



World Internet Experts Series

How Non-Gurus Create Businesses On The Internet

With Brett McFall, Ed Dale, Frank Kern, Ted Ciuba,
Melinda Barton & Amy Roberts

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.

Brett: Welcome folks. We have a few experts with us today. First of all, we have the two creators of the Underachiever's System. First up is Ed Dale. He's here in Australia. He's going to give you some amazing things at the event, and also some good things on the call today. Welcome, Ed.

Ed: Welcome, everybody. Good morning for people in Australia and good evening for our US listeners.

Brett: We are joined by Frank Kern, who's in the United States right now. He'll be coming down to Australia in about four weeks. Welcome, Frank.

Frank: Thanks a lot, Brett. It's great to be on the call. I hope everybody's well.

Brett: We also have Amy Roberts, who is like a beginner, so to speak. She's actually been now making money on the internet for around about a year – and making good money. We'll talk to her in just a second. Welcome, Amy.

Amy: Good morning! Lovely to be here.

Brett: Thanks for joining us. And I'll just do a double-check, has Melinda joined us at all? Speak up if you have, Melinda.

Melinda: Good morning and good evening, everybody. I'm here.

Brett: Hey, fantastic. This is Melinda, Melinda Barton. You may have noticed her featured on the actual main web page at AmazingMum.com. She's got quite a remarkable story, as well, and we'll be talking to her about her own situation in just a few minutes time. You'll get a lot of pleasure from that.

Lastly, we have Ted Ciuba, live from Nashville, the country capital of the world. I believe he's wearing his big country hat, as we speak. How are you, Ted?

Ted: Doing great. And I am wearing it, of course. Good day, everybody.

Brett: That's a lot of experience on the line, folks, and you're going to get a lot of information from this session.

Here's what I want to do. I've actually taken questions from you, the listener, and you've emailed them in. I've actually got them here in front of me. We're going to do a few questions. We're going to do a little bit of chit-chat, because we want to explore some topics about what this is all about.

I want to ask Ed, first. Ed, you're first up. I want to ask you what is it, Ed, that you actually sell using this underachiever method?

Ed: There's two answers to that question. The broad answer is all sorts of little niche areas, of different sorts of hobbies and solving people's problems in people's areas, all sorts of stuff.

In fact, it may be easier to answer that question about what don't we sell, Brett. What we don't do is we don't do anything like selling licenses or multi-level marketing, or "please sell my stuff on how to make money, so I can make money."

All the things that we do, all the little categories, Mel's wedding planning and Amy's massage therapy success, are all little hobbies and areas. Frank's teaching your parrot to talk. All of these different things are all little, specific niches, which we've got raving enthusiasts in who are prepared to buy our product.

Brett: That sums up the market. And what would it actually be, for those guys who perhaps are wondering, Ed, what are you selling these guys? Are you selling them physical products, information products? What are you actually selling these guys?

Ed: When we started out, we were simply selling ebooks. And when I say an ebook, it's a little file that's downloadable on the internet. So it means that we don't have any stock.

So when somebody wants to buy our product, they pay us online and then they simply give us their credit card details and we simply download the file, and then they're able to open that file on their computer and go away and print it if they wish.

So when we started out, that's what we started with.

Brett: It's a book, as such, but it's just not arriving to them in a physical format. It's being downloaded to their computer. They can read it onscreen or actually print it out and read it on pages.

Ed: Actually, it's purely digital, which is the wonderful thing about this whole underachiever model is there's no physical stock to carry, which is very important. I'm sure there are a few people on the call who have been involved in small businesses, or maybe larger businesses, and know what a headache having shelves of stock is and what a danger that can be to your cash flow.

It's just one of the fantastic things about this whole business.

Brett: You run your business from home. Right, Ed?

Ed: Sure do. From where I'm sitting as we speak. Although, where I'm sitting as we speak is going to be demolished. But yes, absolutely, as we all do, I think.

Brett: That's probably one of the most attractive things, being able to run your business from home.

Here's a question I'm getting, and I might want to pose this one to Frank, if I can. And it's this: how do you create a product? How do you create an ebook when you don't know anything about it? Because you guys often tell people that you're creating products about things which you know nothing about. And the question is coming back, "How do you create

something, create an ebook about something which you know nothing about?”

Frank: Well, we just make up stuff. What we do is we find experts and pay them to create the product for us. Typically, we'll find a group of people who are experts and they will compete with one another over who can offer us the lowest price to make our product.

So personally, I never create product myself.

Brett: Okay, that's an interesting method. So you're going to create an ebook that you're going to sell on the internet, yet you're not going to write a word of the actual content?

Frank: No, not at all. If I were to write the book, it would take forever. And I think that probably goes for a lot of people.

A lot of us, at least me, cringe at the idea of having to write a book. It reminds us of school. Remember having to do reports and papers and all of that seemingly useless stuff they made us do?

We would sit there and analyze what we were going to do and obsess over it. And probably, the book would never get done.

But believe it or not, there are thousands of people out there who would jump at the chance and who would be thrilled to write your book for you, for a pittance. You can publish the book under your name or a pseudonym,

if you like, or do whatever you want to with it. It's your book, after that point.

Brett: Okay. So you can pay someone to do the writing for you, and yet you're allowed to put your name on it? And that's totally allowed, that's totally okay?

Frank: Yeah, that's absolutely fine, as long as you and the author agree that that's what you're going to do. This, believe it or not, is a very, very standard practice in a lot of different areas of publishing, not just what we do on the internet but in general. Lots of business books are actually ghost-written. That's what this is called, ghostwriting, where someone who's famous in business will come up with an idea, hire some intern or something to write the book, and put his name on it.

Brett: It's an amazing concept. Someone who's listening on this call is thinking, "Okay, now I can actually have my own book written and I could have it done by somebody else, and I can actually own the book and sell it. That sounds like a pretty good idea."

The question is what do we choose for a subject? Let me go back. First of all, where can we find that writer? And then we'll move on to the actual content of what we're going to decide on. Where can we find those writers?

Ed: You want to take that, Frank?

Frank: Well, yeah. There are a lot of different ways to do it. Let me backtrack just a little bit, and say that we don't just make books. An information product isn't always a book. As a matter of fact, if people listening to this call go to AmazingMum.com, you'll notice you can press some buttons and hear some audio. I'm assuming it's still up there on the site. I'm not on the internet right now.

Brett: Yeah, it absolutely is.

Frank: For example, some of the most expensive information products available right now are tape sets. You can deliver a tape set over the internet, without ever actually shipping the tape, by using the same technology that you guys use to make that audio play on your website.

So not only can you make a book and sell a book, but you can also sell audio that streams over the internet, and video.

If you want to get really gorilla about it or really do it in an underground, shoestring budget kind of way, you could actually call someone on the phone that was an expert in a particular field, interview them, record that interview, and then put it on the internet in the same way that you guys have put audio on AmazingMum.com.

I personally have a product in a market that I'm not going to talk about right now, because I don't want anyone copying it. I might share it at the

conference. But that's done almost \$20,000 in sales this month. And I'm definitely not an expert in that topic.

But that's one way to get a product made, literally in a matter of hours.

Brett: Just pause right there, Frank. You're saying you have a product this month, an audio product, and you've made over \$20,000 just in this month?

Frank: Yeah.

Brett: And it's all downloadable over the internet?

Ed: Yeah. And I can verify, Brett, that that's very underachiever.

Frank: Actually, that's a lot. I'd like to say that I just am a genius or whatever, but I followed the process that we always do and I found a market that's a lot more responsive than I thought they were. That doesn't happen all the time. But I'm not complaining.

Brett: Yeah. I'm sure it must be hard for you to live with yourself, making \$20,000 in a month, Frank.

Frank: This is the 16th, so yeah, the month isn't over.

Ed: You can also charge a bit more for those products, typically, I think, as well.

Frank: Yeah, you can. You can have a higher perceived value. I didn't really want to sidetrack that much on that, but it doesn't have to be a book, is what I meant.

Brett: That's good. That expands it for our listener, expands it so if writing scares them a bit or they're not that interested in that but they're perhaps good on the audio side, that makes a whole new product available to them.

Talking to someone over the phone, recording it, is something we can all do. We all talk on the phone every day. That makes it very accessible.

Frank: Yeah, it's pretty simple to do. There's no excuse not to, actually. I should probably do it more.

But to answer your original question about getting the book made, there are actual communities on the internet where authors – we'll call them ghostwriters – hang out and wait for people like us to come and ask them to write a book.

One of the places that we use, I'm working on a project right now and documenting every phase of it so I can share it with everyone at the conference, the service that we use and author that we found, we did so on a website called eLance.com.

Basically, all you do is say, "Hey everybody on eLance, I'd like to have a book written about chicken farming," or whatever. Whatever you want to

have it written about. “Who wants to do it for me?” And you’ll have all of these people bid on how much they’ll charge you to do the book.

And because it’s a competitive environment, you end up getting a pretty good deal most of the time. Sometimes, they’re expensive. But usually, I typically try to pay no more than \$500 for a book.

Brett: That’s incredible, I think, to have a book created for you for \$500, and it’s yours to own and make money from for the rest of your life. That is truly amazing.

And guys, this has never really been available. Only since the internet’s come along have these sort of tools been available to the average person. Is that a correct assumption?

Frank: I would say that it was. I haven’t actually been paying attention since before the internet came along, because I’m fairly young. So it’s been as long as I can remember having anything to do with business, the internet was around.

But I don’t see how, without the internet, anyone could find the community of ghostwriters that would chomp at the bit to create a product for you – especially people all over the world.

Ed: I think what’s amazing to me – and Frank, let’s turn the tables on Brett here for a second and start interviewing him, because we’ve been doing a bit of an experiment this week – we’ve been trying to set world

speed records for creating underachiever sites because a number of people have asked us the question, “Hey, how quickly could you actually put these things together?”

I think we’ve done two projects which will reveal the actual nature of it. We’ve been videoing every single step of the way, so you’ll be able to actually look over our shoulders at the conference and see every step of the way.

But Brett, we tried something different. I said, “Why don’t you do it?”

Now, when we went to eLance, which is the site with the writer, we actually found a writer – and this is the thing that’s amazing, Frank, and would have never existed before the internet – I think in both of our topics that we’re using for our Speed Underachiever are actually experts in the area of each of these topics.

Now, how phenomenal is that, Brett?

Brett: I am truly amazed by it. This is actually the first time I’ve used eLance.com. I’m astonished. I absolutely feel, now, that anyone, including my mom and dad, who I just showed them the internet about a year ago and they’re starting to get up to speed, I actually believe that they now could actually do what we’ve been doing for the past two days. I actually have someone writing them an ebook right now.

Ed: So we've been able to come up with some ideas for a market, research that market, ask what that market wants to know about, work out that we actually can make some money in that market. How much did we spend, Brett?

Brett: You talking about time?

Ed: Time was how long?

Brett: The time, I started it on Tuesday and today I'm actually ready to select the writer. So we have all of the feedback of what people want to know. We have the topic, of course. And then we have basically a writer, we just need to give the go-ahead to go and create the actual ebook.

So time-wise, we're talking three to four days.

Ed: And how much money is this going to be?

Brett: At last check, it was \$7.37. So I'm going to get a line out to pay for it.

Ed: You had to mortgage your house?

Brett: So \$7.37 is all I've spent so far, and I'm as excited as hell. I think it's fantastic.

Ed: It's pretty amazing, isn't it?

Brett: Yeah, absolutely.

Frank: I think I might have blown the budget. I spent \$105.

Ed: As people will see, that's for a very good reason. That's for a very responsive market.

Frank: Yeah, I had no idea. In 24 hours, I had 2000-some odd people go to my site and look at it and express an interest. So I was really shocked that they were that responsive. So I was happy to have spent that much money, that quickly.

Brett: Let's just make this very, very simple for our listener. What we have created – and we have to keep it secret right now, because it's in the middle of the project – we've created a very, very simple web page and we've created a little ad, which gets people to go to that web page. And they give us feedback and tell us what they want to know on a subject. We've taken that feedback, and now we've hunted for a writer to actually answer all those questions, all the things that people want to know. They've got a writer who actually wants now to answer it for them. And this is where we're up to, right now, in the project.

And this is the process that you would go through, if you were going to undertake this sort of system yourself.

Ed: And I don't think I've ever listed a project on eLance – because there's only thousands of ghostwriters out there – who hasn't actually been

either passionate about the hobby or interested in what they're writing about. So you're getting a great writer, plus somebody who actually can really add a lot of value.

Brett: It is, it's just fantastic. We have two ladies on the line. I really want to break for just a second, because I'll probably talk to you, Amy, first up.

I want to ask you, Amy, you're not one of these guys who teaches this stuff. You've actually done it and you're actually making money from it.

Amy: Yes.

Brett: I've got so many questions I want to ask you, so I can give our listeners some good information. But very briefly, how long have you been doing this, Amy?

Amy: Since last year, now about 14 months, roughly.

Brett: Okay, 14 months. Fantastic. When you started, how much did you know about the internet and computers?

Amy: I was just a very, very basic user. Basically, I come from a small business background, so I knew enough to kind of get by and I knew what Google was. That's about it.

Brett: Okay, so that's an okay start.

Amy: Well, it's not fantastic.

Brett: Many of our listeners are actually probably in a similar position to you. And they're thinking, "How do I do this? How do I do it?"

Okay, so you had virtually no experience. A little bit of Google, a little bit of email. And you now have your own product, your own website. And you can feel free to actually let people know about that website address, if you like, on this call.

Firstly, what is your product?

Amy: My product is an ebook, and it teaches massage therapists how to get more clients in their business.

I kind of took the easy way out there and did something I knew about, because that was kind of my safety net, if you like. I just thought, at the time, "Just in case this doesn't work, I'll just do something I know about." And I laugh now.

Brett: So how has that gone for you? How has that product, that website gone for you in the past 14 months?

Amy: Well, to sum it up pretty quickly, I don't have to work anymore.

Brett: So you've given up your job inside 14 months?

Amy: Yes.

Brett: And I assume it's because you've made enough money now to cover whatever you were making for your wage.

Amy: Well, absolutely. Basically, I got to the point where I decided why am I still working? I don't need to. It feels a bit funny saying that, because I don't want to show off or anything like that. But it really is true. This is a passive system. This is a passive income. And I want to stress the word "passive," because you make money online, while you're doing other things in your life.

So it doesn't matter whether you're working, whether you're lying on the couch, whether you're at the beach. Sales still come in. And that's the beauty about this.

Brett: That's exciting.

Amy: That's why I love it so much. That's why I'm on this call, to help people feel more confident.

Brett: So do you think that anybody listening to this call could actually do the same as you have?

Amy: Seriously, I reckon kids could do this system. It's the most amazing business system I've ever come across. As I said, no matter what I do in my life, I still make money, which is incredible. And a lot of people don't believe it, because we have been taught that in order to get money you have to work for money.

Well, I'm going to challenge that now and say, "That's not actually true. There's this way instead."

Brett: So you can actually make more money by working less.

Amy: You can actually make more money by doing nothing at all, Brett.

Brett: Okay, let's really tell our listener, what sort of money can you earn?

Amy: I've heard people earning, as Frank said, earning \$20,000 a month. I don't earn that much, but you can earn anywhere between a few thousand and \$20,000, even more.

Once you duplicate this system, what's to stop you from really earning anything you want? I don't know. There's no limit, really.

Brett: Even if you just earn an extra \$200 to \$500 a week, if you're listening to this, how would that affect your life? Would it be okay just to earn that sort of money from a website that virtually costs you nothing and requires very little time for you to earn? And that's the exciting thing. Don't you think, Amy?

Amy: Oh yeah, God yeah. Say, for example, if you had an expense like a mortgage, and your goal was just to kind of pay for that mortgage, all you have to do is have one internet site, one ebook or whatever, making you enough money to cover your mortgage. Then your mortgage is covered. Done.

Brett: Or even a Mercedes or a BMW. We know Frank lives a very flashy lifestyle, and he'd have all those sort of things happening.

Frank: I don't live a flashy lifestyle, man. Come on!

Ed: You do, too.

Frank: I just like nice cars. That's all. I don't drive them, though.

Ed: Actually, to be fair, his favorite car is his Scrambler Jeep, which is your favorite.

Frank: It has an insurance replacement value of \$500. I checked. So I don't know how flashy that is. I drove around in that thing today.

But yeah, I totally agree. And some sites will do better than others. About the \$20,000 a month thing, I probably should clarify that that doesn't happen a lot from one site. I should also clarify it's the 16th and it's made \$20,000, therefore one would logically assume at this rate it will do about \$40,000 for the month.

But there was a little bit of luck in that one. Most of the sites that I set up, I'll be really happy if it makes about \$1,000 a month. Because the truth of the matter is you can make another one.

We're brought up, if you've been in business a while, to believe, "Well, I've got to build this huge business. I have to go out and get all of these customers and build this really giant company."

But with the methods that we're using, you can do that, if you want to. In the case of the site we're talking about, I kind of stumbled into it. I'm certainly grateful that I did.

But the methods we're using, you can build one site, it might make a couple hundred dollars a month, it might make \$1,000. And if you have a short attention span, like me, you can just make another site about a completely different topic, and now you've got two sites. And if they're both making money, then your profits continue to grow.

Brett: And just to be in business and actually making a profit is a triumph in itself. I don't know what the stats are in America, but here in Australia, in the next five years, 80% of small businesses will be out of business because the costs are so high.

Frank: Read the newspaper over here. They pretty much tell you that within any minute, we're all going to die and the economy is just going to implode, and we're going to be eating cold soup out of a can. I don't believe that. But that's the general climate over here. I think it's media hype.

Brett: And being in business is hard enough. And the good thing about you guys is you've actually got businesses which are making profits, at least. So that's the triumph.

What we're talking about here is making an extra \$1,000 a month in the bank account. How would that help you out? What if you could create another two, three, four of those websites, all pulling the same sort of money? And that's where it gets exciting, and that's where the real freedom comes in.

But here's another question I've been getting, folks, and I'll put this onto you, Ed. Isn't there too much competition? Isn't there just millions upon millions of people on the internet, millions of companies on the internet trying to sell? Isn't there just too much competition for a little person, from home, to survive?

Ed: Yeah. That's rubbish. That's the short answer.

The longer answer is who, on this call, has heard of Magic The Gathering? Now, I'm checking unless you are a super-nerd, like I am, you probably haven't.

For those of you who haven't heard, it's a card game played by both teenagers. It's sort of like Dungeons and Dragons meets poker. There's a \$3-million pro tour. So there are actually people who play this card game professionally. And it's a massive industry. There are six-million players

worldwide. Yet, I'm thinking that there might be three people on this call who have even heard of it.

And that's just an example of one niche where selling an information product that is doing very well, that most people haven't even heard of. There are so many areas, so many different niches.

And then within categories, there are so many different ways to tackle a particular category.

And here's the other thing, Brett. If that argument held true, I imagine they're in Sydney or with Ted in Nashville there, or Melinda out of Milton, you'd only have one car dealer in your town and you'd only have one real estate agent, and you'd only have one supermarket.

Obviously, I'm being a tad facetious. You don't, do you? There are multiple real estate agents. There are multiple car yards.

In fact, part of the Underachiever's System, here's a nice little secret for people, part of the Underachievers is that you want to see competitors. You actually want to see competitors.

It was so funny, when we first started out, when we first started doing our research. Melinda, do you remember this, when you first discovered that there was a competitor to your product?

Melinda: I do.

Ed: What emotionally did that do?

Melinda: I thought, “This is it! I can’t do this product because somebody else out there has got the same information.” And Ed just said, “No, competition is great. What are you so worried about? We need competition.” And he was right.

Ed: But there’s no competition in America. Good thing we didn’t stop, eh?

Melinda: Oh, I know. I was absolutely horrified. I thought, “This is the end.” Thank goodness, it wasn’t.

Ed: The thing of it is if there’s nobody competing in a market, you’ve got to ask a question, “Well, is there any money to be made there in the first place?”

And what people will learn at the conference is there’s a whole checklist that we go through which, as we discovered this week, doesn’t take that long to work out whether there’s a market. And part of it is we’d like to see a little bit of competition. We don’t want to go into the ultra-competitive markets. There are a lot of people, for example, in internet marketing, for example, how to market stuff on the internet like we’re talking about today. That market is for super, super-clever people who work 22 hours a day. They’re crazy.

You don't want to go into those sort of markets. You just don't. You want to stay right away from them. You want to go into markets where they haven't seen the type of marketing that we will be teaching on the weekend, they haven't seen the sorts of sales where there's a Brett, they haven't seen all these sorts of things.

When we arrive into that particular market, really, we don't have to be that good. We don't have to be that good at the marketing. None of sales pieces, I don't think, would be considered masterpieces, but they do the job and they get the sales.

So to answer the question, Brett, for a start, competition is good. Each market supports multiple product. In fact, Brett, our particular topic that we're doing for people, to show them exactly how it all works and hopefully we'll have a few sales by the time we get to the conference, there are many competitors in that market. Isn't there?

Brett: That's right. I often ask people this. It's like if you like pizza, do you just go to the one pizza store to buy your pizza? Chances are you'll go and eat pizza anywhere, and you'll try a few different places to eat pizza.

So if you've got a product, often people will actually want your product, your competitor's product, and your other competitor's product. They want them all, because they constantly want information about that topic.

The smart thing about what I think you guys do, Ed and Frank, is that you find that hot market first, so you know they're hungry for what you want to sell them.

So a lot of the old way of thinking about marketing goes out the window. The market wants what you've got to sell to start with. You're not trying to force yourself onto them, and you're not trying to out-compete your competitors, really, because chances are your customer will buy yours and theirs as a group.

Frank: I agree. And part of our process is to find markets where they're not only hot and responsive, but they're completely out of their mind. To qualify for being completely out of your mind, you have to be one of those people that just buys everything about the market.

Probably one of the most over-used but good examples is the golfing market. Probably 90% of the people listening knows someone, at least one person, that's a complete golfing fanatic, that has a little brass golf ball on their desk and a replica of the ninth hole at St. Andrew's golf course, and has all the magazines and their bumper says, "I break for birdies," or whatever.

Those are the kind of people we want to find. And usually, if you can find a group of people like that and then give them good marketing and put actual, enticing offers in front of them, instead of the usual junk that they're exposed to, you have a very, very good chance of having a

successful product and successful website on your hands – especially if you're armed with the unfair advantage of knowing what it is they want to buy in the first place, before you ever make product.

When you have that combination, it's really hard to fail. And yeah, sometimes we've launched sites that didn't do all that great. But most of the time, they work pretty well.

So we try to eliminate all the risk before we ever spend a dime and make any product, or before we ever commit any amount of time to it.

Brett: Very good. Listen, Ted Ciuba, are you still with us on the line?

Ted: Indeed I am.

Brett: Listen, I want to get your point of view on this, Ted, because you actually come from a slightly different internet background. Your experience in that area is just huge. But you're talking about making hundreds of thousands of dollars

What sort of things does a person like you want to know about this system or from Ed and Frank, and even Amy and Melinda? What do you want to know that you think people, who are perhaps in your position, who are perhaps a little advanced and they're not beginners, what sort of things do you think they'd want to know from these guys about this system?

Ted: Well, first of all, the genius of the entire system is based on finding out what it is people want. This is crazy. You go out on a hot day in July, or for you it might be in December, and you say, “What would you like? What would you like?” And they all say, “I would like an ice cream cone.” And you run over to the grocery market, buy ice cream cones, come back and mark them up 20%, 30%, and you’ve got it. That’s the pure genius.

But having said that, quite literally from a point of view where a person like myself sits, who indeed this is a genius system, but I am talking about a little bit more money.

On the other hand, I’m sitting here doing just a few calculations, Brett. And I say, “Wait a minute! Frank is making \$20,000,” and that’s the point on one side. Let’s just assume, and I’m going to assume a best-case scenario, I’m going to say \$20,000 and not \$40,000, which he might get, but let’s assume we had 10 sites going. That would be \$20,000 a month. That would be almost a quarter-million dollars a year.

There’s a lot of questions. They race through their mind, at that point.

How long would it take to put up 10 sites? Well, maybe the first one would take a few weeks, quite literally. Everything’s new. I’d like to know what the world speed record is, but I’m sure we’ll discover that at the event. But maybe you can get it down to one a week; meaning you ought to be able to get 10 sites in a year’s time.

What if they didn't earn \$20,000 each, \$240,000? What if they only earned half of that? That's \$120,000. What if they only earned half of that? \$60,000.

Most people could put up more than 10 sites and make a good, good income.

Now, \$4,000 from a single site is good. So we don't have to be talking about \$20,000 - \$2,000 from 10 sites is good.

Brett: Yeah, that's right. Absolutely.

Ted: But you could just go on and on. And again, the cost of doing this, I'm not sure \$105 that Frank talked about is breaking any advertising barriers. Although, I do prefer \$7.37 out-of-pocket.

Those are the biggest things. Any time any of us listen, at any point, we could comment like these ghostwriters, you can also, a lot of times, ask to read the first chapter so you make sure you're on target. Yeah, good. I can do this.

But the overall genius of this system, speaking as someone with experience, who's launched a lot of products – not all of which worked – is asking people what it is that they want, in a market that has got desires and simply providing that.

Frank, you've got it on that one. I'll tell you.

Frank: Yeah, we've had some pretty good luck. I don't want to be a wet blanket, or whatever that expression is, but I shouldn't have said anything about a \$20,000 site, because that's not a typical thing to have happen. I don't want to be one of those hypy guys.

Ted: What is typical?

Frank: My sites, typically, I'll bring in \$800 to \$1,800 a month. You hit the nail on the head by saying, "What if I get a lot of sites?" For me, that's always been the plan is to have a large network of sites that if they bring in a lot of money, fine. But the goal is to have them bring in some money.

I've been taught by some of the guys that I've studied under, that one is one of the most dangerous numbers in business. Selling to just one group of people.

Like if my entire income depended on that one site I was talking about, and those guys just quit having their passion for the topic of that market or they decided they hated me or whatever, I'd be out of business.

So I tried to build a company or a business or whatever you want to call it, where I have lots of different highly-diverse markets.

So if I have a project or a website that runs its course and stops working, that's okay. I've got these other 35 sites over here that are still bringing in money, and I'll just replace that other site when I get around to it. That's the sort of situation I want to have set up.

Ted: Can I ask you a couple more questions there, Frank?

Frank: Yeah, absolutely.

Ted: The average between \$800 and \$1,800 is about \$1,300 per site. If someone was to have 35 of those sites running, would they be looking at about \$45,000 a month?

Frank: Whatever 35 times \$1,300 is.

Ted: Try \$45,500.

Frank: Yeah, I guess so. All of them aren't going to do that. I'm so leery of coming across as one of those hypy kind of guys.

Ted: I didn't meant to put you on the spot on that, either.

Ed: Can I talk about it another way, guys?

Ted: Yes.

Ed: And let me ask in the best way I can think of. Melinda, we haven't formally introduced Melinda onto the call yet. But Melinda, like Amy, has done really well with one site.

I think the problem people run into when they hear about doing 10 sites or 15 sites, I'll use the cricket analogy and I'll do the baseball analogy for our US listeners.

In cricket, we want to be the guy who is hitting singles. We just want to get the singles and a couple runs. We don't want to be hitting boundaries and crushing over the fence, so to speak.

In baseball, we just want to be making those singles as well. We don't want to be hitting homeruns. We just want to be consistently knocking them out.

Sometimes, like happened with Frank and happened to me, you might actually hit a homerun by accident. But that's all it is, guys, by accident. What you want to be able to do is do your first one.

Melinda, let me ask you. What difference has it made to you, in your life? I forget what your first check was. Maybe you can remember. But when that money came in, what difference did that make to you?

Melinda: It made an amazing amount of difference to our family. Like Amy was talking about before, we had a mortgage, we had a car loan, we had bills coming in. I just had my second baby, and I was seriously considering going back to work full-time because that's the way we'd have to make ends meet.

By having this site up and running and I make anywhere between \$2,500 and \$3,500 a month, it's gotten rid of a lot of debt. It's made an amazing difference. And that's with one site.

And I can see that if you did have more of these sites up and running, you could. But to me, I only need the one site. But it is definitely something that I'm looking to in the future, to have more of these. Why wouldn't I? I could use more money.

Ed: That's right. And now you understand the process. It will be much easier to do the second time around.

Melinda: Oh, it's such a simple system, and you can follow it the way that I've been taught to. I know that if I wanted to start one tomorrow, I could. I know the system and I know exactly what I have to follow to do that.

Ed: I think Ted pointed it out, that the real trick is we've identified if he's made a contribution to working out how to make some money online, it's this concept of actually picking the market first and then actually asking that market what they wanted.

Because that's exactly what we've done and what Amy's done, in terms of creating a market.

Now, what you can choose to do, and this is a choice for you – and you've got to start somewhere – the choice is you can work and develop a business on one site. You can absolutely do that.

The other model, which is the model that Frank and I are pursuing now, which is doing multiple sites, you can also do that model, too.

But we want you to come to that weekend and go away from that weekend absolutely knowing with 150% certainty that you're absolutely going to be able to go away and produce one of these sites and generate some income.

I think for most people listening on the call, certainly for me, even if it made a couple hundred extra bucks a month, that's going out to a fancy restaurant, that's maybe paying some kid school fees, that's paying for part of a car or part of a mortgage. It makes a big difference to people, Brett.

Brett: Yeah, absolutely.

Frank: And it gives a good Christmas. I was talking to my stepfather about it, and I showed him this process. And he's 62 this year. I helped him get a site up about a market topic that he has absolutely no interest in at all. It's ferrets. Do people keep ferrets as pets down there? They do here, too.

We've found other people, not a lot of people, but some people were searching for ferret stuff online. We figured out what they wanted to buy, had a product created for them on eLance, and he copied one of my website sales letters, which was not about ferrets, but he just kind of replaced certain words with the word "ferret" in there, because he's not a good sales letter writer.

He was moderately interested in the whole process, and he put a site up and put some ads up. And I kind of forgot about it because I kind of got

sidetracked doing my own thing. And I asked him about it a couple months later. I said, “Hey man, how is the ferret thing doing?” He’s like, “Oh, it’s doing alright. I make about \$200 a month from it.” And I was like, “Gosh, I was really hoping that would be a big winner,” just because I helped him with it personally and everything.

I said, “How much traffic are you getting? Why are people not buying and all this kind of stuff that normally you would pay attention to?” And he said, “Well, I have no idea. I really forgot about it, and I haven’t done a thing since you and I last worked on it,” which was like put up the site.

The bottom line is my step-dad’s pulling in \$200 a month without doing anything at all. He literally couldn’t even log in to his credit card account to see how much sales were coming in every day, because he forgot the password. This dude is totally not paying attention.

This is why I love my stepfather very much. He said, “\$200 a month is nice and all, but it’s not going to change my life. But what I’ve decided to do with the \$200 a month is put the checks away in another account and just use the money at the end of the year and buy something for your mother for Christmas,” which I thought was really cool.

Every little bit helps. Every little spare bit of income helps. Ted, when you were saying an average site, what’s successful, I consider even \$200 a month to be successful. At the end of the year, that’s \$2,400. That makes a really good Christmas for your family.

For the record, he could make a lot more money if he paid attention to that market and actually tried to write better sales.

Brett: Well, that's making money by default. I'm sure, hopefully, our listeners would want to do a little bit more work than that because it definitely would be worth their while.

When it comes to the income – and I'll perhaps go to you on this one, Ed – is the income consistent or does it fluctuate every month?

Ed: Oh, very much so. The answer is it depends. For example, with Mel, a lot of people propose around Christmas and Valentine's Day and holidays. So you tend to see spikes around then.

Amy, yours is pretty consistent?

Amy: Yeah, mine's pretty consistent. I actually have now a column in one of the major massage associations. When that ezine goes out, I can make \$10,000 an hour.

So I always know when that newsletter goes out, because there will be a massive peak and then it stables out again.

So yeah, it can, depending on what's going on.

Ed: Yeah, exactly. Trout fishing. That's gone crazy right now because, in the US, it's trout fishing season. It goes dead quite in the middle of the

American winter, in December. And it's an interesting little point for everybody on the line from Australia. Most of the products that we create – in fact, all of the products we create – are targeted to the American market. That's actually very important, because the size of that market and the scale of that market is so much bigger than Australia.

If we make sales in Australia, it's by accident. Anything that we do is about targeting the rest of the world. So that's where the big market is. Just another little, interesting tidbit there, Brett.

Brett: Sure thing. And Melinda, Melinda Barton, who's actually one of the features of the AmazingMum.com site, you actually had a little bit of a success story this week, because you've gone from not knowing your mouse from your modem to writing a book about wedding planning, to having that being quite successful. Around about \$2,000 to \$2,500 US a month. Is that right, Melinda?

Melinda: That's right, yes.

Brett: And this week, would you like to tell the listeners what actually happened, in terms of media coverage for you?

Melinda: If somebody had said to me 14 months ago, "Mel, you are going to speak on radio around Australia and you're going to appear on TV," I just would have laughed. I'd always wanted to become a wedding planner, and having two small children I just knew that it would be too hard to

spend that much time away. So I wrote an ebook on something that I was very passionate about and knew a lot about.

A press release on AmazingMum.com was sent to radio stations and TV. And in the next coming weeks, I'll be appearing on Today, Tonight Live. It's amazing. I had the TV crew at my home yesterday. It's amazing stuff. Not just have I created an ebook, but now I've got a TV-starring family.

So it's just the best thing that could ever happen. Amazing stuff. This is what could happen, possibly.

Brett: Why I really think that is, that you are now going to be featured on TV, on the Today, Tonight current affair program... So look out for that. If you're in Australia, look out for that on the seven network. ...but why I really think they picked up on that is because this whole system is not about this overachieving, it's about underachieving. You're starting it from home, starting it from nothing. And now we're finding that the media really do want you on there to say, "Well, how do you do this? How do you make something from nothing?" And that's quite exciting. Isn't it, Melinda?

Melinda: It's amazing, Brett. My head's still spinning about being on radio and TV. So yeah, I'm still spinning with what's going on. Actually, it's unbelievable. It's the best thing that could possibly ever happen. Like I said, if someone had said 14 months ago, "Mel, this is what will happen with your product," and it has, it's happened.

Brett: Very good. And I'm sure the media's not too far away from Amy Roberts, as well. You've got a great story, Amy. You've got a great story. So the same could happen there.

But the point I want to make, folks, is that because you're doing it so simply, that you may even be able to do marketing that you've never even thought of before, and get publicity. This is all way off in the future here, 12 months down the track from now. But this is the sort of thing that can happen to you when you're starting off in such a humble way and making money in such a simple way, that people are fascinated by it. And it just starts a chain reaction.

Let me ask you about this. Here's a good question that's just come through. You guys have been talking about writing ebooks and creating audio products, too. But how does someone protect themselves from someone buying their ebook and then retyping it for them to sell, so basically stealing it and selling it themselves? What can we do to actually stop that from happening, which might be quite a big fear for our listener?

Frank: What you can do is not to tell anybody that it's successful. Don't be like Ed and I, "Yes, we're doing great! Come copy my stuff!"

Even in the case of myself and with Ed, I have personally about a quarter of a million people that subscribe to an email newsletter that I publish. And a lot of them know of my websites. And I've only had absolute actual theft of material happen twice, out of all those people, out of me going,

“Hey, a quarter million people, take a look at these sites. They’re making money. It’s great!”

So the real answer is you don’t have a lot to worry about in general, especially when you’re in the small, targeted markets that we talk about. People who are in those markets usually aren’t thinking about business.

A woman who’s about to get married isn’t reading the book saying, “Ooh, man, I think I’ll copy this and sell it on the internet.”

The bottom line is although this stuff is pretty easy to do, the common person who is of character, that would steal something, doesn’t have the intelligence to set up a website and do it, and run the ads and do good marketing anyway.

Ed: Can I just add to that, too? It’s a big question and I get asked a lot. “What happens if somebody rips me off?” People, that is an excuse for you not to do these. Really, it is. Probably, at the end of the day, I think you have to assume you will get ripped off.

So protection number one is you don’t talk about it.

Now, in Mel and Amy’s case, they own their market. They are the big gorillas in those markets, so they can talk about their sites. But when you’re starting, and that’s why we’ve got our couple of little world speed record underachievers, which are underway, we won’t talk about it until the conference. And we’ll only talk about them to the people who are coming

to the conference because they're great topic areas and areas that we just want to quietly go about making money.

Melinda: Can I just say something too, Ed? I know when we started the whole system, at our first meeting we were told not to tell anybody about anything that we were doing and about our market. I think that really sounds, just to stress that point, that it really is an important one to do.

Ed: Hey, that's right. I'd actually forgotten about that. When we started out, and this is an important one and a great point, I'm glad you brought that up, when we started out I actually told everybody that they could their life partner but nobody else, not family, not anybody else, until it was all done and it was up online.

And the reason for that is, and this is great, this is really interesting for people because it will happen to you, without naming names, you copped a bit of criticism. Didn't you?

Melinda: I did, yes.

Ed: For doing this. And people were saying things like, "Oh, you couldn't do this."

Melinda: "You're a dreamer. You won't do these." And that, to me, was a motivation. And I actually said to my husband the other night, when we were going through the next day was Today, Tonight coming, I said, "Do

you remember when blah-blah said that?” And he’s like, “Do I remember it!” And I’m like, “It’s back in her face.”

Yes, it’s an amazing thing, because that did put me down. And I thought, “Can I do this?”

This whole thing is not just what you do, it’s the way it changes your life. And to me, that was a life-changing experience. I’ve become a much more positive person.

And now, saying anything negative now just goes in one ear and out the other. And it’s all positive that has come from this, as well.

Ed: One of the great things about the weekend, Brett, and this will really differentiate this seminar from a lot of other seminars, Frank and I are going to spend a lot of time and both Mel and Amy are going to be up at the conference, which is fantastic, we’re going to be spending a lot of time. A lot of people will go through the how-to, how to do. I’m sure there are a lot of people on this call who have been to conferences, on to a seminar, and they’ve talked about how to do this. They’ve gone through the list. “Here’s a list of things you do.” And you go away from that really excited.

But then, you hit your first problem and it’s a big brick wall, and you lose your momentum and you get distracted by life and do other things.

One of the things I’m really proud about and one of the things that Frank and I are really going to be focusing on through this whole seminar, is

actually the mental aspect, which most people forget about. What are some of the things, the roadblocks as I like to call them, that come up while you're doing this project, and what can you expect to have happen, like criticism from jealous family members? It happens. Unbelievably. Or coworkers or things like that.

What happens when you discover competition? Mentally, how does that make you feel? How do you handle that?

So I think this is one of the first seminars, Brett, that will actually not only give you the how-to's, but it will also give you the jujitsu moves mentally to be able to make sure you get through to completion of your first project. And I think that's really important.

Brett: Yeah, it's very reassuring for the people who are coming already, that they know they're going to walk away with not just the physical stuff but also the mental stuff as well. So that's good advice there, Ed.

Listen, just lastly, what sort of advice would you have for folks who are coming or just about to actually start attending – we've got a few weeks to go – or just about to perhaps register? What sort of advice do we have for these guys on what they could do between now and then, to try and set themselves up, to try and get themselves at a walking pace, so they can get in there on the day and be really excited about where they're going to take it?

Any little tips there, guys? This is actually to any of you. This is Amy, Melinda, Frank, and Ed. You four guys in particular, what can someone do right now, before they come to this event?

Melinda: I'd like to add something there, Brett. If you're not quite sure how to tackle this, just think about something that you love, like a hobby or an interest that you have. As I was saying to you the other week, Brett, you may have a passion in tropical fish. Just do a bit of searching on the internet. Just have a look at what's there. You may get to the realization that, "Hey, I could actually provide better information than this." Or, there might be too much. Or just start having a look around and seeing what's out there, and just get a feel for the internet. Just enjoy having a look around.

Brett: That's good. That's very good. Thank you.

Ed: Hey Brett, let me turn this back on you. This is the best piece of advice, I recon. How did you come up with your world speed record underachiever project?

Brett: That's good. Thank you. Here's what I did. This is a top-secret project, so we can't go into specific detail, but here's what happened.

It was a weekday morning and I'm watching the Today Show on nine network, and there's the weather presenter called Sammy Lucas. My wife loves Sammy Lucas, loves to find out what she's wearing. Always looks

very pretty. This time, she's doing the weather, and she's doing it from a market fair, antiques and market fair here in Sydney. She's broadcasting live and she's in front of this actual store, and it's a topic that she's standing in front of. And she says, "This actual topic is the fastest-growing in Australia. Not only that, the actual magazine for this topic is the fastest-growing in Australia."

That is where the idea perked up in my mind and I said, "Hmm, that's interesting. That sounds to me like it might be a hot market and a hot topic." And that's where it came from.

Just by watching TV, keeping your ears glued to the TV, to the news, to newspapers and give you ideas and advice about what people actually want out there.

Ed: And remember, everybody, you don't necessarily have to be an expert in that particular area. Certainly, Frank and I, with any of the things that we do, we're definitely not experts in those areas.

Mel and Amy are experts in their particular area. And that's often a good place to start.

But if you're sort of thinking, "Well, I'd like to go but I just don't have any ideas," we'll give you a step-by-step process, for a start, that will guarantee for you to come up with some ideas, so that you'll have them.

But the best thing that you can have is have your radar up and be on the lookout for things, just like Brett did.

Frank, you've got a good crazy people theory here.

Frank: I think you actually, in turn, become a crazy person yourself when you start getting exposed to this process. At least I do. I start looking for opportunity all over the place.

But what Ed's getting at is my crazy person theory is you want to find and hang around with as many crazy weirdoes as possible. And I don't mean crazy weirdoes in the sense that Ed Dale is a crazy weirdo, because he is. I know. He's been to my home.

I'll give you an example. Yesterday, I was invited to a party at a guy down the street's house, and this was a party to watch the Tour de France on television.

Now, personally, I don't care anything at all about the Tour de France. That involves exercise. Riding bicycles involves exercise, and that's something that I have just a religious opposition to. Any form of exercise.

Nonetheless, the other people who were at the party did not share my sentiments. In fact, these guys were complete whackos about riding bikes. Every single one of them.

Now, keep in mind we're just sitting around, watching TV, drinking beer and having a good time. Every single one of these guys had on some sort of bicycle attire. And the entire conversation, which to me was horribly boring, was about nothing other than bicycles, bicycle manufacturers, people who rode bicycles, where they're going to ride their bicycles tomorrow, and what the next type of bicycle or bicycle accessories they were going to buy is.

These guys, like I said, were complete weirdoes in the world of biking. They were total bicycle fanatics.

Now, when you find someone like that, what you'll become conditioned to do is to ask yourself, "I wonder if there are other people like that, as well?" And that's the first thing I ask. One of the criteria, like we talked about earlier, for finding a good market is for people to be irrationally passionate in the sense of you know you're irrationally passionate if you sit around at 8:00 at night, in front of the television, watching people race around on bicycles, wearing bicycle clothes, in a group talking about bicycles.

So look for crazy people, for sure. People like that. And when you find them, what we'll show you to do is run through the steps to find out if they're on the internet and if they're looking for stuff in their crazy world, and exactly what it is they want to buy. And I'll give you real-time statistics right now.

I just used a tool that is absolutely integral to our process to discover that in June of 2004, 46,689 weirdoes just like them went to a major search engine and typed in the word “cycling.”

So do I have a potential market in there? Absolutely.

So keep your crazy radar on at all times. You’ll have more market ideas than you know what to do with. You’ll have to filter some of them out.

Brett: Good advice, Frank. Thank you very much, indeed.

Guys, on this call, we’ve actually talked about what it is that you can sell on the internet.

We’ve talked about how you can actually create a product if you don’t know anything about the subject.

We’ve talked about if there’s too much competition, about how that can actually can be a good thing.

We talked about the money you can earn.

We talked to two real, live people who have actually done this process. That’s Amy Roberts and Melinda Barton. And they’ve told you how they’ve done it and what sort of money they’re making.

We’ve talked about the income being consistent or not consistent. We talked about it can fluctuate. We’ve told you those sort of things.

How to protect yourself if someone does try to steal your book and how it actually is very unlikely, and there's actually some things you can do about it, as well.

That's the sort of information we want to give you folks. And now, you've been given tips on actually how to find subjects you'd actually create your own product on.

I'd like to thank Frank Kern for being on this call, all the way from the United States. Thank you, Frank.

Frank: Oh, my pleasure. I enjoyed it.

Brett: Your input's very valuable. I'd like to thank Ed Dale. Well done, Ed.

Ed: Thank you, mate.

Brett: And Amy and Melinda, what I'd like to do for you guys is actually allow you to actually give out your website address, so if anybody is listening to this call they can go and check out your websites and see how you guys are actually doing. Amy, to you first.

Amy: Okay. It's www.MassageTherapySuccess.com.

Brett: That's www.MassageTherapySuccess.com.

Amy: That's right.

Brett: And Melinda, where can folks go and check out your work?

Melinda: They can have a look at www.WeddingPlanningSecrets.com.

Brett: www.WeddingPlanningSecrets.com. Thank you, Melinda.

Melinda: Thank you.

Brett: And Ted Ciuba, thank you for joining us. I think your analogy of the ice cream on a hot day paints a very, very good picture for our listeners to actually understand what this is all about, and to take it from the unreal world to this amazing little world that you have here, about finding niche markets.

So Ted, thank you for your input on that and your whole feel, from your point of view, being a quite successful big-money sort of internet marketer. Thank you for that, as well.

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/>

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