



World Internet Experts Series

The Knock-Down Insider's Story Of Scooping Off The Easy, Brain-Dead Internet Income – 7 Characteristics Of People Who Make A Success Of The Internet.

Featuring Brett MaFall

This eBook is proudly brought to you by

[World Internet Summit](#)

[Contact us](#)

Copyright © 2004 WorldInternetSummin.com. All rights reserved.

© MMIV WORLD INTERNET INC. & WORLD INTERNET CORP. PTY LTD

Please Read This First

This Electronic book is published by WorldInternetSummit.com

© Copyright 2004 World Internet Inc. (USA) and World Internet Corp. Pty. Ltd. (Australia) All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the copyright holder(s).

Disclaimer

The advice contained in this material might not be suitable for everyone. The author designed the information to present his opinion about the subject matter. The reader must carefully investigate all aspects of any business decision before committing him or herself. The author obtained the information from sources he believes to be reliable and from his own personal experience, but he neither implies nor intends any guarantee of accuracy. The author is not in the business of giving legal, accounting, or any other type of professional advice. Should the reader need such advice, he or she must seek services from a competent professional. The author particularly disclaims any liability, loss, or risk taken by individuals who directly or indirectly act on the information contained herein. The author believes the advice presented here is sound, but readers cannot hold him responsible for either the actions they take or the results of those actions.

Ted: Good morning, Australia. Good afternoon, USA. And good evening, UK. I'll tell you what, folks, it really is a global world once you start doing business on the internet. And, indeed, it is morning in Australia. Our guest is calling in, it's 5:00 a.m. We have to give him an applause there for waking up this early. It's afternoon, 2:00 in the afternoon Central Time, US. And it's 8:00 p.m. UK time.

So basically, on behalf of myself, Ted Ciuba, your host, and the other co-organizers of the World Internet Summit, Brett McFall, who happens to be our guest today is also a co-organizer, Tom Hua, and Alan Forrest Smith, who may be on the line with us this evening.

Our guest today, Brett McFall, is a top-notch internet marketer. He's been on the internet a number of years.

Here's the bottom line: he sees hundreds and thousands of people over the course of a year. He's working with them to help them make money on the internet. Now, there's all different kinds of people who just want to replace their income, people who just want to have security that something's coming in. For the people who really genuinely want to make huge money on the internet, Brett's working with them all.

And I'll tell you, he sees some fail, he sees some succeed. And that's what we got with the knock-down, insider story of scooping off the easy, brain-dead internet income.

Brett McFall, good morning, and welcome to World Internet Experts.

Brett: Thank you, Ted. I've got to say that this is a new experience for me, to be up at 5:00 a.m. and talking about internet marketing. It's a definite first.

But, you know, at 5am every Australian's up hunting kangaroos, of course. But talking internet marketing is another thing.

But yes, thank you for welcoming me to the call. And if you're listening on this, folks, welcome to you. I hope I get to meet you personally, at one of our events that are coming up soon.

Ted: Cool!

Brett: Here in Australia, we have a few seminars. Bringing out experts mainly from the USA but also finding and searching for the Australian experts, as well, to find out what they could teach the rest of the population here.

The events that I've sort of been involved in are similar to the one held just two weeks ago. It was called the World Internet Summit Underachiever's Weekend. And it was held in a place called The Gold Coast here in Australia. It's a resort location, perhaps similar to let's say Miami in the USA. Sunny weather, beaches, and a real sort of relaxed lifestyle. It's a great location.

We had about 475 people in the room for a whole weekend, desperate to learn about internet marketing, what they could do with a business on the internet.

So you are right, Ted. We tend to get back a lot of good feedback about what it takes to make it on the internet. I want to share some of those things with you today.

Where would you like me to start, Ted? Give me your view on this.

Where would you like me to pinpoint? I have about seven things that I think people need in order to be able to sort of make it on the internet, which I certainly discovered from speaking here in Australia, in the USA. And I see some common characteristics.

In fact, you were talking to a lady just before this call started, called Tanya, who was from Miami. And she was here in Australia for that seminar, as well. She flew all that way, all the way here to Australia, to find out that information. That's actually one of the biggest characteristics, mind you.

But the point is there are common characteristics that I think you need to follow.

Ted: Wait a minute! Wait a minute! I'm not going to interrupt you too much, but you identified Tanya Perez as having a characteristic, and you didn't tell us what that characteristic was even though she traveled from the USA to Australia to attend that one specialized seminar.

Brett: Okay. Here's the thing, Ted. I'll actually bring you into this story, to make this point.

Back in 2002, I met you at a seminar in Phoenix, Arizona. It was a copywriting seminar for three days. And I flew from Sydney all the way to Arizona. That's about a 15-, 16-hour trip on a plane. So you've really got to be loving the subject to be able to do that.

So the room was packed and there was only one Australian in the room, and that was me. That's the sort of a point that I want to make, that that desire to go that extra. The choice that I would have made to go and be in that room in Phoenix, Arizona, where I first met you, was the difference. That sort of passion, that desire, the same sort of desire that Tanya flew from Miami to Sydney for the same experience. That's the sort of passion that I think is a common characteristic.

People say, "Yeah, I want that information," because they know they're not just coming to sit in a room for a weekend. They know there's actually a much bigger plan there. They're going to change their lifestyle. And having that sort of get-up-and-go, I think, is a huge kick.

Even when I didn't actually have the money to do it, I would travel for a seminar because I knew that what I would get from it, even if it was only one tiny thing, that would make a huge difference in my life.

One part which a lot of people do forget about is that it's actually being in the audience which can be the most beneficial thing of all. It may not be the speakers. In some instances, it's not. Usually it is, but sometimes it's not. But the actual audience that you meet, these are all people focused on the same thing as you. That's where you can find a network of friends, that's where you can actually bounce ideas.

After the seminar, when you've got questions, if you get together with some of these people who experience the same as you, that's where the concept called a mastermind group is born in your life.

Ted, you know all about the mastermind group. It's part of the Think and Grow Rich principle. And it actually can start at a grassroots level meeting at a seminar. And that's sometimes where the most valuable relationships are made, both business but also as a support group too.

That's the point I want to make about Tanya flying from Miami. That's the sort of point I want to make there. It wasn't part of my list that I'm going to give you here, but it really is an overall characteristic.

Ted: Cool!

Brett: What are you prepared to do? What are you prepared to do to change your life, to learn that information? Some people, it might just be traveling to the next suburb. That might be their limit. Whereas others,

and most of the people that I associate with, they say, “What’s it going to take me to get there?”

I have people with me right now, here in Australia, who are saying, “Hey, I hear you’re going to the USA in a couple of weeks for a seminar. What’s happening there? I wouldn’t mind going to that.”

And they hardly know anything about the actual subject which we’re going to be dealing with in a couple of weeks, which is internet marketing. But they know that it’s happening. And they ask, “What are you going for? What is it? Why shouldn’t I be there as well?”

So they actually don’t know any of the subject, Ted, they simply know that they need to learn all the time. “And what is it that I’ll learn? What can I do? Should I be there? Should I be going?” And that’s a fantastic attitude, a fantastic open mind to make sure you get the best out of any situation.

Ted: No kidding. And I think the question – and I’m going to repeat it just because it’s so powerful but it could slide by – the question shows a radically different mindset. Rather than someone saying, “I wish that they would let this conference be free,” or “I wish that I had the money to fly,” what you said the question these people are asking is, “What does it take to get there?” Ostensibly, assumption, they’re willing to do whatever it takes to get their goals.

Brett: Yeah. That shows a personal commitment inside, too. It's like, "What is it going to take for me to get there, because I know I'm going to use it when I get home?"

And the answers to those questions are totally different. The answer to the question, "What is it going to take for me to get there," is totally different to "How much is it going to cost or can I get in for free?" The answers are totally different and you're coming from a whole different mindset.

Let's face it, your mind controls everything. That's where it's important. To me, you're not coming to sit in a room for two or three days or to listen to some information. You're going there to have an experience of three days that you cannot have at home. And that's why I really appreciate when people come to our seminars from overseas, especially, even if it's just traveling from interstate, for goodness sake. They're giving up their weekend to actually dedicate to themselves the whole weekend, to learn and to ask questions, constant questions, fill their mind so they can live on that "food," so to speak, for the next five or six months.

Ted: Cool! Alright, Brett. You said you prepared seven points. Why don't you just kind of take the lead? I'll ask a question or two to clarify it for our listeners, but you've got the floor.

Brett: Yeah, sure. I think the first thing here, the first characteristic I found in order to start and make a success of the internet, I think, is to actually lose your hair.

Ted: It worked with you, didn't it?

Brett: That's right. Yes, I found it to be very successful.

Ted: You didn't waste time out trying to pick up women anymore, huh?

Brett: I thought my future was indoors, in front of a computer, where people didn't see me.

Now, failing that...

These tips are very important. The first one, I think, is this. And this is in all seriousness.

#1 – Be A Dreamer

You have to be a dreamer. You absolutely have to be a dreamer. I've been on boards, when we had like a frequently-asked-questions section, a Q&A section during a seminar, and you have all of the speakers up on the stage and the audience is throwing questions at you, and most of the time I think the audience misses the point because they're asking all these little questions about, "How do I actually fix this problem? How do I go about solving that?"

And they're okay questions and we can give answers to them,. My question, if I was in the crowd, is what does it take to be where you are? Why are you there?" To me, they're the bigger questions, Ted.

I always look at that panel, and I've never thought any different when I've looked around any panel I've been on, these guys, these women, are all dreamers. Every panel I've been on, they're all dreamers.

Ted, I want to get your opinion on this as well, because I know you do it as well. You'll dream about what the future will hold. What can I do? What will be here for me? What can I create?

And I think that being a dreamer is what drives you to events like this, that we hold anyway, or to any event. I'd support you going to any sort of event where you're going to learn to dream on how you want your life to be.

I was speaking a seminar two weeks ago, and I actually opened the conference by getting people to close their eyes. And I said to people, and I want you to do this at home too, folks, it's like, "Okay, why are you in here? Can you imagine where you are on holiday right now? Picture a sandy location, a beachy location. Can you feel the sand underneath your feet? Can you hear the water lapping at the shore? What about that breeze? Can you feel that breeze coming through the palms? Can you see the palms swaying? Oh, and wait! Here comes a waiter down the beach, and he's carrying a cocktail. What color is that cocktail? Guess who that cocktail's for? He's bringing it over to you, and it's icy and it's lovely and cool, and there's a big umbrella in it and a straw, and it's huge. And it just tastes wonderful. Can you imagine that? Can you see that? Can you see a holiday?"

Then I say, “What car are you driving? What color is that car that you’re dreaming of? How many door does it have? Is it a four-door or a two-door? Does it have a sunroof? Can you see yourself driving it?”

Ted, why I do that, it’s to invite that dreamer in all of us. Because you’re not usually at an event or a seminar, you’re not actually there for the information, believe it or not. You’re actually not there for the information. It’s what I’ve just described is why you’re really there. That’s the change you want to bring about in your life. And I believe very, very strongly, you need to be a dreamer.

Some people are afraid to dream. They get so logically-minded, that everything’s got to add up and everything’s got to make sense. And they forget about that part, “What do I really want to dream about? What is it that really excites me?”

You need to start getting your mind thinking. Now, Ted, do you have any argument with what I’ve said there?

Ted: No. As a matter of fact, just yesterday evening, we were on the phone, we were swapping back computer images, and I shared with you a specific airplane I’m going to be buying. There’s even a model. It’s not an airplane, there’s a model, and it’s a sea plane so I can land in water. And it has wheels. Amphibious. I can land on land. And I also told you exactly when I would be qualified to do that, by having a certain amount of investments in my portfolio. Didn’t I?

Brett: You absolutely did. You had it exact.

Now, here's what happens to you, if I can just sort of jump in there. Once you show someone your dreams, the person you show that dream to, they'll start thinking, "Yeah, that's a great idea. I wouldn't mind something like that myself." And they start dreaming. And that's another reason why coming to an event, any sort of event where you're going to be educated is another bonus because you're with people who are starting to have the same dream as you. And it just snowballs.

Ted: As a matter of fact, it should be obvious to all the world but we are in a mastermind program together. As a matter of fact, I shared that with you knowing that I could count on your support and knowing that you knowing about that would actually let you help work for it for me. We're on the same team, right?

Brett: Absolutely, yeah. But how many times, Ted, do you tell a neighbor or a friend about a dream and they laugh at it? And they think, "Yeah, right. Whatever. Tell us when you get there..." And the whole tone is totally different.

You taught us that yesterday. Like any dream you'd want to tell me, at least, I'm going to say, "Wow! That's fantastic. What's it going to take to get that?" And that's the difference about being around the right people at the right time.

Ted: Excellent. We're all with you on point number one.

Brett: Good one. I haven't talked about being on the internet yet at all, have I?

Ted: No, you haven't, have you?

Brett: I haven't told you about being technical. And folks, I hope you appreciate this, that the internet is just a medium. If you're listening on this call and you want to sort of make a business from the internet, it's just a tool for you. It's just a hammer. It's just a nail. It's the actual tool you're going to use to make your dream come true. So that's why I'm not even talking about technicalities at all.

Listen, Ted, the second thing I always find is people who make a real go of the internet, and probably just in business in general, is they're action-takers.

#2 – Take Action

What I mean by that is I've found that only 5% of people actually take action on their goals. And I've dealt with, for the past 14 or 15 years, I've dealt with all types, writing advertising for them and creating campaigns. And I also actually have licenses for people to buy, where they actually would purchase a license from me.

Someone purchased a license from me and paid \$2,000. Guess what, Ted? 95% of them don't do a thing with the license once they pay the \$2,000. It's shocks me every time, but I know it's an absolute consistent fact that's what happens. They want to buy what I would call a "business in a box." They purchase it, get excited, and in two to three weeks they're on to something else and they're not doing anything with the actual license they purchased for \$2,000. It's crazy. It's absolute truth.

The people who make that difference, Ted, and you've probably had similar experiences, are the top 5%.

So that's the thing about this. If you just take action on the dream that we just talked about, you're way more than halfway there because 95% of people won't actually make their dreams come true. They won't even try to make their dreams come true.

Ted: So you can excel just by doing it. Right?

Brett: Just by going to an event or buying a book or watching a video and actually taking action on what you've learned, you're already in the top 5%.

Just turning out, you win just by turning out. We get so worried about the competition which is out there these days. It's so competitive. How am I going to compete with all of these big guys? Just turn up. Just be the one

who actually takes an idea and makes it happen, whether that's going to a class and learning how to use a computer.

If you've got a library in your town, your library offers a free course on the internet, how to learn how to use the internet. If that's not the case in your town, then it's only going to cost you a few bucks or a few pounds. In most cities, it's free. You can actually use their computers for free if you want to learn the internet.

That's at the very basic stage, just taking that action that we all had to take at some stage, Ted. We weren't born knowing how to use computers. So just taking that action alone, I think, is powerful. Just be in that top 5%.

Ted: You know, can I share with you a brief, personal story on that regard, too?

Brett: Please.

Ted: My success on the internet took off in 1994. I attended a high-quality event, much like the World Internet Summit. This is going back to what you were saying with point number two. It's your mindset that makes all the difference.

Now, because I was totally a fish out of water, I'd never even heard about a marketing event, I'd never heard about direct mail – I knew about mail order, of course, but I'd never heard about a science of it until just a couple

weeks before I went – I went to that thing and shortly afterwards, which happened to be three weeks, I walked in and quit my job.

Then, of course, prosperity comes and the first \$100,000, etc., etc. And I've went back a few years later and the same people that I was at that same event were asking me, "How did you do it?"

And I have thought about that deeply. And the only thing is that my mindset was different. I didn't go there wondering if I could make it work, if it would work for me even though it worked perfectly for the guy up onstage, I just went there, they gave me the instructions. It was bona fide. I knew these people were really doing it. And I did exactly what they taught me to do.

And that was all that was responsible for my success is I was so dumb, I didn't question. I did. And that's your step, be an action-taker.

Brett: Yeah. You took action. You took massive action by leaving your job, mind you. But it doesn't have to be that big, folks. But if it is, goodness me, you've got a really great incentive to make something happen.

Ted: Cool! What's point number three?

Brett: Number three is this. And this is where I start getting into the internet. You're on this line and you've obviously got some sort of interest in the internet. Here's what I start to get into the internet itself.

Here's what these people do, these guys that you see up onstage. When I say guys, I mean guys and girls. I just mean it generically.

#3 - Look for markets first, build the product second.

Now, Ted, this is critical. Look for markets first, build the product second. Because what happens in most cases is the exact opposite. You come to the internet and you've got a product idea or you have an existing product which perhaps you've been selling offline for a few years and you want to sell it on the internet.

It doesn't sound crazy at all. But that's the difference between you and the guys who are making it really big on the internet, or at least bringing in a profit. They look for that market first.

Let me give you a little bit of an example. In fact, that whole seminar about two weeks ago, we taught that the whole weekend. That was our whole basic subject of the whole weekend. Find that market first.

Think about this. If you want to start selling internet marketing products, do you think you might have a little bit of competition out there? I can tell you that there is the best in the business selling that sort of stuff.

Ted: On that subject, yeah.

Brett: That's right. And really educated, smart people.

If you were to then suddenly go and look for the quilt market, where people actually make quilts, do you think maybe your marketing competition is going to be the same as internet marketing?

Ted: No way, man.

Brett: Absolutely in a total different ballpark.

Ted: In fact, people, instead of being aficionados and fanatics about marketing in the quilt market, they probably think marketing is just necessary to live but their real passion is quilting.

Brett: That's right. Their real passion is quilting. That's right. But that's the important thing about choosing a market. You want to make sure you choose a market where it's a little bit easier for you to compete. In fact, you want to market where there's no one competing. You want to dominate it. That's the idea. Those markets, we would call them niches, which are really, really small markets but still profitable.

So you want to go there, so you are the king or the queen of that market. That's the smart thing.

Basically, you want to find out what do these guys want to buy? What are they looking for, so you can give it to them? And that's the difference. You're not going there saying, "I have a product to sell. How can I sell it

to these guys?” You’re saying, “What do they want and how can I give it to them? Let me be that conduit, that theme, that person, that connector which brings them what they want.”

Just by asking that question alone and having that frame of mind gives you an unfair advantage over anyone else because you’re going to go and give people what they want.

But picture a guy sitting in a seat in a cinema or just about to watch a movie, and he gets the hunger pains. He wants an ice cream of some description. But you’re only selling chocolate ice cream. On guy’s only selling chocolate ice cream, and he goes in there. But guess what? The guy doesn’t like chocolate ice cream.

You walk in there and you say, “Sir, what sort of ice cream would you like, and I’ll go and get it?” Big difference. He tells you what he wants, you go and buy the ice cream, you’ve made a sale. The guy selling chocolate ice cream cannot make a deal.

That’s a very simple analogy, but that’s the difference between making it, I think, very easy on the internet and doing it the hard way.

Ted: Very good. Very good.

Alan: Guys, just so you know, I’m here.

Ted: Hey, Alan Forrest Smith. Glad you’re here, my man.

Now, I'm going to turn it over co-host of the World Internet Summit UK, Alan Forrest Smith.

Alan, what we're doing right now, we've got Brett on. He's finished with point three, so he's ready for point number four of a seven-point program. You're in lead.

Alan: So Brett, if you want to share with us what point number four is, that would be great.

Brett: Alan, I want to see if you agree with me, as well. Point four is going to come from sort of making success of the online, as usual, I think. And this is critical too, because you don't have to worry about knowing everything in order to succeed. That's point number four.

#4 - You Don't Have To Know Everything

You don't have to worry. You should be writing this down, folks. You don't have to worry about knowing everything about the internet in order to succeed.

At a recent seminar, in the audience, a guy sat in the audience for the full two and a half days, listened to everything. We gave him a manual chock full of information, and he came to me virtually on the last day and he said, "You know, Brett, I'm really enjoying the seminar but I've got a little bit of a problem." I said, "Please, tell me what it is." He said, "I can't read."

We were showing slides the whole weekend, with words on them. We were referring to a folder packed with words. He cannot read. He's been sitting there the whole weekend and he couldn't read a thing. He's a graphic designer, and that's all he knows is pictures and drawing things.

Why I bring that up is this. He knows that what we were teaching was so powerful that he'd be able to get the general picture of it and get someone else to do the work for him. And so many times, and tell me if this is true for you too, Alan, so many times you meet people who don't want to take the first step because they don't know how to do step four, five, six, seven or eight. So they stop taking the first step.

Alan: Maybe I can share a little story, Brett. I remember years ago, one of the very first internet marketing books I bought. When I read this book, I thought, "I'm going to have a go at this."

The stumbling block for most people is, "I don't know how to get a website. I don't know how to get the whole thing going, this keyword stuff, search engine stuff and everything else."

So what I did is I got the whole project together, I broke each step down to what I needed to do to make progress. In other words, step one, step two, step three, step four, and so on.

I used to pay a technician £15 every Monday night. And for £15 on a Monday night, I would say to this guy, “This is what I want to do this week.”

You know what, Brett? We need people who will read a manual and the guide said to build a website, and they think, “Oh my goodness, how on earth am I going to learn HTML, java scripting and all this stuff?”

But the point is you don’t have to learn it. These programs are so easy now, you just need to take each single step at a time. When you’ve taken one step, you take the next step. And you just do one step at a time. And you forget the big picture initially, you just grunt your way, move ahead, until you’ve eventually got to where you want to go.

Brett: That’s actually really powerful, Alan. That’s a fantastic formula, actually. I think that’s brilliant. Because what you’re saying there, and I totally agree, is you want to be the general who is moving and controlling the army. You don’t have to be the actual soldier on the ground or part of the tank squadron or anything like that. You just need to know the part.

And sometimes, coming to a weekend like the one we sort of hold, you can come and learn all of the pieces and say, “I need this person here to put that together and that together.” You see the bigger picture. You’re the dreamer. You’re the Walt Disney of Disneyland. None of the workers actually knew what Disneyland was about when they were building it. Only one person really saw what it could be about, or the bigger picture.

And that's what you are, when you can build an internet business. Because technically, it can frighten you and you think, "I don't understand it. I don't even want to know anything about the programming, search engine optimization. That is a terrible subject. I hate search engine optimization. No interest whatsoever."

That doesn't stop you, because you just need to know that's important. If the big guys say that's important, good. I don't want to know about it, I'll get someone else to do it. And the thing is, you can actually make your own investment and you can adjust your investment as you go. You don't have to spend huge money right up front, just do the little pieces as you go.

The great thing is there's a ton of university and college students out there who are strapped for cash, who are very smart about that sort of stuff, who will actually do the technical things for you very cheap. Right? You're paying 15£. To me, what a great investment to have someone take care of that technical stuff.

Alan: That's right. And you can go to these places like eLance or the colleges, and you can get it all for virtually nothing.

I think it's important, but just to really emphasize the fact that you don't need to know everything at any point. You really don't. Even at my stage now, if there's something I don't know, what is the solution? Do I spend a month learning it or do I pay a guy a few quids to do the job for me? Can I just pay somebody to do it?

You just really do not need to know these things. And that is why these seminars are so good. People say, “Well, you learn all this and you never do anything,” and all this stuff. I have to think before, when you were talking about like-minded people and family, people like us, the problem we’ve got is we’re still children. We’re still dreaming like kids. And kids don’t see obstacles or anything. And neither do we.

And that’s why our families say to us, “Can you get a real job? Can you get a job in the office and eventually become the director or a CEO, or whatever?”

But we’re dreamers, and that’s why these things are so good. I don’t mean this in a horrible sense, because I am a big dreamer. I don’t mean the mix of people who just daydream all day and do nothing about it. These are the people that dream and the outcome is what they dream.

When you’re in those events, in those environments, it’s really exciting because that same infectious, dream-like state that people have rubs off on you.

So there are fantastic things to go there.

Brett: When you said that, without realizing because you weren’t here for the first part of the talk, but point number one was to be a dreamer. Point number two was to be an action-taker. You just confirmed that.

If you're listening to this, folks, it does show that these are true principles here that you need to adopt. So thank you for that, Alan.

Alan: Yeah.

Brett: Let me give you point number five, Alan, which I think really does tie in. You need to be crazy about learning, absolutely crazy about learning.

#5 – Get Crazy About Learning

To some people it's like, *“Oh, yuk! I just want someone to do it. I just want it done. I don't want to learn this stuff.”*

Uh-uh. That's not going to happen. You don't have to do the stuff technically, but you've got to be crazy about learning. And we've all been in school, where learning was not made fun, generally. Not made fun.

So taking a textbook home or a novel home, I never finished a novel in school. Whether it was Shakespeare or the Canterbury Tales, I just didn't finish anything. I got about two-thirds of the way through because I was constantly forced to do it. I didn't want to do it, because I just didn't enjoy it. So that was my problem. It wasn't the teacher's problem or the school's problem, it was my attitude problem.

But the bottom line is that was the fact. That's what happened.

So when it comes to learning this sort of stuff, you've got to take a whole different attitude. And that's where when we talk about point number one, about the dreaming coming in, that's when the learning starts to get exciting. Once you see that dream, that big picture, suddenly you ask, "How can I get it?" Bang, I'll just read these books or watch that video or attend that seminar."

The events that we hold, people are there for the two and a half days, or three and a half days, depending on what sort of event, and they sit there and they take it on and they watch it and they learn and they sit there the whole time.

I ran a session on the Sunday morning at 8:00 a.m., on a Sunday morning, expecting maybe half the room to turn up. Bang, at 10 to 8:00, every single seat was full.

The question is what were you doing on a Sunday morning? What was most of the country doing on a Sunday morning?

These people are in there, either giving a seminar or sitting learning at the seminar. That's being crazy about learning, because you know where it's going to lead.

The good thing about these guys is that generally they make it fun to learn. So it is actually exciting. And the whole internet thing is exciting, once

you really start to understand it. So I think it's an important topic you must cover for learning – constantly learn.

Don't just say, "I'll learn how to use the internet or I'll learn how to turn the computer on. That will do me." Usually, you want it to be more anyway. But generally say, "I'm going to do the step-by-step. I'm going to learn, and learn for the rest of my life."

The oldest person at our seminar was 70. A lady of 70 years of age. She's coming along to learn how the internet works.

Goodness, I've got friends who are in their 30's who still do not want to learn anything about it. That's the difference. And the results are going to be much, much different, as well.

Alan: I think you're right there, Brett. I think when you're in school or college or a university, it probably appeared, because of the age and the maturity I was at that time, that we're not really learning for purpose.

But when you learn for an actual purpose, that is when learning becomes fun.

I don't even know if learning is the right word, really, Brett. Because we're not learning in a traditional sense, we're learning because we want to go somewhere.

If you need to achieve something, you need to travel somewhere. You have to learn a direction to the route you're going to take and everything else.

From that, sitting and going through the map and everything else, you're learning with a purpose then. When you're learning for a purpose, that is when learning becomes exciting.

I was like you. I never read a book at school. I never did anything. It's like I walked out of school when I was 15, and didn't even sit in exams. Now, I'm proud of that. I'd never tell my four kids that, because they'll be doing the same.

The point is when we start to learn and there's a purpose behind it, like you've mentioned, that is when learning really is valuable.

Brett: Absolutely.

Alan: So, point number six, Brett?

Brett: Okay. This is critical, too. It's sort of a sister to the learning part. Number six is ask questions of experts.

#6 – Ask The Right Questions, But Ask Them Of Experts.

Ask questions of experts, not those who don't have a clue.

The quality of your questions determines the quality of the answers. I want to ask you, I'm talking to you at home right now, when was the last time you actually sent an e-mail off to one of these experts on internet marketing? When was it? Have you done it at all?

Then again, when was the last time you asked a friend or a family member a question about it, too? If you've asked more of your friends and family members than you have of the experts, where do you think those answers are taking you?

It's like wanting to know how to play baseball and you go and ask somebody who is a professional at golf. The answers are totally different from a golfer than from a professional at baseball. Would you agree with me there, Alan?

Alan: Yeah.

Brett: Want to play cricket? Then go and ask a guy who's a cricket coach, "How do I play cricket?" That's the difference.

You can ask as many questions as you want. But if you're not asking them to the right people, you're going to get the wrong answers.

You can go to someone like you, Alan, or Ted there in Nashville, and ask a question. And they would give you the exact answer right back at you, within a minute or two, that applies to your situation so you can go apply it straightaway. And that's the difference.

When we hold these seminars, we get what's called a stage rush. After the speakers talked, spoken, he's said his goodbyes and thank you's, people rush to the stage.

But in a crowd of say 300, maybe 20 people rush the stage at any one seminar. That's generally the ratio. They want to say, "Hi, good day, mate." And guess what? They've got questions? They've sat there for an hour, heard what the guy had to say, and then they've got questions immediately. "I want to ask you this." That's the difference. That's the absolute difference. And asking the questions of those people gives you those answers which you really need.

Ask questions of experts.

Alan: That raises an interesting point as well, Brett. Are you saying that anybody listening or returned in a seminar should feel comfortable asking these experts because, as we know, some people also will feel a little bit in awe of someone on a stage.

So are you telling people, "Just go ask them?"

Brett: Yeah. And if you do have the confidence to do that, fantastic. If you don't, there are other options you can do.

But if you go to a seminar like that, you are paying those people to get up onstage and teach you. They are your teachers. You may actually hold some of them in a very high regard or they maybe intimidate you. When

I'm onstage, I try and make sure that people know that I'm accessible the whole weekend.

So you don't have to ask them onstage. These guys are here for the whole weekend. I always say tackle a speaker in the corridor, as they're going back to their hotel room, as they're going to the toilet. "Excuse me, can I ask you a question?" That's why they're there for the whole weekend.

Definitely, you must do that. You must actually go there, expecting them to answer your questions, and demanding it. Because that's what it's all about. Absolutely, Alan.

Alan: Yeah, that's right. And I think, as well, even sometimes I know I've done this myself in the past, it's the why that goes with it when you get an answer. If you're not sure of the answer, you've got to ask why. Get them to break it down.

Like you said, these guys are being paid to answer these questions. So if you don't understand it, keep asking it until you understand it.

Brett: Also, Alan, they love doing it. Most experts, they're not some prima donna who is too big for their boots. We all know about them. If they don't answer the question, that's their problem. You'll never go to their seminar again, or read their book or watch a video.

But most experts, I've always found, they're like, "Okay, what have you got? What have you got for me? I'll answer your question. What can I do

for you?” That’s the usual response. They can’t wait to answer your questions. They love the subject. They love being there. And they love giving you their advice.

So it’s actually a pleasure, for most of them.

Alan: I can tell, by experience, it wasn’t a pleasure for me recently, when I was in a lecture in Latvia. When you’ve got 1,000 Russians asking you some questions in Russian, it was pretty difficult, I must say, when they’re doing their translation.

It is nice. It is a thrill that somebody thinks that you’re knowledgeable enough and you’re an expert.

Brett: You were probably making more sense in Russian than you ever do in English.

Alan: That’s probably true. Alright, should we go to the next point, quickly?

Brett: The last point. The last point. Number seven is this: this is what all these experts do, how they get the success that they have, and all these websites that make money, that you hear about and they tell you about, is they test and measure.

#7 – Test & Measure

This is so simple a principle, but so many people forget about it. Let me tell you about it.

They test, and they may have a product idea that they really want to sort of find out whether people want to actually buy it or not. So they don't run it out to everybody, they test and measure it.

Earlier, I talked about finding the marketing first, the product second. So they might find a market and they might just write a sales letter or they might send out an e-mail to their database, and just gauge the market by testing the water. Is the bath hot enough for me to get in, or is it too cold to get in? That's testing and feeling what the market's saying.

And that's opposed to getting your product up and running, spending thousands of dollars or thousands of pounds on it, and hoping it's going to sell.

That's the difference, by testing and measuring.

For instance, what I actually did before this last seminar that I just did, two or three weeks before that I actually put the information to a test. I set up a website, I found a market, created a product for it. In fact, I did no work on the product whatsoever. It was an information product. I did no work on it. I had someone else do all of the work. We put it up on a website and we tested the principles.

Let me tell you, Alan, that actual product is selling now and earning me \$500 US a week.

Alan: Wow!

Brett: So let's just recap. I did nothing to actually try the product. All I did was write the letter on the website which actually sells it.

I did nothing to actually create the product, wrote a letter, but I also found a market beforehand, too. That was the smart part. And now, it's working on virtual autopilot, around \$500 US a year. So that's about \$26,000 a year in income, testing and measuring.

What would you do right now, at home, to get a \$26,000 raise at your job? Or what would you do to make that income in your business? What could you do with that \$26,000 right now? And that's the thing.

By testing and measuring, let me explain that a little bit more simply.

Let's say you have a web page. And the way to actually sell any information product – and you should be selling information products, whether it's audio, video or the written word – the way to sell something is to have a letter on a web page. That's all you need. No bells and whistles. No fancy graphics. Just a letter. The same you'd write to your cousin, your friend, your grandmother. The same sort of letter, a nice, personal letter.

What you can do is this. We'll put a headline on the top of the letter because 80% of people only read headlines. So if you don't have a headline on your letter, you've lost 80% of your market before you actually start. And we would have a headline for one month or one week even, Alan. And then the next week we'd test that headline. Then we'd change that headline to another headline that would say something different.

One headline might say, **“Who Else Wants To Make Money From Woodworking?”**

The next week it would say, **“ Warning: Don't Do Anything To Make Money From Woodworking Until You Read This!”**

That's the only change. That's called testing. The measuring is when you actually count the sales that the first headline brought in, and then count the sales the second headline brought in.

But here's the thing, Alan. You might find that the second headline brings in two or three times as many sales. And if you hadn't have tested the second headline, you would not know about that. You'd be saying, “Well, I just get one sale a week from this website. That's all it does.”

Changing the headline, suddenly you get two or three. Now, that is powerful.

All of these experts, you do it, Alan, Ted does it, all the experts test and measure.

So it's almost like a lifelong principle. Every time they get a product and they want to sell it, they would run a campaign. Then they're going to adjust it and test and measure, and test and measure constantly, just little changes here and there, and that makes a difference. That's why you cannot compete with them. If you're not testing and measuring, you cannot compete with them. They're out-marketing you in a scientific way, and that's the simple principle.

Alan: Yeah. I can share a very recent test I've been running on one of my other websites. It's actually price testing, Brett. There are a few tweaks on this page. It's a long page, but it sells a manual, a 300-page digital manual.

Just before I went to France, sometimes you spend a lot of time on these things, and I've already tested this before. But I don't feel the pain enough, so I'm going to increase the price and go up to 300 pages, because it's a progressive manual.

So I thought, "What I'll do is I'll change the price from \$147 to \$247. That was dollars. \$147 it was.

So I changed the price from \$147 to \$247. At \$147, the most among there sold 10. On the average day, it was anything between three and seven, every single day, \$147.

I went away to France for a few weeks. Before I went to France, I put it to \$247. And up until last week, do you want me to tell you how many books I've sold?

Brett: Please.

Alan: One. Just one. Massive difference. And that test shows that that particular market has gone beyond its price range.

So when you and Ted and Tom let me have a little bit more time, I'm going to go back and solve that problem.

But I thought it was worth mentioning. If you do a test on a page, always save the old page. Don't overwrite it. Your existing page, which is doing really well, we'll call Index1. And then the next page would be called Index2. And then you would run your second index instead of your first page.

But don't delete the old page. Just keep it, so if the test fails you can drop it back in again and start running the old campaign.

Brett: Some people might have said, "You increased the price, so of course you were going to get less sales." Is that always the case, Alan?

Alan: No. I can tell you something directly related to this, Brett. It was interested in one of your earlier points you wrote about.

I tried the internet marketing field myself, which was a complete disaster. Never sold a penny. As you know, I came from a hairdressing background. I don't want to go in too much, because it's not my interview. But what I did was I developed some programs. When I say programs, hairdressing salon management programs that a salon owner could print off and put into practice straightaway.

One of the early ones – because there was three – was called “How To Get More Clients Into Your Salon Fast.”

Now, the very latest manual is now called Salon Calling Builder, which is about managing an appointment book and the whole salon.

Now, that new manual is just basically a much bigger, deeper version of that original one. The original one was \$19.95. I used to sell them every now and again.

But \$147 was a bigger version of that book. And I've just told you, some days it was selling 10 a day.

So no, it's not always the price, Brett. If it's too low, sometimes you'll sell less. But you've got to find the right price for your market. It's as simple as that.

Brett: What you're saying, Alan, is you found that out simply by testing and measuring? So that is the lesson to take away from this, right?

Alan: That's right, testing.

Brett: You've measured and you now know what your market is prepared to pay. Fantastic.

Ted: Indeed!

Brett: That's the seven points I think you should have, folks. I might just recap on those.

The first one is be a dreamer.

The second one, be an action-taker.

Third one is look for markets first, your products second.

Number four is don't worry about having to know everything. Someone else can do it for you.

Five, be crazy about learning.

Number six, ask questions of experts, not your dummy friends.

Number seven is test and measure.

I have an eighth point here. Let me just add this eighth point in for you and just get Ted back in to close off.

The eighth point is have fun, for goodness sake. When you're set up in a job, generally jobs are serious. You've got to be there on time, you've got to wear a uniform, and you've got to act a certain way and toe the company's line.

Guess what? On the internet, there are no rules against having fun. Like you can wear what you want. You can virtually get on the phone and chat with your mates, if you want, You'd have the time to do that.

It is actually fun. You can come to these seminars and not be the computer geek, if you don't want to. You can just be yourself and have the fun that you want to have. And that's actually very hard to give yourself permission to do that, sometimes. That life can actually be fun, you can actually see the funny side of everything, if you want to.

Once you start taking control and having an income on the internet, which is automatic, which is 24 hours a day, like right now we're doing this conference and I'm at home, you're at home, Ted's at home. I don't know what you're wearing, Alan. It's probably nothing, as usual.

The fact is you can wear whatever you want. There's just little elements of your life which can be much more fun, and it makes the whole process worthwhile.

Ted: I'll tell you what, Brett McFall, thank you very, very much for those insightful... we started off with seven but they turned into eight points.

Brett, if someone would like to get a hold of you, how's the best way they can do that, since you have encouraged them to ask questions of experts?

Brett: What they can do is simply this. They can go to <http://www.brettmcfall.com>.

That's my website. You can send me an e-mail. And hey, I'm here just like all experts are. We get a lot of e-mails. But I'll tell you what, I answer every single one of mine. And if I don't do it within the first five minutes, please don't try and kill me. But I will get back to you. I answer every single e-mail I get.

Ted: Excellent. Thanks. And Brett, thank you very much for delivering the knock-down, insider story of scooping off the easy, brain-dead internet income. And you, indeed, did share everything that we need to do, including the much often-looked testing and tracking, testing and measuring. Good.

Hey, Alan Forrest Smith, co-promoter of the event and especially the home host in the UK, thanks for being with us again today.

Alan: Okay. Ted, Brett, thank you.

Ted: This is Ted Ciuba, your host, saying, "Thank you for tuning in, folks." We are glad you could tune in, whether you're listening live or whether you're listening in the archives. We are delivering the goods to you on these World Internet Experts programs.

And, again, we encourage you to check out the World Internet Summit. There's one happening near you sometimes. There are a couple right on the immediate horizon.

You can go directly to the website. It gives you the full information.

<http://www.worldinternetsummit.com>

This Electronic book is published by WorldInternetSummit.com

© Copyright 2004 World Internet Inc. (USA) and World Internet Corp. Pty. Ltd. (Australia) All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the copyright holder(s).

Bonus

Click Here

to Download the MP3 Audio File

<http://www.worldinternetsummit.com/>