an American seminar, and I'd fly there to try and get the inside information, to try and find the best of the best. It just can catapult your results in an amazing way.

Ted: Excellent. One more question. World Internet Summit, of course, is held in different locations all over the world, but it's also brought to each location with a worldwide cast of experts.

Speakers, as you pointed out, is not really the right word. These are people who are doing it, who have been tapped because they're having success.

But you're a co-founder of the World Internet Summit. Why did you insist, from the very beginning, that we needed to have an international cast of characters?

Brett: Because I see seminars where they just draw from the local pool. "Whoever lives close to the actual event city, call them in and we'll get them as a speaker." And that, to me, is not how you put on a good seminar.

The only people who should be onstage are the best of the best. If they're not, then they shouldn't be anywhere near the event. They should be in the audience, learning. They should be paying to attend.

So I always find that sometimes within Australia, sometimes within America, sometimes within England and all the other countries, you don't exactly have all the best there at the one time.

So at least this way, our concept is to choose the best from around the world. Because someone doing something in England, like Alan in England and you in America, Ted, you're both selling things, both have good businesses, but there's differences in how you actually do it. And when we get together, that's when we start exchanging notes about how we do things and the results we've found.

That's the difference. Just being outside a country means you get a different take on things, you probably do things a little bit differently, you mix in different circles. And that's what I think is of immense value.

I think when Marlon Sanders comes from America down to Australia, he'll notice that little bit of a difference in the attitude, in the approach, in the way things are done. And that's what improves your results, by tapping into those world experts all around the world, as all experts in one place. That's what gives you an edge.

Ted: Thank you, Brett McFall. And listener, you heard it from Brett McFall. Not only co-host of the World Internet Summit, but co-founder.

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