World Internet Experts Series

Product Creation - The Morin Formation Method

Featuring **Armand Morin**

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Ted: Tonight's featured guest is someone which, when you talk about knowing what it's really like, he's a professional in every sense of the word. He's a great seminar promoter, has one of the biggest events that happens in the US of A. He started off with a bang.

I know more about him – of course, we're friends, long years, a lot of stuff – than we could possibly get out this call, but let me tell you this. It all happened when he was a poor guy. He was eating at his mother's house, because his mother was the only one who would support him.

He got on the internet – and you might learn something from this – he decided, "This will work! I am going to make it work." And I have a feeling that that determination is incredibly powerful in the life of everybody who wants to get on the internet.

So the rest, as they say, is history. His first product, which he created for free, and folks, listen to this, his first product, in 12 weeks, brought in $4.2-million US.

Now, I don't know any better way to introduce to this call our featured guest, Armand Morin. Man, we are so happy to have you with us. Armand, like I shared with everybody, I know you very well. But not everybody on the call does. Can you give us a brief, catch us up to speed on who you are, how you got started, and what you're doing today?

Armand: Yeah, absolutely. As you'd already mentioned, I started on the internet back in 1996. The internet today looked nothing like it did back

then. There was none of the technology that we have today. The websites, some of the sites that people go to every day now, they wouldn't even recognize back in 1996. There was really not a lot of places you could go to learn how to market online. So you were kind of left to try to figure it out on your own.

At that time, as you'd also mentioned, I was flat-dead broke. I literally had no money. Everyone thought that this wasn't going to work. And here's kind of the thumb of what happened here.

Right when I started to get serious about the internet, I jumped online for a single purpose, which probably many people on this call have done, and that is I wanted to make money online. That was it. That was my sole purpose for being on the internet.

So I started looking around at the different places where you could make money and what people were doing, and I found this one site. This site simply did this. It offered a person a way to advertise their site by placing a link on theirs. Kind of like a pay-per-click search engine. Again, let me just make this clear for you. There was a bunch of links on one page, and this guy said, "Well, if you give me $25, I'll put your link on my page."

Ted: I remember those days, yes.

Armand: Yeah. And people were doing it. So I said, "You know what? I could do that. I could charge people that."

So within the first 30 days of being online, I did that and we made $8,000 the first 30 days.

Now, that's a lot of $25 orders to put a link on my site. And again, I had no clue what I was doing. But that just went away very quickly, because technology replaced what I was doing.

So then I started looking. And as I was looking, the more I looked, the more I saved. Meaning I saved the places I went to. I found it was very interesting that there was free stuff online. You could get free things, like free calendars, free e-mail programs, free software. Everything was free. So I saved all of that information and I created essentially a membership site, where I charged people to access my bookmarks. And I had about 500 or 600 what I would call quality bookmarks for free stuff online, like this. And we categorized everything that I found.

And then, all of a sudden, I put it out there, and that's when everything started happening. Literally, the first couple days wasn't anything major. It was like maybe 100 sales. But that was 100 more sales than I had previously, at $110 apiece.

Now, at the end of the first week, we had about 1,000 sales. And then it just started happening. It was like a snowball. It just kept going and going. And, in fact, over the course of the next 12 weeks, we did over $4.2-million in business. We also sold over 35,000+ orders. That's how many orders came in. We crashed three servers in the process. It was pretty amazing.

Here's the interesting part. I'm going to tie this into everything I'm doing today. Because of that, my merchant account called me up and said, "You can't process any more money because you were too successful in too short of time." It was what I refer to as the "call of death."

Ted: Too successful in too short a time? I thought you were in business to make money. I know you didn't think you'd make $4.2-million in three months, but…

Armand: No. I had no idea what I was going to do, but they called me up and they told me this. And they said they felt uncomfortable because what if all of these people should cancel at the same time and want a refund. I could understand their point of view but, again, I wasn't doing anything wrong. I certainly wasn't a criminal. But they held $2-million of that money for six months. I essentially had to shut down that operation.

Ted: You mean, the operation that was really going vigorously, you had to stop it?

Armand: If it continued to do at the pace it was going at, we would have done $155-million worth of business that year. But because they told us we couldn't process anymore, I was in a situation where we just couldn't do anything. So we had to shut down.

Now, a lot of people are probably going, "Oh my God! I can't believe that happened!" But it did. But don't feel too sorry for me, because remember, they held $2-million, I still had $2-million in my pocket. So I wasn't hurting that bad.

That led to this whole process. And here's where it ties in. Because of that, I started looking at ways that you could process a credit card online, without having to have a merchant account. And I also found that there's a lot of other people that were searching for the same information. So I found 80 companies that could do this, and I decided to put this all together and do an e-book, because I was reading about e-books at the time. I really didn't even know what one was. But I knew people wanted one.

And as I was putting this information together, I bought some e-book software. And then I bought another and I bought another. And the problem was I was finding that people had the software, but it brought you all the way up to a point and gave you almost all the features that you wanted, but then they stopped short. They didn't give you the whole package.

Ted: So you found that all the e-book software that you were trying to use as a "customer" was unsatisfactory?

Armand: Yeah, absolutely. So just like most people have these ideas on a day-to-day basis, if someone came out with a software that had all the good features and none of the bad, then that would be a great product and I'm sure a lot of people would buy it.

So I said, "Why don't I just do it? Why don't I create this thing?"

Now, you have to remember, also, that I knew nothing about software. I knew absolutely nothing about software. I couldn't tell you a single bit. But I did know this. I went to college very briefly, and while I was there I

had one business teacher, and he told me this: "If you don't know how to do something, pay someone else to do it for you." And that's exactly what I did. I searched the internet, I found a programmer – because I knew that's what I needed – and I described to them what I wanted. They went ahead and developed the software for me. And I called it E-book Generator, and I released that out to the public.

Here's where everything ties, as well. That was my first time I ever did that, and I found it to be pretty easy. Then, all of my customers started asking me, "How do you put these e-covers, these e-book covers?" At the time, e-cover didn't exist, the term e-cover. So actually, an e-book cover, a graphical e-book cover, "How did you put these on your websites?" I said, "Well, I hired this person." I told them who I used. And they said, "It would be great if someone could come up with a piece of software that could do this." I was like, "That would be a pretty good idea, wouldn't it?"

So I went through the same process again. I did that, and then I came up with other pieces of software.

And essentially, what happened over the course of the last few years, especially, is that I've created this little empire of software products that people need in their online businesses. And most of the time, the ideas came from my customers who told me what they wanted. So I knew I already had a built-in market. And all I had to do, from that point on, was just produce the product that they wanted. Ask them and then produce it. Ask them and then produce it.

And most of the time, I didn't even have to ask them, because they were just telling me.

Ted: But Armand, let me interrupt right here. You've already introduced the fact that you were a multi-millionaire. And for you to get on the internet and go to several – maybe you can give us a couple sites that you went to – for you to say, "I'll pay you $50,000 to create this software program for me" is easy.

But we're on this call and not everybody on this call is a multi-millionaire, Armand.

Armand: That's a good point. But let me also tell you something. Here's what happened, though. The software didn't cost me $50,000. The most money I've ever put into a piece of software to start it was $5,000. Now, that was the most expensive one. And that was actually my first one, because I didn't know what I was doing.

Now, since then, the average piece of software that I develop costs me less than $300.

Ted: $300?

Armand: $300. In fact, a couple pieces of software that I have right now, that I'm marketing, cost me less than $50 to develop.

Now, I think that $50 or even $300 can fit into most people's budget in order to do it. For example, would anybody on this call pay $50 in order to generate let's say an extra $100,000 this year?

Ted: That's a no-brainer.

Armand: I think so. And that's really what it takes. You see, Bill Gates and many of these other big companies that exist out there, especially when it comes to software, make people think that you have to have a lot of money. In fact, even the programmers make you think it costs a lot of money to develop software.

You see, software essentially is just like what most people market. Software really is information. It's just like selling an information product. You develop it once, then you sell it over and over and over again. There's no hard cost to produce, if you're selling it on the internet. You don't have to put it to a CD, for the most part. I ship all of my products digitally, so people just download it. And I produce it once, and then it generates me income for as long as I want to market that product. In my case, I market almost all of my products continuously. I haven't put one back on the shelf yet.

So each one is generating an additional revenue stream for me. And every problem – and this is the key to all of this – is every single one of my pieces of software was developed from a problem that someone had or, in many cases myself, a problem that I had. And by solving someone else's problem, they're willing to pay you money in order to get that solution.

Ted: Like you introduced your E-Book Generator. And for those of you who don't know this, you have laid out a line and I know you've got more

in the queue, but you've come out with one generator product after another and you've got that thing.

But your first one was E-Book Generator?

Armand: Correct.

Ted: And you, as a consumer trying to build your own e-books, encountered problems and you decided there's got to be a better way, I can find out how to do it. And even though you overpaid, what you did was you took what was unsatisfactory in the market, a problem, and you solved it and it made you rich.

Armand: Absolutely. And to this day, it's actually the best-selling product that I have currently.

Ted: Isn't that ironic?

Armand: And also, think about this. I've put a lot more money into that software since then. But remember, every dollar that I've put into the software since then has been out of profit. It hasn't been out of my pocket.

We constantly make updates, so we make it better, just kind of stay with the times, to figure out what people need and how they want it. But I think everybody on this call has had at least one idea that they've said, "Well, if someone could create something that did this, then they could become rich in doing it."

Most of the time, we have these thoughts and then we leave it to someone else to actually come up with that solution, that product. Instead, we could be the ones profiting from that idea.

I don't know how many people I've ever talked to that said, "You know, I had this idea a few years ago, and then all of a sudden I was going through a catalog and there it was." Every one of us has had that same concept, that same idea.

But what I'm telling everyone is this. Instead of letting someone else create that, you can do it. It doesn't take a lot of money. It takes literally no knowledge, as far as programming, being technical, or anything. All you have to do is find out how to do it, where to go, where to pay someone. Instead of going to a normal programmer, if it's software, for example, in the US it's about $100 to $150 an hour for a programmer.

Ted: That's a lot of money.

Armand: It's a lot of money.

Ted: If you're working for $14 an hour, that's a lot to pay, you know?

Armand: That's a huge amount of money, when you consider it. So if it took them 10 hours, you're talking $1,000, $1,500. I know software does take longer than that. In other countries, it's the same way. If you go to England, I'm sure down in Australia, it's the same. Programmers get paid a lot of money worldwide. But there are places in the world that

programmers don't get paid a lot of money. In fact, they're willing to do it for literally pennies on the dollar.

Here's how it works. People in India or in Pakistan, or in Russia or Czechoslovakia, people over there are willing to work for about $5 to $6 an hour. So again, 10 hours, what does that work to? $50 or $60. It's not a lot of money. You can get some great programmers. These people are the same programmers, as far as qualifications go, that you would find anywhere else in the world. They're Microsoft certified, in many cases. They have all the credentials. They're college-educated. They're not just someone who picked up a book and decided that they were a programmer. These are well-educated people that can do everything that you need to do.

And all you have to know is where to find them. And then, really, how much to pay them and how you can protect yourself from not getting taken by some of these people. It's hard to believe but, yes, there are some people on the internet that are just not trustworthy. You run into those people every now and then. But if you know what to do, then it makes a lot of sense.

For example, it's kind of like walking through a minefield when you're getting into areas that you don't know. If there was a minefield in front of you and you started walking through, and you didn't know where to step, odds are you're probably going to step on a mine and get blown up.

Ted: Yeah. I think I'd rather just go back to the tent and have a cup of coffee on that one.

Armand: Yeah. But if I had already walked through the minefield, if I had already taken my steps and my prints were already in the sand, and you could see where I stepped and you followed just in the steps that I took, you would get on the other side safely.

Well, that's exactly what I'm going to be talking about at the World Internet Summit, is how I went through all of this. I'm going to talk more about it tonight, as well, too; how I walked through that minefield and how anyone can do it themselves. It can be done. It can be done today. And it can definitely be done anytime you want to.

So anytime that you would want an additional revenue stream, whether it be an extra $100 a month, an extra $200 a month, an extra $1,000, in some cases an extra $10,000 a month, all you have to do is simply create another product, solve another problem for somebody. And by solving that problem, people are going to want to buy that product and you're going to create that additional revenue stream.

So again, the more money you want to make, solve more problems. It's an age-old situation that's there. And if you just follow that method of thinking and solving those problems, you're going to make a lot of money.

Ted: I like that. Solve problems, people will buy. Speaking of which, one of the things that you mentioned is protecting yourself from not getting taken. And that is s a concern. Let's be realistic. A lot of people starting out, they only have $300 to $500, and that's a lot of money to them, at that point. And they don't want to throw it away and lose it.

So can you give us any advice about how to keep us from being taken if we were to venture out and try to get somebody to create a software product for us, or something of that nature?

Armand: Let me explain how a lot of these programs work, because once you understand the basis of these places, I should say, that we're going to go to, they're what I refer to as lance-type sites. And here's what I mean by a lance-type site.

A lance-type site itself works as a reverse option. The reason I call them a lance-type site, they're mostly freelancers that have developed these sites. Work at these sites, I should say.

Let me just rattle off a couple. One of them is RentACoder.com, which is very popular, which I use quite often.

Another one is eLance.com, which is the first one that really came out in a big way.

Another one is ScriptLance.com.

And they all work as a reverse option. The first thing you can do to protect yourself is always, always set a maximum price. Figure out what your budget is and then take half of that. This is what I tell everybody. Because if your budget let's say is $400 that you have to work with, you don't want to spend the whole $400. You only want to spend a small portion of that. So your maximum price that you're willing to pay to get this project done may only be $200.

So start low first. This way, you have something in reserve, in case you have to go a little bit higher. But start low first. You never know, but someone will probably take that first price point.

The second thing is that all of these auctions, just like on eBay, each person that's bidding on your project has a feedback rating. They might rate them on a scale of let's say one to five, five being the best, actually zero would be the worst. But five being the best.

Look at their feedback. How many stars do they have next to their name?

Look at the people that have worked with them before. That is certainly key.

By working with these people, by looking at who's worked with them before and seeing what kind of projects they're previously done, you can see how these people have rated that particular person.

If the person had bad things to say, then don't use that person. If they've had good things to say, read what other people have said.

If you look at their rating score, you'll find out whether you want to do business with that person or not.

The next thing is never, never, never take the first person that bid on your project. If you take the first person that bids on your project, you're just asking for trouble. It's like going to the doctor. You always want to get a second opinion, at least, if not multiple opinions. And that is what you're doing when you're placing your bid is to get multiple opinions of what this

project should cost. This will give you a wide spectrum of what it should take.

Ted: A question. Will you, with your experience, will you find a great difference? Let's say you get 12 bids. Will you find a great difference in the price of the bid?

Armand: Sure. Let's just assume that the max bid on this project was $200. You're going to find some people that will take it for $50, and then they'll be spread out all in between.

You're going to probably find most people doing about three-quarters of what the asking price is. That's where their bid's going to be. And that's about accurate.

See, sometimes the lowest person may be your best person you want to work with. But don't go by price. You want to go by who can do the job the best.

And that's why the other thing that you want to look at when you're doing this is make sure that person has done a similar project before. You see, if they've done a similar project before, it's not guesswork anymore.

See, you don't want to be their guinea pig. If they're going to try something new, let them try it on someone else first, not on you.

Ted: Sounds good to me, yeah.

Armand: You don't want to waste your time and you certainly don't want to waste your money, but you definitely don't want to waste your time. Because if they're just trying something new for the first time with you, it's prolonging the timeframe.

You see, most of my projects are done between three to 10 days from the time I post it. And I have everything back and I'm ready to market, as long as I obviously have my sales letter and things ready. But the actual product itself, it takes three to 10 days to develop.

Now, one of the other keys to this is to not only just use one of the sites – for example, I mentioned three sites like eLance, ScriptLance and RentACoder – don't just use one, use them all. Because you want to get, again, different opinions. And you're going to find out some of these sites, like eLance, will probably be the highest bids that you'll receive. Because they're so popular, the programmers feel that they can be essentially a prima donna and they don't really care because they get a lot of work through eLance.

But RentACoder, you'll find probably better bids on there. And ScriptLance, you're probably going to find better bids as well, definitely.

So use multiple sites to post to. And have a definite date of completion. Know when you want this done.

You see, the more definite that you can be with the person, if you're wishy-washy when you're talking to them, they're going to be able to sense it.

They're going to know that he or she doesn't need this right away, and they can wait, so I'll work on this other client first.

Remember, they're only going to get paid when the project is finished. And they don't want to mess up their rating in the program, in the site.

Ted: They don't want to risk that, because if their reputation, so to speak, goes dropping, they're not going to get the same business.

Armand: No. Then they're going to go ahead and essentially screw up their future earnings, as well. So they definitely don't want to do that. So they'll try to get the job done as quickly as possible.

That is ultimately what you want to start off with, is someone that you can trust. You may not have to find a new person every time. You may just have to do this once or twice. In some cases, three or four times. Because once you find someone that you like doing business with, you're going to continue to use them over and over and over again. It makes sense, it saves you a lot of time, it saves you a lot of energy.

Ted: And you're speaking from experience, too.

Armand: Yeah.

Ted: That's what you do.

Armand: Yeah.

Ted: See, a lot of our listeners don't have that experience. But you're telling them that it's so much easier, less troublesome, and people are

already in sync once you've made the relationship, that you want to favor someone who's done the work for you.

Armand: Oh yeah, absolutely. Because if you're working with someone that you already know, there's no question. They know what your work ethics are. They know when you want something. They know how you want it. There's really not a lot of questioning in the whole process. It's just pretty straightforward and simple, once you've used a couple of people.

And after a couple of projects, you'll start going back to some of them. Sometimes, they don't even have to place a bid. I just e-mail a person and say, "Hey, I need this done. How long is it going to take, and tell me what the price is." That's it.

Ted: That's how easy it gets after you've done it once or twice.

Armand: After you've done it once or twice and you trust the person, it's like anything. It's like any kind of marketing. It's all about relationships. You want to create the relationship with someone. You essentially want to build your team of people that you're going to use now and in the future. And if you have a steady team, things can happen very, very fast. And that's what's happening with these projects and how we're doing them.

Ted: Cool! That is cool. I'll tell you what, I wanted you to speak about this because you have developed not just one, not just two, not just three, but you've really developed a line. And, again, I know that you've got more in the queue than you've revealed.

How did you hit upon this idea, and what has it meant to you? And, of course, the real veiled question is what could it mean to our listeners?

Armand: Well, you know, all; of these projects that I have and the products I've developed, there's a couple different things I think people need to understand.

Each one of my products – and this is something that everyone needs to look at when they're developing their products for their business, I don't care if it's a book, an audiotape, an e-book, a software piece, whatever – anything that you can sell, you need to keep this in mind: and that is you need to develop not just a product or products, but you need to develop a product line. That's much more powerful in the marketplace.

When someone purchases a product from you, they're going to purchase an additional three to four products in the next 30 days. And the reason is because each one of my products tie in closely together, which means they all work together.

If someone bought my e-book software, what's the next logical step? That's what you need to understand. I think if you're listening right now on this call, you should write down those words exactly. What's the next logical step? Meaning, what's the next thing a person would need for that product? What would work in conjunction with that product?

For example, my e-book software, people asked for e-cover software. So I created e-cover software. That was the next logical step.

Well, the next thing a person asked me was, "How do we create those header graphics?" So I created this header generator. Again, that was the next logical step.

The next thing was people were saying, "How can I create a website?" I have my e-book, I have my graphics, but how can I create a website?" So I created sales letter generator, which would create a sales letter and create a website for them, then I created a popup, because popups are important for your website. So I created a popup generator.

When popups became blocked, I created a pop-over generator.

People needed traffic to their sites, so I worked with Stephen Pierce and Raymond McNally and we developed Smart Page Generator to drive traffic to their websites.

We just kept coming out with these different products, always keeping in mind what's the next logical step. What's the next step in the development process? What else would a person need? And when you start thinking like your customer, it makes a lot of sense and you're going to cut off years of curves.

Now, some people have a profit funnel. I know many people know that concept. The concept is to bring a person in with a lower-priced product. And then, as they buy additional products from you, you're going to upsell them into maybe higher-priced products, and then upsell them to even higher-priced products. And then maybe to a live event, and then maybe into personal coaching and things of that nature.

Ted: But that assumes that one is built on top of the other.

Armand: Yeah, it's assuming that. But now, what I use, I have a profit pipeline, which is a little bit different.

Now, think of this. I have a profit pipeline; meaning that instead of a funnel, imagine a pipe laying on the ground. Imagine that water is flowing through the pipe and that there's holes all along the top of the pipe.

So again, we have a pipe laying on the ground, we have water flowing through the bottom, and we have holes at the top. Ultimately, it doesn't matter which hole my customer drops in, they're still going to get into my revenue stream down below. That is the key.

And then, what's going to lead them, when they drop into one hole, it brings them down to the next hole. Right? So this way, they're going to purchase another product. Then they drop back down into the hole again, it brings them to the next hole. They purchase another product, and so on.

So a person may be purchasing the same dollar volume from me, but they're purchasing it in a shorter period of time. So again, if you've done this properly, the average person – for example, in my case – three to four additional products in the next 30 days.

And now, when you're looking at lifetime value per customer, what does that mean to you? Each sale is not worth $97 to me. It's worth about $400 to me. So what can I do now? I can advertise more. I can advertise more.

If I'm using pay-per-click search engines, I know I can spend a lot more money than my competitors do.

If I'm using Google Ad Words, which again is very similar to pay-per-click, I can spend a lot more money than my competitors, because I know that that person's going to purchase additional products from me in the next 30 days – not in the next six months, not in the next year, not in the next two years. I'm not waiting forever for my money, I'm getting it fairly fast.

Ted: You mean, for those people who have heard about the concept of the lifetime value of the customer, you like to think of the four-month value of a customer?

Armand: Oh, absolutely.

Ted: It suits me fine, I'll tell you.

Armand: Yeah. I think it's an age-old question. But would you rather get rich fast or slow?

Ted: Fast.

Armand: I think everyone wants it fast. It's an instant society today. It's an instant society today. It's an instant world today, for that matter. Think about it. We have instant potatoes. We have drive-thru windows getting food. We have washers and dryers in our home. Everything is done fast. We don't want to wait for it to happen. And when it comes to our financial income, why should we wait for that, either?

So if you structure your business properly, if you think out, some of these things – I have to admit – I didn't think of these things before they happened. For example, I didn't think of a product line, initially. It was just something that happened as it went.

But after, I thought about it. Why is my lifetime value higher than some other people's that I know? And why is it in as short of time span, really, as far as the amount of dollars I'm getting from a person? This was all afterthought.

But you can do this on purpose. You don't have to make the mistake. I'm tell you this is what's working, and this is what's working for me and it's what's working for you, if you follow this whole concept about creating a product pipeline, as opposed to a profit funnel.

Now, think about this. My pipeline also does lead into higher-ended products. Down the road, because I also do seminars, I do some personal coaching now and then, those are much higher cost products, essentially, that I can sell to those people.

But I already know they're coming in at $97, on average, and then boosting up to $400, maybe $500 sometimes.

Ted: Excellent. Excellent. What I'd like to do now, if it's okay with you, one of the other co-promoters of the event, Brett McFall, is online. I'd like to see if he could ask you any questions, if he's got anything that's come up. Is that okay with you?

Armand: Yeah, absolutely.

Ted: Brett McFall?

Brett: Hey there, Armand?

Armand: Hey, Brett, how are you?

Brett: I'm good. Hey, listen. I've got one question for you. The listeners at home right now are thinking, "Okay, that's a great idea. If I solve a problem, I can find someone else who can actually help solve the problem by creating a piece of software," what do those guys do? If they go to say RentACoder.com, what do they say to those folks in order to get the job done? Is it simply, "I need some software to create a website?" Could you talk about that?

Armand: Here's what a person needs to know, because I think we get involved in it. I see some of the books in the industry. There's a couple books in there on how to create your own software. I bought them, because I wanted to see what these people had to say since I was doing it already. And when I read those books, I came out more confused than what I started with. And I know what I'm doing.

And the reason is because people think you have to be very technical. And you don't, at all. In fact, let me tell everyone, right now, what to say.

This is the first line that you should always put when you're trying to put a bid onto one of these websites. And that is this: "This is a very simple

project for a programmer who knows what they are doing." That's the statement that you use each and every time you post projects.

Now, think about this. If they come back and say, "Well, that's a real complicated project, I'm going to have to charge you a lot more money," what are they saying? They're saying they don't know what they're doing.

That's why it's kind of a catch-22 statement. You're setting the programmers up to really say what you want. So there's a lot of psychology in that one little sentence. But that's the first thing.

Now, as far as the description of what you're doing, of what you want to have created, it's very simple. What you need to do is look at the end result. Ultimately, what do you want the end user to have?

Let me give you an example.

Let's use my popup software, my popup generator. If I was going to have that product created, I would say, "I want a piece of software that would create a popup window on a website. What I would do is I just want the person to enter in some very simple parameters of the popup window, and then click one button and it would create the code a person would need to create a popup window."

Now, what I just said can be probably condensed into maybe two paragraphs, tops. And that's the length of most of my descriptions. You notice I didn't say how I want them to do it, because that's not my job. I'm not a programmer. I don't care how they do it. But this is what I want.

I want to describe to the programmer my end result, what I want the end user to actually see and feel or do. That's what I want to describe to them. If I can convey that in a clear, concise two paragraphs, that's all we need.

Now, some of the people on this call are probably thinking, "Well, I had this great idea, but I don't want anyone to steal it." If you have such a great idea, what you can do is use what's called a non-disclosure agreement. Which means, in RentACoder specifically, you can select a statement before you post your project that says, "Every programmer that sees my project must sign a non-disclosure agreement, meaning that they can't steal your idea and you're protected for that idea.

So you can use that to your advantage. In some cases, I recommend that you do. Personally, I don't. You have to understand the mentality of these programmers. Most programmers are just that – a programmer. They're not a marketer, they're certainly not an opportunist, or why would they have all this knowledge about programming and settle for $5 or $6 an hour? It doesn't make sense.

But you being an entrepreneur, are going to be able to take advantage of it, because everyone is getting paid exactly what they want. They're telling you what they want, and you're giving it to them. But in dealing with these people, don't spend a lot of time about someone stealing your idea, because it's just really not going to happen. It could. And if you feel uncomfortable with it, then make sure you have the non-disclosure

agreement checkbox checked when you're filling out your bid for your project.

And then, again, just two brief paragraphs, and that's it. You don't have to give them this huge schematic.

I was talking to someone recently, probably about four weeks ago, and they were showing me that they had this idea for a project. They sent me 16 pages of information describing this project. And they said, "Is this what I would submit?" I said, "No." And I wrote them back two precise statements that just told what this project was, what was the end result. I didn't have a flowchart. I didn't have this big diagram. All I did was just break it down into what the project was going to do.

You're a copywriter, Brett, right?

Brett: Yeah, that's right.

Armand: It's like a feature and a benefit. All they want to show them is the feature, though. I just want to tell them what it is. The benefit, that's the marketing aspect of it.

Brett: That makes it super-simple. And I think virtually anyone could actually now feel like they could go ahead and at least try that out.

This leads me to one last question.

When you have someone design a piece of software for you, do you own that software outright?

Armand: Absolutely. In fact, most of these companies that we've talked about, RentACoder, eLance and ScriptLance, in the process of actually creating your bid, they have some default information. For example, the first thing is what type operating system you want this to work on.

In most cases, many people are going to develop software to work on a Windows platform, meaning Windows 98, Windows NE, Windows 2000, Windows NT, Windows XP, and Windows XP Professional.

Now, those are the basic operating systems that you need to have, and they have that information pre-filled-out in your form, as you're going through this.

All this is, when you're creating your project, is filling in the blanks of these forms, as far as the information that you want.

The other thing is, that they have pre-filled-out, is the rights, meaning this: that you get the rights, you own the rights to the source code, which is the ultimate. If you create a piece of software and you don't have the source code, you are just asking for trouble. Because if that programmer goes away, you cannot have anyone fix your software without recreating that.

Now, I know this because I did do that at one time. I made the mistake of not getting the source code from a programmer. So I had to redevelop the whole software. And that is extra time and extra money that I had to spend, that wasn't necessary.

So from that point on, I always got the source code.

For example, in RentACoder, which is the one I use probably the most, in there, they have this little section that says, "You own all of the source code, you have a completed, compiled project that is ready for distribution, that works on all platforms." That acts, actually, as a legal document. So you can use that if there's any question about it down the road.

But always get the source code, and you will always own the rights to it. And if it doesn't state that you own the rights to it, make sure that you write that in somewhere in your description, that you own the rights, all the rights, full rights to this software.

Brett: That's really valuable information there, Armand. Thank you very much.

Armand: Sure.

Brett: Listen, Ted, I think it's time to let the guys on the call have a bit of a chance to talk to Armand.

Ted: Folks, the lines are open. Armand Morin is available for you.

Armand: That was easy.

Caller: Hey, it's David from Australia. How are you?

Armand: Good. How are you doing, David?

Caller: I'm very well, thank you. Listen, I was telling Brett and Ted and the crowd last week, when I did my conference call, I thank you very

much. I went to register a product that I'm going to be launching at the Internet Summit, and I got one of the guys from there.

Armand: Great.

Caller: I looked at all the ___ out there, and I looked at all the good things, web pages out there, and I made up one that does a very similar job, but I think I put a lot more into it.

Armand: Sure.

Caller: It was because of Armand Morin's speech from the last Summit that I actually did that. ___ PHP. The one thing I want to know is how can I protect that?

Armand: How can you do what, now?

Caller: How can you protect PHP, so that people really know that you own the full copyright to that?

Armand: You can actually put a comment code in the PHP.

Caller: Yeah, I've done that.

Armand: That you own the full copyright. The other thing that you can do, if you're using a programming like PHP or any other types of java script or anything like that, you can actually use an encryptor.

Caller: Like ___ Optimizer?

Armand: No. I don't think that will work for PHP, probably for what you're doing. But there's what they call PHP encryptors. And if you just do a search on Google, you'll actually find some that will do it for free.

Caller: Okay. I might call you later anyway, Armand.

Armand: Okay.

Ted: Excellent. Thank you, David Cavanagh. Who else would like to ask world-famous Armand Morin?

Caller: Hello?

Armand: We can hear you.

Caller: Helena from Sydney.

Armand: Hi, Helena.

Caller: What you've been talking about is fabulous. I've just got a query, a very basic one, was it RentACoder or RentACoda? What's the actual site?

Armand: RentACoder.

Ted: Armand, are there dashes between that?

Armand: No, it's all one word.

Caller: RentACoder?

Armand: Correct.

Caller: A little information in terms of someone who's trying this for the first time, in terms of getting product ideas, in your experience, how did you go about that other than just talking to people or whatever? What are some tips there, in terms of looking at problems that people might have? Like are there specific industries that you thought about, specific groups or whatever?

Armand: Here's a couple ways to get product ideas itself. The first thing is you have to start somewhere, basically an industry. Hopefully, an industry that you have an idea or some knowledge of.

Then, what you do is you simply start looking at where those people hang out online. Where are those people located?

So one of the places that you can do this really fast is by going to Google. If you go to Google and you go to groups under Google, there's a tab on Google, across the top, that says, "Groups." Click on that, and then type in your industry. And let's just say I was in the automotive industry. So I would type "automotive" into the Groups.Google, and hit search.

Now, what this is going to do, this is going to bring me back all of the newsgroups postings. Actually, I just did it, and it's 526,000 newsgroup postings on automotive, on the term automotive. So we might want to be more specific in our topics.

For example, let's say I want to type in automotive but only people who own BMW's. So I type in "automotive and BMW," and that just brought it down to…

Okay, we're back on. Good.

But that brings us down to 12,200 posts.

Again, I typed in "automotive" the first time, I had 526,000. The second time, "automotive" and "BMW," I'm down to 12,200. And now I can look at, very specific, what are the issues with this particular industry. I can just scan through the actual topics.

For example, one says, "BMW 24,000-mile service." One of the questions I know many people are posting on here is, "When do I get my oil changed when I have a BMW?" It's a question. It's not necessarily a problem, but it's a question that many people have, because you don't change your oil for the first 13,000 miles on a BMW, if they read their manual.

But also, BMW repair, there's all kinds of information here that we can do. That's one place you can do. And you can do that for any topic that you want on Groups.Google.com. That's the short version. Groups.Google.com.

Also, one other place that you can go is a great resource, really. It's Paypal. If you go to Paypal.com, don't log into your account, what I want you to do is I want you to hit Paypal Shops, listed on the first page.

Paypal Shops, when you click on it, will take you to where all the merchants at Paypal are sitting there and advertising their products.

So let's just pick one. Let's just say I want to click on beauty. Now, I'm going to list all of the merchants that are in the beauty category and what they sell.

Now, the key parts that you want to look at here, let's just look at one. One says "Perfume Store." Under beauty, the first one that's listed is Perfume Store. And there's a number in parentheses next to that Perfume Store. In this case, it's 44,622. What that number tells me is how much product they have sold. That's how many Paypal people have purchased from that store.

Now, I'm looking for the ones with the biggest numbers. If that number's big, that means that there's a lot of interest in that topic.

Now, I can combine that by going to Inventory.Overture.com. And if I type in "Inventory.Overture.com," and I type in, for example, perfume," I'm going to find out the number one topic underneath perfume is French perfume. The second one is discount perfume. The third one is angel perfume. The fifth one is perfume bottle. And then women's perfume.

Let's go down two more. Wholesale perfume, cheap perfume, Burberry perfume, Chanel perfume, Ralph Lauren perfume, and child perfume.

Now, what does that tell me? Well, the first thing is this. French perfume had twice as many searches as discount perfume.

So what are people looking for when they're looking for perfume? Specifically, French perfume. That's what they're looking for.

The number two topic, since it was listed three times, was discounted or wholesale or cheap perfume. That's what they wanted.

So now, let's just take a look at that. Now, this doesn't have to be software, but this is just a general topic that you could have. You could create an e-book on let's say 101 places to find discounted perfume on the internet.

And what would you have to do? Simply just type into the search engines about discount and wholesale places. Do a little research, find out what their cost is on that perfume, do a little comparison, put a little chart together as far as where to go, a link to their website, and probably an affiliate link to their website. And all of a sudden, you have a book now that you can now advertise, for example, when the people search on the term perfume, last month in Overture, 278,105 people searched on the topic of perfume, and you're going to get all that advertising. You're going to be exposed to all of that advertising.

Literally, you could probably put that project together in about two or three days, you would have a project done. And that's if you did it yourself.

Now, could you do software underneath that title? Probably, not. I don't really think there's a need for it in the perfume market, as far as the end consumer goes.

What you could do on other markets, for example if I clicked on business services and supplies and Paypal, I would find out that one of the top ones,

1,000-plus, is a company that sells liquidation items. Now, could you create a software product on liquidation items? Sure, you could.

The way you would do that is you would simply put a little database together for all of these liquidation websites that exist by, again, just doing some research. And then you'd categorize them. You'd put keywords in next to them. And the keywords would be what type of liquidation products that they sell. And then you could get very specific.

So you could create this little searchable database in a software product, that would find liquidation items on the internet. That's just one idea.

But as we're going down the business idea, we see hosting. That's a great one.

Let me tell you a great piece of software that someone developed, and I'm sure they're not the only one, but I happened to find it the other day. It's a piece of software that you entered in what you wanted for hosting and what kind of features you wanted, and then it came up with the different hosting companies that you could buy hosting from.

Do you think that that was probably their affiliate link after? Probably. I would probably dare to say so. And that was just one with hosting.

As we go down through the page again, we have machinery, jewelry, we have knives. Again, you could probably make a piece of software that works with just about any category, almost, especially when it comes to business.

But look for problems. What kind of problems do you have? This is what you need to start with first, is you. What problems do you have personally? What are your pet peeves? What are the things that bother you the most about any topic? And that's really where you get your ideas.

The other thing you can do is you can actually survey. Simply ask your customers.

I have a good friend of mine, his name's Alex Mandossian. He's developing a whole business around just asking people what they want. Just simply ask them. And if you ask them what they want, they will tell you. And then develop your products around that.

So if you have an existing customer database, ask them what they want. Come up with 12 different product ideas, and then just e-mail it to them.

Marlon Sanders said, "E-mail them with 12 questions and then ask them what they want, and then that's your products."

When you're developing these, the worst thing you can have is what I refer to as a puts. That is a P-U-T-S. It's a product you're unable to sell. One of the things that you need to think about is you could have the greatest product in the world, but if no one wants to buy it you're sitting there on top of it, with no profit. You've probably wasted time. You've probably wasted money in developing it.

So you need to do the research first, in doing all of this. And there's a few other places that we can do this, which I'll go into detail down in Australia,

when we're down there. But that's the basis of it, right there. Just with those few places, you can really find anything.

Have the idea, and then back the idea up with facts. You want information to support what your maybe original idea was. And by searching on Groups, searching on Paypal, staying current with the news, this is great.

For example, here's an idea. There was a guy, right now, who's from Canada. He's not even a man, he's a teenager. He has a website. His name is Mike Rowe. He registered a domain name called MikeRowe, and he thought it would be kind of neat, he added "soft." MikeRoweSoft.com.

Well, Bill Gates and the whole team at Microsoft wasn't too happy with him registering that domain name, even though it had nothing to do with that company.

Now, by staying on top of the current news, what can you do? Well, you can take advantage of current trends that are existing, and current happenings out there.

For example, how could you take advantage of the opportunity with this person's website? Well, very simply, just like I did today. Simply e-mail him and ask if you could pay him to put a link on his website, and wait for the response. If he allows a link on his website, 250,000 people a day are going to his website right now.

Ted: That's ingenious, by the way. Not too many people are thinking like that, Armand.

Armand: I thought it was a pretty good idea, myself.

Ted: It is. It is.

Armand: But 250,000 people a day are going there. An what if just a couple of them click through to your site, a small percentage? That's an extra thousands and thousands of visitors coming to your site, just because you offered to pay someone some money.

But stay on top of the news. I think we all probably read the news. If you go to Cnet, I read a lot of things having to do with computers. I go to Cnet.com. That's just like it sounds. Cnet.com.

At Cnet.com, one of the things that I look at, as I read it, I read tech news. Just trying to give you an idea of things that are happening today, RIAA – I don't know what it stands for – they're the people that are suing everyone for the music rights and everything, filed 532 new suits today.

Now, how could you benefit from that? What if you wrote an e-book, for example, on how to become RIAA bullet-proof? And show people how are these other people getting caught? Don't do this, don't do that. I'm not condoning people that are stealing music. I'm just saying that that's a way that you could profit from that happening in the news.

Now, you can look at some of the other news. Security experts giving e-voting a thumbs-down.

What if you just wanted a way to drive traffic to your site, so you developed a website asking people's opinion about voting by electronic voting online, or electronic voting, period?

Another big topic that's been in the news in and out is VOIP, voice-over internet protocol, which is ways that people are talking over the internet for free, essentially, just using their computers; which I know many people do.

Well, what if you wrote a book just on the best places, the best resources to talk over the internet for free, without incurring a long-distance bill? That's another way.

These are just ideas, just reading the news. AT&T Wireless to talk about takeover. Wireless technology, obviously, is a huge idea right now.

Here's another big topic. And this is what we were talking about today, on this call. One of the articles here is outsourcing hot seat.

Some person's name, who I can't pronounce, says, "Outsourcing is a win-win proposition."

See, that's what you're doing when you're going to RentACoder or any of these places, is outsourcing. What you need to do is simply read that article and you could find out more information about it.

But stay on top of the new. It will get you a huge amount of ideas. And what will happen is, right now, some of you may be thinking you can't think of an idea. If you can't think of one, take one of the ones I just mentioned, because they're all fairly good ideas.

And then, what will happen is as you start thinking differently, as you start viewing things differently, what will happen is this: you will get too many ideas. You will not be able to stop your ideas. And if that's the biggest problem you have, oh well. But you'll never want for an idea again, after a certain point.

Ted: Armand Morin, thank you so much for being with us this evening, I'll tell you.

Folks, you have just been sharing the last hour with Armand Morin, one of the world's greatest internet marketers. And I think you've already seen the proof. You don't need my hype hyping him up. He knows what's happening. He knows how to create products. He knows how to create ideas.

Folks, too many ideas. He's promising you that if you'll jump in, follow-up some of the simple ideas that he's shared with you, you'll have too many ideas. And that is where you want to be. And I guarantee you that is where Mr. Armand Morin is, coming to Australia, to be with you.

I'll tell you what, folks, we've enjoyed this morning, if you're in Australia. Of course, it now may be afternoon, depending on where you are. And evening in the US of A. And we're all coming together to get this kind of information, immediately actionable.

I know you wrote down the websites that he was talking about: RentACoder.com, eLance.com and Scriptlance.com. I know that you understood that what Armand was talking about is finding the problems

that you, yourself are encountering or the people in your audience or encountering.

With the people in the course, you can go to Groups.Google.com and find out what any group is encountering. And you can make a product, as Armand was saying, for $50 to $100. I'll tell you, folks, it's incredible.

And if you think this has been good, this hour, where we've covered many topics. And there were, of course.

Armand was the featured speaker, but we had a lot of interruptions. But Armand's going to be on the stage, by himself, with the sole intent to show you what you need to take these ideas to the next level.

Not only that, he'll be there throughout the event. We're going to have hot seats. We're going to have panel sessions. We're going to have the one-on-one guru consulting sessions, which you know about.

And you know what? It just might happen that you get your greatest impact from Armand or any one of the other speakers in a conversation at lunch or dinner or breakfast, or out in the hall over tea.

Of course, I say that jokingly. We Americans, we drink coffee. We're going to have to learn how to drink tea. We are looking for it.

Folks, thanks for being with us this day. And, of course, first of all, our special featured guest, Armand Morin, thank you for being with us in the US of A this evening.

Armand: It was great. And thank you for having me, Ted.

Ted: Thanks for sharing so much. We really appreciate it. We always learn a lot from you.

Also, I would like to thank the other promoter that is on the event, Brett McFall.

Brett: Thank you, Ted. And thanks to Armand. What a fantastic call! Some powerful information. If you listened to this phone call and didn't get it all, go back to our site at WorldInternetSummit.com/listenin.html, and go over this call again. Some sensational information. Well-done, Armand.

Armand: Thank you. Thank you, Brett.

Ted: Exactly. I saved the best for last. Listeners, you who tuned in today, you who are going to go back up to the website, WorldInternetSummit.com/listenin.html, to mine it again.

And, by the way, when you go to that website, if you choose to, you can download the audio, listen to it on your own computer. Of course, you can't resell it. But you can listen to it in your car or on your computer all you want.

But you, you, you are the folks that we're doing this all for. You're the reason why Armand takes time out of his schedule, why Brett does, and why I do. Because this is a fascinating industry. It's available for the little guy.

And remember, folks, you're talking about Armand, our featured guest tonight, multi-millionaire. But, you know what? He couldn't have been in any worse situation than you, no matter what your situation is.

You'll find that a lot of the stories are that way. And no, it is not in the past. It is available for you today. And that's why we're coming to you. One of the expressions I use is quantum internet marketing. And it's just about knowing what you're getting into before you start.

Knowing these secrets that Armand was sharing about where to go to get someone to write software, about how to start the idea avalanche, about the one secret. This is an overriding secret that slips by a lot of people, that he shared with you, about how to get a product that's almost guaranteed to sell. That, of course, is solve a problem. Solve a problem. This is Armand's words.

Folks, we're all here for you because at the World Internet Summit, we're bringing it together for you because you can do it, too. Yes!

Bonus

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