



World Internet Experts Series

A "killer" coming together
of some of the hottest
internet marketing
experts in the world...

With Marlon Sanders, Kirt Christensen, Jennie Armato,
Johan Mok, Mike Stewart, Trevor Crook, Alan Forrest Smith,
Brett McFall, Tom Hua and Ted Ciuba

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Ted: Good evening, USA! Good morning, Australia! And welcome, all points between.

On behalf of the organizers of the World Internet Summit, myself, your host on this call, Ted Ciuba, as well as Brett McFall and Tom Hua, hosts of the World Internet Summit, I'd like to welcome you to another World Internet Experts webcast, brought to you live free by WorldInternetSummit.com.

So what is it we're doing? Well, our purpose is real simple. We're getting together to feature the best experts in the world. In this particular instance, we're featuring experts who are speaking at the upcoming World Internet Summit Australia.

Each of the speakers, they'll each have anywhere from five to seven minutes all on their own. And then after everybody goes around the robin, then we'll all jump in together and have just mastermind and roundtable sessions.

Each speaker will reveal, quickly, who they are. They're going to tell us what their fame or what their expertise is. And every speaker is going to give us something good; solid, immediately actionable information that we can use to make money today, tonight, tomorrow, and for the rest of our time on the internet.

I'm going to briefly review the list of speakers, and then we'll just kind of start as the line has it.

We've got 12 internet speakers coming up, 12 internet experts. Marlon Sanders, Kirt Christensen, Jenny Armato, Johan Mok, Mike Stewart, Trevor Crook, Alan Forrest Smith, Brett McFall, Tom Hua, and myself, Ted Ciuba.

I'll tell you what I'd like to do. Do I have a speaker who would like to volunteer and go first? And don't everybody speak at once.

Johan: I think Trevor just volunteered.

Trevor: I think it should be ladies first, Johan.

Ted: Trevor, you are a good sport, though. Why don't you break the ice for us? What we're looking to know, Trevor, is kind of like your elevator speech. Tell us who you are. And in your case, you've had some major turnabout successes over the last year, since you attended as an attendee at the World Internet Summit in Australia a year ago. Can you give us some info on that?

Trevor: Certainly, Ted. My main focus is as a copywriter. Prior to the internet last year, obviously I wasn't doing anything online. I hadn't made one crack or was, to be honest, pretty scared of the internet because I didn't know what I could do.

And more importantly, I went to the Internet Summit in February last year with an open mind, but determined to leave there with not only the knowledge that I was going to get out of the couple of days, but with a plan to put into action.

As you know, a lot of people go to these things and struggle taking the next step.

So it was an advantage having a copywriting skill side of it. What I simply did was left there and thought, “How can I take the skills I have in marketing offline and apply them online?”

It helps being a copywriter, but anyone that goes to these events is being given the tools or access to the tools to be able to do what I’ve done.

Now, I made a commitment to myself this year, being in March of 2005, I was going to do enough online, on the internet, so I wasn’t going to be in the crowd, that I would be up onstage speaking.

And that’s basically what’s happened. I’m not going to be talking about copywriting or anything like that. Obviously, we’ve got Brett McFall and Alan Forrest Smith talking on those lines.

But the biggest thing, to me, was getting my first website up and running, and then putting the tools into place to make some money, get that first sale.

The reality really came after about two months from the internet summit, when I was on a conference call with Brett and David Cavanagh. I simply happened to mention my website at the end of it, to drive some traffic to it. And from that very first call, I pulled one client for a \$10,000 job. And somebody asked for \$7,500, which sort of blew me away as to how powerful the internet was, when somebody can simply click onto your website, see what you're about, and obviously make a decision to do business with you.

So it has been a fairly rapid rise, I suppose, not even knowing what FrontPage was a year ago. I'd never heard of it. Never heard of affiliate programs, pay-per-clicks, ClickBank, any of that type of stuff.

Now, while I'm certainly not an internet guru on the technical side of it, I know how to get the job done properly.

So I think the important thing for people, when they come along, if they can learn what I learned, it's this: you may not necessarily want to do all of the work yourself and have all of the skills, but there are people out there who can do it for you at a reasonable price. And it's going to make you money.

So what I'm going to reveal when I get up onstage is the whole process from when I started, what I did, how I did it. So you, too, if you want to, can copy what I've done. Whether it's somebody who wants to make some passive income throughout the year or somebody who wants to get serious,

I'll step you through in the only way that I know how; and that's to tell it bluntly, tell it straight, and with a bit of humor in the middle of it.

So hopefully, there's going to be a few people in that crowd who are going to do what I did – get off my ass, take some action and make some money, so that they can reveal their success stories in the future.

Ted: That's pretty doggone phenomenal. The magnitude of what you just talked about, and I know it's true and now you know it's true, but you mentioned on a teleconference your website, and you made what, for many people, is a half-year's gross income. Is that crazy or what?

Trevor: It's pretty good. The other side, too, that I really like out of the whole internet experience is the email side of it. There's nothing better than sending an email to your list – which, by the way, I did not have one email subscriber prior to February of last year. Now, the database is 6,372 when I logged on this morning and climbing at about 1,000 a month as a minimum. To send out an email with some content, but then also maybe an offer there and getting sales out of it, that blows me away.

I think it was in July of last year, in the space of about a month, just on affiliate sales from one group of affiliates, it was \$6,241 for the month.

Now, I'm not going to retire on that, but certainly not a bad chunk of change.

Ted: I run into people all the time and they always say something like, “Yeah, that’s great for you, but the days of that happening for me are over. It’s not happening anymore.” What would you say if you ran across someone who said that to you?

Trevor: I’d say they’ve got HUB disease, which is Head Up Backside, because quite clearly, I’m not an internet technical person. So it can be done, if you believe it can be done. And I’m prepared to have a go at it, make some mistakes. I’ve certainly made some mistakes. And I still do, because I’m still learning as I go along.

But anyone can go and start to build a list like I did, and then add to it. Some of mine is obviously opt-in. I do purchase double-opt-in names, as well.

But all those subscribers, I didn’t have one a year ago. So it can be done.

Ted: Indeed!

Trevor: Open your mind and just have a look at it, and be prepared to try it. That’s all I did.

Ted: Excellent. And you did well. Another note that you mentioned, and I think that more people would really benefit by this, if they came to the summit with the specific intention not to learn about it – and that was not your intention, your intention was to learn about it and create an action plan that you could put into action – don’t you think that’s what distinguished

you from a lot of the other people who come? And then, you see them again at an event a year later, and they're still coming back as students, purely students?

Trevor: Definitely. It's a matter of that plan, writing down the plan. I don't get too anal about writing down plans. I certainly write some goals, etc., down, but I was focused on what I wanted to do.

I wanted to go and learn the information, but then apply it.

Now, probably the first couple of weeks after that event, I almost got divorced. The first time I went into ClickBank, I was on there for about five hours on a Sunday, which definitely wasn't the right thing to do.

But I found the time. If people say they don't have the time, I would say that's bullocks. We've all got 24 hours in a day. I'll get up at 4:30 in the morning or 5:00 in the morning and maybe still be up at midnight on certain nights of the week.

But write down a plan. If you're going to come along, come along, work at what you want to do and then, more importantly, write down how you're going to achieve it.

But be prepared for a few bumpy roads along the way. It's not all play, but it's not hard, either. And seriously, if I can do it, you can do it.

Ted: Trevor Crook, I appreciate that good wisdom and that remarkable success story coming from really nowhere on the internet to a very coveted spot on the World Internet Summit.

Congratulations, there.

Trevor: Thanks, Ted. I'm very proud to be there, too.

Ted: Thank you. We're proud to have you. I'll tell you what, folks, one of the people on the phone has a bad phone. It's creating a lot of static and maybe you're moving around or something. Could you hit *6 and you'll know when it's time to come in? And maybe that will help the quality of the call. Thank you very much.

Good. That will help the quality level, for sure. Folks, thanks.

Now, I want to kind of take us from one extreme to the other. Trevor, who has had some remarkable successes this year, just a single mention, you earned \$17,500. That's pretty good.

But I want to go now from Trevor who, a year ago, didn't even know what FrontPage was, didn't know what pay-per-clicks were, was lost on the internet but committed, and that's how quickly it can happen to someone who has been on the internet for a number of years, to someone who is participating and teaching people from seminars, the very earliest internet marketing seminars that were around.

This goes so far back, that a lot of people didn't even think the internet would catch on. And I'm talking about none other than the famous Marlon Sanders.

Marlon: Hi Ted, how are you?

Ted: Great, Marlon. How are you doing this evening?

Marlon: I'm jazzed, pumped and excited, and ready to head to Australia, to Queensland, to share with people, first of all, how do you create info products. Because they're a great thing to sell on the internet.

But second of all, how do you create the big-ticket info products? Because, Ted, you and I both know you can't live forever on the \$39 ebook.

Now, when I got started in this business, it was online. My first really big hit was Amazing Formula, which sold for \$67.

But it's great to have one of those products, but you've got to move beyond it.

So what I want to show people how to do is without killing yourself, without pulling your hair out, without feeling like you just got a root canal, how do you create your very own big-ticket info product, and then turn that into a constant, ongoing, steady stream of income.

It's one thing to have a hit, Ted, as you know. Have you ever noticed that the internet has a lot of one-hit wonders? They come on with one product and it's a big hit, and then you really don't hear much from them again.

So how do you take a product and not just have a good hit with it, but how do you turn that into an ongoing stream of income.

Ted: I'll tell you what, Marlon, that sounds like a lot of people would like to have that one. I'll tell you, for sure.

Marlon: It's interesting, Ted, because I think this business, at heart, is a really simple business. You said you wanted us to give people a little bit of introduction and some specific things.

I think it's a simple business. You target a group of people. Step two, you find out what it is they want to buy. And step three, you give them a really darn good reason to buy it from you instead of anyone else.

So you start with some really simple premises there. But then, what they're going to get at the seminar is how do you take that formula and then put it into action tonight or tomorrow. Right?

Ted: Right.

Marlon: That's really what I think it's all about. What I teach people, Ted, anyone can do this. Right now, you can do it. After this call, you can do it. You sit down, you decide how much money do you want to make

this next year. Right? If you have a product that you're already selling, then you divide that amount of money by that product and you know how many you've got to sell this year to make that amount of money. You factor in some extra for overhead and so forth, and for the cost of generating sales.

But basically, that's what this business is about. You decide how much money you want to make, you figure out how many products you've got to sell, and then you get a plan for generating those leads and selling the products.

I like to just boil things down to something simple. So you can wake up tomorrow and know tomorrow or this week what you've got to do in order to make the amount of money you want to make.

Ted: Cool.

Marlon: The point is you can figure out tonight, tomorrow, this week, what do you need to do to make the amount of money that you want to make. And I think that really, boiling it down to something that simple and then knowing, not just having this airy-fairy plan of, "Oh my God, I need to sell 1,800 products this year to make the amount of money I want to make," but then boiling that down to something even simpler, actions you know you can take that will generate sales.

To me, that's what this business is about.

Ted: And what kind of action might that be, if someone's listening to you right now and says, "I would like to make 1,800 sales of my units. What can I do to make a sale?"

Marlon: The first thing you do is you take that 1,800 units and you realize you don't have to sell 1,800 units tomorrow.

What you do is you take that 1,800 units and you divide it by 12, and I'll get a calculator here, and you boil it down to how many do you need to sell this month, and then this week.

Ted: 150.

Marlon: I'll grab my calculator here. In fact, let's just punch that out, Ted. Let's say that you want to sell 1,800 products during the year at \$100 each. Do you know how much money that is? So that would be, if I calculated that right, 1,800 times \$100, if I've got that right, Ted, that's \$180,000.

Ted: That's going to be a good year for an average guy.

Marlon: You won't make \$180,000 gross. Now, you're going to have to subtract out some overhead from that and some sales commissions, and so forth.

But let's say \$180,000 gross for your first year. Now, you've got 1,800 products. You're going to divide that, Ted, by 12. That means we've got to sell 150 products this month

This month, we've got to sell 150 products. Now, what do we know about the internet, in terms of average conversion rates? We know that the average conversion rate of a website, depending on the industry and so forth, is .5% to 1%.

So what you do is you say, "Okay, I need to make 150 sales, and I know that in order to make that 150 sales I'm going to need 15,000 visitors. 15,000 times 1%, that's 150. So I need 15,000 visitors."

Now, how do you get 15,000 visitors? Well, you can go to the pay-per-click engines and buy them. So that's one thing that you can do. Every day, you can set up your bids on landing pages for five or 10 pay-per-click words.

Or let's say you want to get that traffic from the search engines. So every day, you decide that you're going to go build one, two, three, four pages, targeting specific keywords for search engines.

Now, that's something proactive. It's not just sitting around on your tail end, hoping and praying that you're going to sell 1,800 products this year.

Maybe, if you go and submit to some free-for-all link sites and do this, that and the other, maybe possibly you're going to make some money.

No. Instead, you've got to plan. I really don't know anyone in this business, Ted, where people are really teaching you to have a plan of what you're going to do to make money. That's really what I think it's all about.

So we already know if you want to make the 1,800 sales, it's the simplest thing in the world. You divide that by 12, so that means you've got to make 150 sales this month. And that means you're going to need about 15,000 visitors.

So then, you go around and you start looking, "Okay, what one, two, three, four things can I do to get those 15,000 visitors?"

Now, that's assuming you've got a \$100 product and there's no backend products. We're just simplifying this because it's a short call, Ted. So we need 15,000 visitors. How do we get them?

So what you're going to do is you're going to boil it down, Ted, to one, two, three, four things; not 100 things, not even 50 things. Let's boil the sucker down so you've got one, two, three, four things.

Now, in my case, the way I did it was with an affiliate program. I put 100% of my energy, as you know, into my affiliate program and having good payouts to my affiliates, providing them tools, doing newsletters for them.

Now, that's how I got my traffic, right? And I get a lot more than 15,000 visitors in a month.

So I think you take one, two, three, four methods, and you get really good at them. You just work on them every day.

I don't think it's got to be any more complicated than that.

Now, you're going to learn a lot of really great ways to do this at the seminar. People are going to get some real how-to's and people are going to get some real specifics. So they're going to be able to go away, Ted, with a plan.

Ted: Excellent.

Marlon: That's the thing. You're going to be able to walk away and go, "Okay, out of this seminar, here's the four things, the three things that I'm going to work on every day to drive the traffic."

Now, some of you guys and gals who are limited on time, you don't even have to do all of it yourself. With the state of the internet today, you can hire people like I hire people, basically, to run my business. So, you can hire people. And don't think you've got to pay a fortune for them. It's amazing what you can get in some countries for \$5 an hour or \$10 an hour, \$8, or whatever.

Ted: Quality.

Marlon: These things are affordable. In my opinion, this is affordable for just about everybody, Ted.

Ted: It's the same thing, too. I hear people, a lot of times, they say, "15,000 visitors, pay-per-clicks?!" which was one of your suggestions. They do the math and they say, "That would be \$1,800!"

But what they forget is that they've just generated maybe like \$5,000. They've created the money. All they have to do is have enough to start, right?

Marlon: That's the thing, Ted. You build it up. So your first month, you probably aren't getting your 15,000 visitors. So that's part of your plan. You're going to build up to this thing.

But I'll tell you what you can do. Let's say that if you're broke, you can write articles and submit them to e-zine directories. If you're broke, you can do search engine positioning and create pages for the search engines targeting different keywords.

You're going to learn all kinds of stuff. I can't even begin here to tell you all of the different kinds of strategies. Some of them take some money. Some of them take some time. You've only got three commodities you can spend to make money. Did you know that, Ted? There's only three things you've got that can make you money. There are three, and three only.

You've got your time, you've got your energy, and you've got your money. Those are the only three commodities that you've got to spend. Your time,

your energy, your money, or someone else's time, someone else's energy, someone else's money. That's it.

So basically, to get traffic, you're either going to spend your time and your energy or you're going to spend money to have somebody else do it. Or you're going to buy the traffic.

So it really boils it down to where it's pretty simple. I dare say, Ted, you come to the seminar and you sit through all of the sessions and take notes, you're going to get free ways, you're going to get low-cost ways, and then you're going to get some ways that are a lot faster but maybe take some money, but are a lot faster in order to be able to get those visitors and reach your goals.

Ted: Alright, Marlon Sanders. Thank you very much. And I'll tell you what, listeners, you may have to rewind this and listen to that again, because you got some of that good, solid, actionable information we were talking about and we were asking for the speakers to give. Thanks again, Marlon.

Marlon: Thank you, Ted.

Ted: Alright, next speaker, you may have to *6 yourself in. We've got a guy who got a college degree here in the US and realized... actually, he knew before he got the degree, that that wasn't what he wanted. But his parents wanted him to do it. He's a very respectful young man.

So he started working while he was in college, creating joint ventures. I'm not talking about creating joint ventures with other people who didn't know anything. I'm talking about he went straight to the top. People like Joe Vitale and people like Ted Ciuba, if I could so humbly claim a little bit of fame with him. I'm talking about a guy who now lives in Singapore, is calling in live from Singapore to this World Internet Experts Webcast, Mr. Johan Mok.

Johan: Thank you, Ted.

Ted: Glad to have you here today. What time is it in Singapore right now, by the way?

Johan: It's actually 8:30 in the morning. Marlon just woke me up.

Ted: He sure did, didn't he! He's not lacking on that energy quotient, is he?

Johan: Definitely not.

Ted: So go ahead, we want to know a little bit about who you are and what you're going to reveal at the World Internet Summit. And, again, you've got to give us something we can use today.

Johan: Basically, Ted, as you said, I'm actually going to be 26 this year but I'm just a college guy who studied in the states, started a part-time business working at home, in my underwear.

Trevor: Good enough visual, Johan.

Johan: I know, Trevor. Thanks. I climbed my way to where I am right now, utilizing joint ventures.

So one of the things I'll be doing at the seminar, at the World Internet Summit, is that I'll be handing my Zero To Hero System. The reason why I call it the Zero To Hero System is because I started, I think, at negative. It wasn't exactly zero, it was negative.

Since this few years where I've been mucking around on the internet, I sort of discovered that I cracked the code to achieving success faster and helping people shortcut their way to success. I've tested it on various programs, coaching my clients, and everything else.

So my system will achieve three objectives. Objective number one is I'll show you how to achieve maximum profit in minimum time.

Objective number two, I'll show you how to get maximum free publicity.

Objective number three, I'll show you how to set up the perfect business and perfect lifestyle.

Obviously, all of this will be accomplished with none or little of your own resources. You'll basically work on your time and your energy.

This whole system doesn't really require you to have much talent, because you'll be using other people's overlooked assets as the fuel to drive your system.

So this is exactly what I'll be talking about at this World Internet Summit.

Ted: I'll tell you what, that's fabulous. You're telling me that it is still possible for someone to start like you did, without their own product, and catapult themselves and make joint ventures with major names, using their – what did you call it – overlooked assets?

Johan: Overlooked assets.

Ted: Overlooked assets. Is it still possible for someone else to come along, even though you only did it a couple of years ago, for someone else to come along and do it today?

Johan: I think I'm pretty much empirical proof that it's possible. Let me share with you guys a story.

Whenever I get introduced as a speaker, most people refer to me as the guy from Singapore who couldn't even speak the language, or someone who doesn't speak English very well. But one of the things that happened recently, I think you might know this, I was in Bangkok for a holiday and I visited David Cavanagh, who isn't here, unfortunately.

I actually had an hour-long teleseminar with another very respected marketer out there. I did the whole teleseminar in my bathrobe. It took one hour. We actually made over five-figure profits from that call.

Just a few years back, it's something I could only dream about. I couldn't think about getting three-figure profits in a month. But I did all of that in one hour.

So my system will show you how to actually get that initial sharp splits of success, and you'll be able to build on that and create sort of a forced multiplied effect and really leverage your way to the top.

Ted: Leverage, that's a crucial word. If you boil it down, that's the principle that you used to go from zero to hero. Is that what you called it?

Johan: Exactly. So, Ted, one of the things that I think people need to realize is when you come to events like the World Internet Summit, you have to realize that a lot of the stuff that we actually review cannot be found in any college textbook or in any school. You can only learn it at this place. A lot of it is all about being street smart and being savvy about things around you that usually violate conventional wisdom.

So anyone out there listening, you have to understand that you can only learn these things at this place. I'm not trying to promote this event, but that's really the truth.

One of my friends, Trevor, who's on the call, was really sitting right in the audience last year. And I only met Trevor last year. And this year, he's a speaker.

Obviously, Trevor took some shortcuts to success. And I'll tell you he didn't stumble across these shortcuts from going to school or reading some book or manual, just to get the information that he gets.

Ted: No kidding! And basically, he did exactly what you said to do. He went to the people who really are doing it, who really can tell you.

And, by the way, as you correctly said, your business professor can't tell you. But other people even take advice from their mother, father, or friends at work. And they can't tell you. What do they know about it?

But a guy who's sitting around in his bathrobe, does an hour's worth of "work," and I'm putting this in quotes because all you did was talk on the phone, and makes five figures, that is a dream from old days. Isn't it?

Johan: Ted, my point is really this. If you are listening to me right now, you're probably thinking, "This guy kind of speaks very well."

So if you really think you can speak much better, I'll just follow along with Tom's quote, "If I can do it, you can do it too."

Ted: Thank you, Johan Mok. I cannot wait to see you at World Internet Summit Australia, in Gold Coast.

Johan: Me, too.

Ted: Okay. David Cavanagh, have you had a chance to make it? Alright. Anybody else who hasn't *6'ed themselves out, please *6 yourself out because I hear some heavy breathing. I think it's Trevor, though.

Our next guest is one of our partners at one of the World Internet Summits that we do in another location. We do take the World Internet Summit show around the world as you – if you're listening to this webcast – undoubtedly know.

We had a smashing success in the UK recently. It really revolutionized what people were seeing, because they hadn't had – at least from the feedback we get – the real deal there.

So let us welcome our friend and partner and internet marketing expert from the UK, Mr. Alan Forrest Smith.

Alan: Hi, Ted!

Ted: Hi, Alan. Hey, let's hear it, Alan. What are you going to be revealing at the World Internet Summit?

Well, first of all, I guess who are you, and then what are you going to be revealing? And then, what can you give us to really do something with today?

Alan: Okay, Ted. I'll tell you a bit who I am.

First of all, I'm sitting here at home, in my pajamas and bed robe. It's about 12:45, I think, and I should be in bed. I'm here doing this.

First of all, the UK World Internet Summit, Ted, was absolutely fantastic. Some of the spin-offs with attendees from that have just been absolutely incredible.

I get phone calls from guys and girls all over the place, and they're telling me they've never touched a computer in their life, they've never done a website, they've never used email. It's just brilliant. It was brilliant.

But that's enough about me. I'll just whiz over quickly who I am and what I'm doing.

I'm Alan Forrest Smith. I'm a copywriter. I'm actually an ex-hair dresser. Been a hair dresser for most of my life.

Around 1999, I started working on the web. And from there, I got the book, read the stuff like Marlon's Amazing Formula and some of the books and information, and just grew from that, really.

Since I've got serious with my copywriting and some of the bits and pieces I do online, it's just absolutely exploded for me. The copywriting is just completely crazy. It's mental. I'm just busy all the time. Turn loads of clients away now.

But every single inquiry I get goes through my website. Every single one.

So just using the website alone, I don't even need a telephone, Ted. I can use my website at the moment, just to generate a very, very good income – a six-figure income, actually – just doing copywriting day-in and day-out, if I want to.

So that was amazing.

So what I'm going to show the Australians, if they'll tolerate me and they can understand what I'm saying, the first thing I'm going to do is I've been asked to do the newbies section. I'm glad I've been asked, really, Ted.

Because one thing that really surprised me we've got all of these guys talking on the phone, we talk about things we do online, but what we forget is a lot of these guys attend the World Internet Summit have never used stuff like FrontPage.

So if you just take us through FrontPage – and we're talking about any of these guys now – it will be so simple, so easy to do the way I'm going to show you. Is it two and a half hour sessions? I can't remember.

Ted: Don't start me lying, but I believe it is.

Alan: Okay, two and a half hours, but it could be 10. It will be two and a half hours. I think it's a two and a half hour session. We're going to show you every aspect that an attendee will need to go away, on the day, and build a website that they can sell from.

It's that simple, Ted.

Just little things like how to use the table correctly, how to create an opt-in form, how to create an opt-in button, how to put the header graphics in, all this kind of stuff that maybe we take for granted.

On the newbies, I'm going to be showing everybody how to do that in a very, very simplistic way. I promise you, by the end of the session you'll be able to go away and put together a website that is no problem.

Ted: I think what you're talking about there, and of course this is why we wanted you to do it, it's the same thing that Johan referred to. It's not getting lost in a 400-page manual from Microsoft. It's getting, "Hey, there's really simple concepts. This is what you need." And bingo, so simple, so easy. If you just do it in two and a half hours and you're telling me that a newbie, who hasn't used it before – of course, we probably have to assume they've been on the computer, they've been on the internet, and they've used a Microsoft product.

But once you get that, you can really show them, in two and a half hours, how to create their own web page, huh?

Alan: Yeah, easy. I'll tell you what manuals are good for. Manuals are good for just holding a door open. That's about it.

If you get really stuck, you can use a manual. But I don't recommend you use a manual. You only use a manual when you're absolutely completely desperate.

And let's be honest. If you go through a manual, it can take you six weeks, eight weeks, 10 weeks, three months before you build one web page.

We'll meet people, clients, that are in that situation. I met a guy at the World Internet Summit in London, who became a client after that for copywriting, he spent a year, 12 months, actually trying to put together a website.

Honestly, I'm going to show you, in two and a half hours, how simple it is. It really is that easy, Ted, honestly.

Ted: Wow! I'll tell you. And also, though, FrontPage is one of those things, and because you use it as a daily business and because you are not an expert, is one of the reasons we were attracted to you. But you're going to give us more than that, aren't you? You've got some other stuff you're going to be showing us and revealing to us?

Alan: I think I'll do that talk on Saturday, Ted. And what I'm going to do is I'm going to show at least 10 absolutely surefire, proven ways to increase sales on any website. It's stuff that's been tested. I've tested it myself, friends have tested it on their sites, other well-known web marketers, and it's just very simple changes.

I'll tell you what I do, Ted. With my own sites, every now and again – well, not every now and again, pretty regularly, actually – I'll change little things. Like I'll change the copy on a response button or I'll change the copy in the headline or the subhead. And I'll test it as it goes along. I'll run a few pages at the same time, just making slight changes. Just changing from one word to another word can increase the response that you get from that single web page.

So what I'm going to do is I'm going to show you at least 10 – I want to say 10, I'm sure there's going to be a lot more than 10 – absolutely proven things that anyone can go away with on that very day and increase the response rates on their web page.

Ted: Wow! I'll tell you what, Alan Forrest Smith, I cannot wait to be in there. I'm going to learn from you, because I know what you're saying is absolutely true.

Alan: I'll tell you what, Ted. Just like Johan said, I'm not just saying it to sell tickets. It doesn't make any difference to me if people go or they don't go. But I'll tell you what I did see after the London event.

People's businesses and lives – and when I say lives, I don't mean it overly dramatically, but just in a realistic sense – transformed by the information they got on that day.

We have Kirt Christensen up there, but it blew me away, never mind blew everyone else away. All of the other guys showed all this stuff, and it was just brilliant. Absolutely brilliant.

If you're interested in sitting home during the day in your dressing gown and earning decent money while you're doing it, working online is the way to do it, of course. But going to these kind of events can be the spark that you need to get a fire going. It's just brilliant. Absolutely brilliant.

Ted: Alright, thank you so much, Alan Forrest Smith.

Alan: My pleasure, Ted. It's a pleasure.

Ted: I'll tell you what, folks. I'm going to tell you just a little bit of the facts and data that you need about the World Internet Summit here. The one that we're talking about immediately upcoming, and of course we do have them all around the clock, you can always visit at WorldInternetSummit.com to get the latest stuff, but the one that we're all jazzed about, the one that all of the featured speakers, featured experts are participating in is the upcoming World Internet Summit Australia, in Gold Coast, Australia.

For Americans, by the way, that's kind of like saying you're going to Florida or you're going to Southern California. It is the vacation paradise.

Now, you'll need to schedule an extra day or two, because while we're there we are going to be at it. We're going to start on Thursday with the

newbie's day. Alan Forrest Smith is one of the featured presenters there. He's dealing with FrontPage.

Jennie Armato is one of the other featured speakers. She's going to be telling you how to get your business up and running.

And we're also going to have the internet challenge that day, where we select a person at random from the crowd. We bring her up onstage. And on the stage, where nothing is hidden, where you see every single thing we do, we set about to make them money.

The last guy that we did at the UK Summit, coincidentally, was there sleeping in his van at the event. And not only was he sleeping in his van, but he'd found a free parking spot about five blocks from the place.

So it was interesting: 72 hours after the event started, he pocketed \$18,090. It could happen.

And, if you are attending the World Internet Summit, it could happen to you. Here's the basic challenge: "Give me a willing person, loan me a laptop computer with an internet connection, and within 72 hours that person will have a product, a website and money in the bank, plus a system to make that money over and over again for life."

Now, everybody will have that system to make that money over and over again, for life, because that's what we're teaching at the World Internet Summit. One of us will be lucky.

But the important thing is since it's only one of us, not everybody can win, but you will see every single step compressed into a short, three, three and a half-hour time.

And there's other stuff happening, folks. The experts that are on the call, these are world internet experts. They're there to reveal to you how they did it, how you can do it, and they'll be there, available for you in the hallways, at the dinners, at the bar at night, at the breakfast table in the morning, for you.

You can do it, too. You can do the same thing they did. I've never met an expert who didn't say, "Nobody can repeat what I've done." Quite the contrary, because they've done it. They know what it takes. They've all said, "Yeah, people can do it and people can make a lot more money than me, I'll tell you."

And we'll have hot seats, where some lucky people will get to come up and have their... Excuse me, open sessions. Questions on anything in the world that relates to internet marketing that you want.

Excuse me, I said that wrong. Hot seats, we come up and bring people. What is your project? What are you working on? Can we help you?" Sometimes, that's embarrassing. That's why they call it a hot seat, because you'll be grilled but you'll get moneymaking information.

Then, the panel sessions is where any question to anyone you want is yours. We'll have the worldwide teleconference call. We call it the world wide webcast, broadcast live from the event, where all experts will summarize what they've been teaching.

I'll tell you what, I could go on and on. But it's just a 90-second commercial. Here's the brunt of it.

At the World Internet Summit Australia, you'll discover what to do to make money online, how to do it, why to do it, when to do it, where to go to do it, with minimum effort and out-of-pocket expense.

And, of course, by the way, it's all guaranteed. You don't like it, you don't have to pay.

Alright, folks. Someone needs to hit *6 if you would, because we're hearing some noise there.

Our next internet expert, I'm going to invite the sharpest lady I know on the internet, and she's a lot like Trevor in that shortly over a year ago – because we started working with her a little bit earlier – she came and she just flat said, “Guys...”

Now, at that time, she was talking to Brett McFall, Tom Hua and myself. She said, “Guys, I want to really make it on the internet.”

Now, we're no dummies. We know that that's the only essential quality, that a person really wants to make it on the internet. It doesn't have to do with education. It doesn't have to do with education. It doesn't have to do with sex. It doesn't have to do with race. It doesn't have to do with the country you're living in. It doesn't have to do with anything except the desire.

We saw it in her real quick, so we set up an hour consulting session. And the next thing you know, she goes out and does it. And now, she's turned into a real success.

Again, she said, "Hey, you've done some amazing things. We want to invite you to the World Internet Summit." Not only was she an expert on the internet, she turned into a really snazzy, sharp person with charisma onstage. Let's welcome, from Melbourne, Australia, Jennie Armato.

Jennie: Hey Ted, thank you very much. It's very exciting for me to be back at the World Internet Summit in Australia and now talking with other Australian people about how they can do similar things to what I've done.

Ted: Excellent. But if we get people coming from other countries, you'll also let them know how the secrets are, right?

Jennie: Hey, I've got some of my own people coming from other countries as well, and they're just as welcome.

But it was very exciting to go to America and the UK with the World Internet Summit, and share the insights. And as Alan nicely pointed out, you start to see the results from those events. And now, we're bringing the same opportunity back to Australia.

So I'm just very excited that I'm doing this one for a lot of my own people, my own folks this time.

Ted: Excellent. Excellent. Jennie, I of course gave just a real quick thumbnail sketch, but I didn't even tell what your real expertise is. Let us know who you are and what are you going to reveal?

Jennie: Thank you, Ted. In a way, it was very hard for me. I had to start scratching some notes, because I could have almost said, in 15 seconds, my answer to that, "Ted, everything Marlon said is right. Thank you very much."

I'm so excited that he's coming to our country, and I hope that the fellow Australians appreciate and understand the true value and wisdom that a person like Marlon Sanders is going to bring to the stage for our ongoing success.

For my part, and the reason I think I appreciate Marlon so much personally, Ted, is that coming from a professional kind of background, which is what I was doing that led me into the event industry and then into business

coaching, when I came across this opportunity I realized that for the majority of people, they couldn't find the right opportunity.

So what I do, Ted, and my area of expertise now is to help people find the right opportunity, faster, cheaper and easier than 95% of the web business owners that are out there.

And I say 95%, because I don't think the statistics are too much unlike the statistics for conventional offline-type businesses.

I think on the internet, though, there are two reasons. There will be many people on this call that have websites and they haven't yet discovered why they're not making money. I'm hoping and entrusting in my presentation, that I'm going to give those people some insight into how they can make that fundamental shift.

But something that I just wanted to share today about that, Ted, is I think the two main reasons why I've discovered, from my own experience and the experience of working with the other people through the World Internet Summits around the world, the two reasons why the majority of businesses fail to make money online is that, firstly, they have no strategies. Marlon and Alan were talking about business plans.

So the strategies come from your business plan, and that's the big, big element of something like the World Internet Summit, where you get the

different strategies and tactics, whether those tactics are marketing tactics or technology tactics.

So already, you've put yourself in the cut above the majority of web business owners, by understanding strategies that the majority of web business owners don't understand.

The second reason, I think, Ted, that 95% of web business owners don't ever make any money online is they're using the wrong kind of modeling. They've got the idea that they need to model off of other businesses, but I think for the majority of us, and this is certainly my experience until I came across the right information from the right people, which was in that one-hour consulting session that you guys – Ted, Tom and Brett – did for me.

I was doing what the majority of people do, and that was modeling on the bigger business-type, corporate-type business websites. And really, for a lot of the bigger businesses, their websites aren't actually about making money. They're about what we call, in our sort of circles, they're brochures. They're company statements. They're replacing the mail-out book of 10, 15 pages of glossy pictures and statements that really mean nothing to you and I personally.

I was modeling from that.

Remember, Ted, in the one-hour consultation, you said, "I think your website looks a bit institutional." And it took me a while to really process

what that actually meant. And I think it was because I was modeling on the wrong types of businesses.

Again, from the speakers that you've selected at this particular event that's coming to Australia, you're putting up people that audience attendees – as Trevor has done and Johan has done – that other people are going to be able to model from the right way, how to actually produce websites and products that can make money online, so overcoming those two, I believe, fundamental reasons why 95% of web business owners fail to ever make a dollar online.

Ted: And that's good, solid advice, I'll tell you. Correct me if I'm wrong, but a person who hasn't really got the inside knowledge, they would think that those corporate sites were the ones to model. That would be the natural, logical assumption. Would it not?

Jennie: Exactly. Small businesses, I believe, make the same mistakes offline as well, Ted. Small business owners and shops model off the big businesses. And it's a big mistake that small business entrepreneurs make, when you don't have access to the right information and you don't know that you don't know.

Now, the people on this call or listening to this call know that they don't know. So they're already one cut above the majority of businesspeople.

Ted: I like the way you say that. So true. Alright, Jennie, anything else you'd like to add there?

Jennie: There was a couple of take-home things I wanted to give people, Ted, if I could just have one more minute.

Ted: You've got it.

Jennie: Thank you. There's three really important things. Whether you've currently got a web business and even if you're making money already or you've got a web business and you're not making any money at all, and you're ready to start to figure out how you can make the transition to working from home in your jimmies – I have to confess, I'm number three in my pajamas, still in my bed right now – if you're ready, here's three things I want to give you right away, that you can start to make changes immediately.

The first thing is not in the laptop, it's in the neck-top. I want you to make a deal with yourself that even though you know that you don't know, at this point, make a decision and a commitment to yourself that from this point forward, no matter how complicated it might seem, you are going to simplify the process.

I'm talking about making that decision in your mind. Because I've sat at my computer many, many times, and I'll tell the story from the stage in

much more graphic illustration, but I literally wanted to throw my computer out the window. I was so frustrated by my lack of understanding.

Once I made the commitment in myself that regardless of what I was facing I was going to simplify the process, things changed for me.

Going hand-in-hand with that, again talking about neck-top shifts that you can make right away, simplifying the technology. Instead of me throwing my hands up in the air and saying, “I can’t do this, it’s not going to work,” I had to make the conscious decision that regardless of what challenge there was ahead of me on the technology level, which is only one aspect of internet success, I was going to make a point of looking at it from a simplified point of view. So that’s neck-top.

Two laptop or two business pieces of information and tools I want to give you for free, that you can download from a couple of websites. I’m going to give you the URL’s. And before I do, don’t panic, anybody. You don’t have to give me your email address. These are free, readily-accessible downloads for you.

The first thing is about keywords. They’re called keywords for good reason. Keywords are the key to your ultimate success, using search engines on the internet. And a lot of the strategies that we’re going to share involve using the search engines on the internet.

So, if you go to www.WebBusinessWorks.com, there's a free tool that you can download there, that you can use to start to investigate what sort of search terms people are using to find goods and services on the internet.

The second one is a more information-type product. It's also a blog, and it's also an opportunity for you to ask me your questions about pay-per-click advertising.

Now, the biggest pay-per-click advertising mechanism that I use, and the most successful and the easiest ones to get started with, is the Google pay-per-click system. You can download a free guide that's actually written by Google from my website, as well as read the blog.

I regularly get emailed questions from people about Google Ad Words. The URL for that is www.AdWordsWithJen.com.

So, if you grab those two pieces of information and tools about keywords and pay-per-click advertising, you can get started before the Summit. And when you do come along, you're not going to get so blown out of the water that you can't process the information, if you've got your head around those two basic elements.

Thank you very much, Ted.

Ted: Thank you, Jennie Armato. I'll tell you what, that was some good, solid advice from a person, as all of the speakers are, who have really done it and been in the trenches.

Alright, our next expert I'd like to feature is very interesting. He and I first met years ago.

And, by the way, you find this quality in all of the experts.

We met at an event where we paid \$10,000 to be there. We were both kind of getting started on the internet, at that time. Of course, that was in the last millennium. But a lot of stuff has happened since then.

This guy is one of the world's foremost internet markets. And, again, this is the kind of guy that you want to sit down with a cup of coffee at Starbucks and just let him tell you about the adventures he's had.

He's flown all over the world in company jets. He's been sought after all over the world. And he just had a recent event, which was a smashing success in Geneva, Switzerland. Let's welcome our friend and world internet expert, Mr. Kirt Christensen.

Kirt: Hey Ted, how are you doing?

Ted: Good, Kirt. How are you doing this evening?

Kirt: Doing great. I'm sorry to say that I'm not sitting here in my underwear or my night dress, as I guess they say in the United Kingdom. I was making notes of that, reminding myself not to say that.

But it's 5:00 in the afternoon where I'm at, here in Spokane, Washington, in Washington State, about five hours east of Seattle.

What did you want me to cover today, Ted? Just want to go through some basics and give them some words of wisdom on things to start doing to prepare for the event?

Ted: Yeah, yeah, real simple. Basically, not everybody knows who you are. Give us the thumbnail sketch of who you are and what you've done, buying web businesses, etc., etc. Give us a little bit about what you're going to reveal at the World Internet Summit Australia, and then give us something that we can do to make money with today.

Kirt: Okay. A couple different things. Before we get into that, whoever's on the line, there's some static. Could you hit *6? Okay, great.

I've been doing internet marketing since about 1996, 1997. And '97, I believe, was the year that I actually met you, Ted, at that event in Salt Lake City.

But I've been doing internet marketing since about that time. So we're going on eight years now.

Well, my age, as of today, is 31 years old. So I've been doing this basically since I was in college.

The first couple companies that we did were extremely successful. Just by applying standard, basic cut-and-dried direct response marketing, we took a company from doing about \$450 a week in sales to over \$7,000 a week in sales, and then we turned around and sold that company about eight months later for \$11-million.

The funny thing is with the whole dot-com crash, one of my companies bought the company back for \$200,000 two years later. But that's a story for another time.

That company is ICentral.com. You can take a look at that on the web. ICentral.com. One of the other startups we did at that time has done extremely well selling physical products on the web, and that one is HobbyTron.com. I just got the numbers back, and we did over \$2-million in sales in the month of December. That business is doing a clip of about \$15-million a year.

Ted: Man, that's something.

Kirt: You know how Marlon talks, there's basically an infinite variety of ways to make money on the internet. There's thousands of ways to make money on the internet. All you really need is a couple.

That business that's doing \$15-million a year, their entire business plan is a grand total of five pages that I wrote in the year 2000, and they still are only on page three. They're doing all of the stuff that we're going to teach

you how to do; how to use pay-per-click advertising, how to build an affiliate program, how to use effective search engine marketing. It's the list of exactly what we're going to be talking about at this event.

So this is real stuff that happens to real people. Obviously, it takes a lot of work to set these things up in the beginning.

But let me cover a couple different things, some things to get your head around, and then I'll talk about what I'm going to cover at the event.

The first thing is just a little while ago I was reading a business article, and it talked about how there's this huge crash in salaries among executives. And it told me one executive was even polled and surveyed, and he said, "Well, I knew that gravy train wasn't going to last. They were paying me over \$200,000 a year. Who, in this entire world, is worth \$200,000 a year?"

Well, when I read that article, it almost made me tear up, thinking about that, feeling the pity that I had for this man. He's a senior executive. Obviously, he's been putting in his company time for years. Yet, somewhere in his mind he has this belief that nobody is worth \$200,000 a year.

So that's the number one thing you need to change, if you're going to come to this event, the World Internet Summit, is you have to get rid of that belief. You are worth as much money as you can make on the internet.

Your banker doesn't ask you whether it was hard to make the money or easy to make the money. He doesn't ask you whether you worked 10 hours a day or one hour a day. The money goes into your bank account just the same.

Ted: Can I ask you a question right there?

Kirt: Sure.

Ted: And then I want you to pick up the flow. Having been there, where you certainly are a worth \$200,000 a year person and well beyond that, once you get there, isn't it kind of like you expect and you know? There's no longer a doubt, but that's what you expect?

Kirt: Oh, exactly. They've done surveys of salesman. Obviously, being a salesperson is one of the highest-paid professions anywhere in the world, especially in America but I'm sure in Australia as well.

They've done surveys of salesmen and they've found out if a salesman, on his last job, made \$100,000 a year, regardless of industry, say he gets fired or moves on or moves to a different side of the country, on his next job what's the best prediction of how much money he's going to make?

Ted: Would it be \$100,000?

Kirt: \$100,000, because that's what he's used to making. Doesn't matter if he moves into a much more competitive industry, doesn't matter if he

moves into an industry that's a lot easier, his mindset is going to remain at that \$100,000 a year unless he changes something, of course.

Events like these are the transitory periods in your life where you can change the programming you have in your head. You can change the bad programming and replace it with good, positive programming about what you're really worth.

Ted: Excellent. Keep on moving, bro.

Kirt: Okay, number two: lifestyle's everything. A lot of times, at these events, we talk about dollars and cents. That's great. That's a measuring stick.

But what it really comes down to, when you boil all of that down, is what kind of lifestyle do you have?

I have plenty of friends that make all kinds of money. I have plenty of friends that earn well over six figures. But the thing is they get up in the morning, at 6:00, wear a three-piece suit, go into their attorney's office, which is a 20-minute commute from where I live, which in my area is quite a commute, 20 minutes, and they sit in an office all day, get yelled at by various people, and then they come home at 7:00 at night, watch TV and collapse in front of the TV. And then they do it the next day, all over again.

Sure, they make six figures. But to me, that is a horrendous and somewhat tragic lifestyle.

The internet lifestyle is absolutely different. You can still be a workaholic if you choose to be, of course. But I personally am about the last person that would ever raise their hand and confess to being a workaholic. I'm basically the exact opposite.

So the lifestyle ability is there.

I have a son who's basically 4.9. He turns five in February. In his entire life, I've never had a real job. So, to him, his idea of fun is he comes down and we play video games sometimes, during the day, and I take a little break from working. Or it's no big deal if I don't work after lunch or stop working at 3:00 instead of 5:00.

I do have a typical schedule. I do try to work from about 7:00 in the morning until about 3:00. But that's about it. The lifestyle advantages are tremendous in this business, so don't discount that at all. You can work when you want, where you want, and basically how you want.

The third thing that I want to really emphasize as the huge benefits of internet businesses and the type of businesses that we're running is the leverage. Once you've done something once, if you're doing things correctly, you can do it again and again and again.

Just as an example, in August of this last year I have a client who became a friend and became a partner and all that sort of thing. He taught me a method of creating websites that make money on a residual basis. That is once you set them up, they make money every month.

Now, some of them make a lot of money, some of them make a little money. It doesn't really matter.

But once I learned that process once, what was my choices? Well, obviously, I could choose to make no more websites and just be content with the one. That actually happens to a surprisingly large amount of people.

Number two, I could continue to build websites myself.

Or number three, I could hire other people to teach this method to. And that's what I did.

So since August, when I learned this simple little method and build my first site using this method, I now have over 205 of these sites, of which I've built a grand total of one. The other 204 were built by other people that I taught how to build these sites.

So that's the concept of leverage. At the very least, we're going to be talking a tremendous amount about leverage; about how you can learn something once, learn a procedure, learn a technique once, and then automate it and get other people – in most cases it's other people, in some

cases it's computers or software programs – to do it for you again and again and again.

Ted: Excellent. I'll tell you what, I wish we had more time. We've got to move on. But, man, did you share some power! Thank you, Kirt Christensen.

Kirt: Thanks, Ted.

Ted: Alright. Hey, our next expert is a great friend. In fact, he's a teddy bear kind of friend for me. Originally, he was known as the Internet Audio Guy. He's got a great music background, audio background, recording background. But, of course, that was yesterday.

Today, he's known as the Internet Audio Guy and the Internet Video Guy, and he's even into something that is so exciting. I'm going to let him share that with you, if he wants to. I know he will at the Summit. I'm hoping he will tonight, on the call. Help me welcome Mr. Mike Stewart.

Mike: Hey Ted, it's great to be here.

Ted: Glad you can be, man. Tell us, who are you and what are you going to share? And give us something we can do today.

Mike: Okay. First of all, I'm trying to get known and, hopefully, down under there in Australia, as the Internet Audio Guy. And now, most

recently, experimenting with video production and being the Internet Video Guy, and figuring out the methods to help people create video products.

What I'm excited about is the fact that video works on web pages. Doing some tests, teaching people. You're great at making sales letters, Ted, but I'm trying to learn how to make infomercials and video for web pages. And I'm getting some real good response that I'm going to be sharing with people.

The combination of a great sales letter with a video infomercial on a website can really help conversion and help explain selling certain products and certain approaches of marketing. So we're going to be covering that.

But my main thing about my presentation, where I came from, I'm a musician, I'm a composer, and I have 25 years of experience in broadcast and radio and television production.

To me, I see the internet as a huge antenna that allows individuals to broadcast anything possible.

A few years ago, I started teaching and realizing that audio broadcasting over the web is something that every marketer and every information publisher should learn. Because once you learn how to broadcast content in an audio format over the web, you have the ability to market your products, whether they be written products, teaching products, ebooks.

But also, the same techniques that you use to market with audio and video is the ability to do incredible product creation using those same tools.

So I demonstrate from the stage – in a hopefully entertaining and informative fashion – how these tools work, to show how really simple they are.

If you already own a computer, it's never been simpler to start creating video and audio for the internet, and also video and audio for products.

Ted: I'll tell you what, you definitely have the goods. I know I came to you frustrated, and you set me up as a professional and did it in just a couple hundred bucks and a couple hours. It blew me away. And it was audio only.

Mike: I know. I've seen the transformation of digital audio, computerized audio editing and recording and all of the processes. I started when it was reel-to-reel tape and a razor blade to do editing.

And now, it's so dead-simple and so inexpensive, that it just doesn't make sense to go to a recording studio to create a product when you can just do it in the privacy of your home.

I'm not in my pajamas, but I'm sitting here comfortably on my sofa. I've got my microphone right in front of my lips here, to be able to speak like a radio broadcasting DJ. I'm listening to you over my speaker monitors.

So I'm extremely comfortable talking to people all over the world. I think this is incredible. And this is what I want to share and teach people. It's so simple to set these systems up and get them running.

And the thing that you alluded to just a moment ago, that I'm going to be speaking about, is going to be a whole new section. There's a phenomenon going on the internet called "pod casting." I think information marketers and people that come to the World Internet Summit need to be privy to how this is done.

I've been studying it. It was pretty much introduced to the world back in September. And for anybody who knows what blogging is and RSS feeds, that may be a little bit techy and geeky there, but we're going to make it really, really simple and explain it to you. But this is basically the way it's been described.

In America, we have TiVO, which is basically television recorded on demand and delivered over satellites and the cable.

Pod casting is radio audio content that anybody can create this content, and then people can walk away from their computers and listen to your shows, your broadcasts, your content, your teleseminars. They can go listen to it in their car, they can listen to it while they jog up and down the street.

This is going to be a phenomenal way to communicate with people for very, very little expense and very little skill sets needed.

So watch out for pod casting. That's what I'm going to be introducing. And I think it's going to revolutionize marketing and the ability to build relationships with customers, which is what business is all about.

People like to do business with people they have relationships with. There's no better way than for people to hear and see you, rather than just read what you have to say.

Ted: And everybody knows that portability is a trend that started years ago. A lot of people, they just don't want to have to listen to a CD on a computer or in their home, or only in their car. And now, you are helping people bring that same content into every format that is possible. Is that not?

Mike: Exactly. If I see an opportunity for an individual to use a professional microphone and prosper from it, that's what I want to learn about and that's what I want to share with the special attendees of the event.

Ted: Alright, Mike. Thank you for keeping us on the cutting edge. You are out there. When we're talking about technology that was "introduced" four months ago, we're still way, way, way on the cutting edge, almost on the bleeding edge. So we'll be trendsetters, thanks to you. I appreciate that.

Mike: I look forward to it and I hope to meet everybody one-on-one there in Australia, on the Gold Coast. I can't wait.

Ted: Cannot wait. Thank you very much, Mike.

Mike: Goodnight.

Ted: Alright. Our next guest we've saved until the last because he is courteous and respectful, and because he wanted to let the others go. He is a co-organizer of the World Internet Summit Australia. In fact, he is in Sydney, Australia, where we did the first ever in the entire world, World Internet Summit.

He is Australia's top ad writer. We say that, of course, it's no longer true. It's a thing that was given to him, that name, years ago, when he was writing in an agency for Australians.

Of course, today he's on the internet, he's doing stuff worldwide, and he's now one of the world's top copywriters. Help me welcome my friend and partner in the World Internet Summit, Brett McFall.

Brett: Hey there, Ted, it's lovely to be with you.

Ted: Hey Brett, likewise. And you're an expert and a gentleman.

Brett: Well, hopefully I'm both. That's good. I can tell you, Ted, that I'm actually not wearing pajamas. In fact, I'm wearing nothing at all.

Ted: Oh, boy! Why aren't you videocasting, then?

Brett: Well, if anybody's been to the website, you may have seen the video that's there. That's my head on there. And you can see I'm a ruggedly handsome man, and I'm sure the picture that's in your mind right now of me naked is a very good one.

Trevor: I'm reaching for the bucket, as we speak.

Ted: Aussie's do have a sense of humor, right?

Brett: You'll be glad to know that I won't be doing my presentation in the nude. I'll have probably a sheet or something around me, mainly for the girls. I don't like to get them too excited. I like them to listen to my presentation. ;-)

But Ted, by the way, I think the lineup we have this year is so strong, it's so amazing. Definitely, from Marlon to Kirt, all of the speakers are delivering something unique and powerful. You're in for a real treat if you come along to the event.

What I'm going to be showing people during the actual weekend, firstly, is a receding hair problem. I'm trying to solve that. The internet is good, but it's not that good. If anybody has a solution, I'd like to know about it.

There's also another speaker that's actually joining on that voyage I won't mention. I'm sure he'll be self-evident at the event itself. A fellow Australian.

But apart from that, Ted, if you'd like me to show you some internet stuff, I can, as well. I've got a lot of internet projects. I'm going to take them through just one of the projects, just to keep it nice and simple. Because what can happen at this event is that you get overloaded with information and you just don't know which way to turn.

So I've decided to just show people one way that I've actually created income out of nothing. I'll take you step-by-step through every single thing that I do. It's like seeing a magician reveal his own secrets. At the end of it, you go, "Really? Is that it? Is that all you need to do?" which is just the revelation that you want to walk away with from an event like this.

You could, in fact, actually just watch my presentation alone and the whole weekend would be worth the actual investment to attend.

But the fact is you're going to get that, plus so much more. There's all these other speakers talking along the way.

I'm going to show you, step by step. It was on a subject that I know nothing about. Again, it was to prove to people that I could make money outside of the advertising and marketing circles. And it's also to prove that you can do this. No matter who you are, if you follow the principles of

finding out what people want in the first place, you could actually be on your way to making an income on the internet.

More than that, I'm going to show you how to sell. What if you've actually got a product? How do you actually sell on the website? I'm going to show you exactly, a simple, simple system that I use. I'm going to show you every step you can use to sell whatever you're selling on the internet as well.

Which actually brings me to a couple of things I wanted to give away today. If you're listening to this right now, you should grab a pen and a piece of paper. Because one of the techniques I wanted to leave you with today, I want you to start working on this before you even come to the actual Internet Summit.

One of the challenges that you'll find when you're selling on the internet is how to actually get people to say, "Yeah, that sounds good. I wouldn't mind buying it."

And also, one of the biggest areas where people struggle is on your headline. What I'm going to give you is basically a couple of tools, right now, that you can actually work on to create really amazing headlines. That's the part that people struggle with the most.

I've got to tell you, I went over to the UK in October for our World Internet Summit UK, and I saw a headline in a magazine. It just reinforced

to me how powerful headlines are. I want to share that headline with you. If you're a little bit prudish, you probably would have tuned out by now, but if you're still with us you'll want to save this headline.

It was a headline I saw in a magazine for an Indian restaurant in England. The headline simply read, "Bring your wife to our restaurant and we'll blow her ass off."

Ted: That would get your attention, wouldn't it?

Brett: Now, that headline makes me laugh. It probably makes other people go, "Hmm, that's a bit rude."

I'm not really concerned what your impression of the headline is. Here's why: the fact is that headline grabs your attention like nothing else. And I am desperate to get a copy of that ad.

I was actually reading over the shoulder of someone else on the plane, who was actually reading a magazine. I didn't get a copy of the magazine. I'm desperate. So if any of you see that ad with that headline, please send it to me because it just proves the point how powerful it is.

I want to give you a couple tips on how to actually create headlines like that. How do you start? What do you write? People just don't know.

The first thing I want to give you is this: I want to give you a question you want to ask yourself in order to make your headline appear for you. The

first question is this. Write this down, folks. Write this down right now. “What are my prospects’ greatest problems, needs and concerns right now?” Please write this down. “What are my prospects’ greatest problems, needs and concerns right now?”

What’s so good about the headline? Well, one of the things I really, really talk about a lot is focus. Questions are so powerful to focus your mind. When you get up in the morning, you can focus on the negative, you can focus on how bad the day is, how bad your job is, how much your boss is going to chew you out, or you can focus on what are you going to do with your life, how are you going to make things better, what are you going to do today that’s going to change your life.

Just by asking the right question, you change your whole focus. This question, “What are my prospects’ greatest problems, needs and concerns right now,” gets your brain to focus on the things for writing a headline.

I’ll have to give you an example. What about this? What about if a problem of your prospect was that they can’t stop smoking. That’s the problem. They can’t stop smoking. Well, a headline out of that could be something like this: “How to quickly and easily stop smoking in just 21 days.”

Can you see how the problem comes first? The problem is not they aren’t able to stop smoking. The headline simply says, “Here’s how to quickly and easily stop smoking.” And you make that a bit more extraordinary by

saying “in just 21 days.” Or it might be “in just 12 months,” whatever your program will teach them.

The bottom line is you’ve got to find out what that problem is. And often, focusing on the problem is the way to get it.

Another example. What about your problem was you don’t know how to design web pages. That’s the problem of your prospects. So your headline could be “Revealed: the simple secrets beginners can use to create their own web page in five minutes flat.”

Problem first, the headline then goes in and solves it. “The simple secret beginners can use to create their own web page in five minutes flat.”

If your prospect has the problem, the need or concern and your headline answers it in one, that will get them to focus on your web page and actually start reading through it.

The second tool I’m going to give you is this: it’s the second question you want to ask yourself. Here it is, folks. Grab your pen, write this down right now. “What am I really selling?” “What am I really selling?”

The most important word in that is “really” selling. Think about it. What about you’re selling an ebook and you ask yourself that question. “What am I really selling?” Well, you’re not actually selling an ebook. Believe it or not, you’re actually not selling an ebook.

What you're really selling is the total answer to making money online or the total answer to playing the guitar. You get my point there. What you're really selling is that huge solution. And simply, it can be even the form of an ebook or an audio download, or a CD or a video. That's the physical side. But you're really giving them the total answer to headlines and benefits.

Stop and think about that, folks, with what you're selling or what you plan to sell.

What if you sell plants online? You're maybe a nursery, a garden store online. And what you do is you sell plants online. Guess what? You're not really selling plants. What you're selling is a ready-made garden delivered to your door. You're not selling plants, it's a ready-made garden delivered to your door.

So what are you really selling? If you're a consultant, what are you really selling? Are you really selling your time? No. What you're selling is the solution to people's problems.

A handy hint here, folks, is this: the way to start to think about this, often a good way to phrase it is "the key to." We all understand that a key unlocks a door. We use that every day, right? But if something about your product or service is the key to selling more, the key to a better back, the key to a more relaxing line, you need to build images in people's mind about what you do.

And I'm just about to finish up right now. But if you can just master what I've told you there, you'll send your sales soaring because you know how to talk in your customers' voice. You know what their real problems are. You know what they really want. And you know how to create images in their mind of how to get the solution.

That's what I'm going to leave you with today, as an advertising tip, to get you started. I'm going to share so many tips during that weekend, you're going to not know which one to do first, which is a good problem and also a bad problem. I'm just going to overlay this, bang, bang, bang, idea after idea on how to write sales messages. It's such a powerful technique, and I hope you decide to join us.

With that, Ted, I'd actually like to ask you something because you have a presentation during the weekend as well. What are you going to start telling people?

Ted: Thank you, Brett. Thank you for your contribution. Thank you for the question and the opening.

As America's foremost internet marketing consultant, what I really come to end – of course, promoter of the World Internet Summit – what I come to is I am teaching people everything they need to know to either start up an internet business that is successful or, if they're already on the internet, to amp it up and bring it up to high profits.

Now, of course, I am not going to teach every single thing. For instance, ironically, my major strength is as a copywriter. We were just talking to Brett. Brett was just talking about copywriting. And Alan Forrest Smith, my other partner in the UK, is a copywriter.

So I've stepped back, because I know it's covered. You see, as a consultant and as the promoter, I am really in an administrative role, in a way, to make sure that every attendee gets everything they need.

Also, I told you copywriting is my main strength, the main method that I have used to gather the success that I have has been joint ventures. I have brought in Johan Mok, who has a whole lot more than joint ventures to talk about. He's a model. He's going to cover that in great depth. Yes, I will touch on it, but my area is to get these guys together.

I could teach on any of these things. But as you already know, I can't teach with the enthusiasm that Marlon Sanders teaches. And you, as an attendee, you need that.

I could talk about the lifestyle. I loved what Kirt said. That's why we've got such a great relationship going back for so many years.

We live the same lifestyle. In fact, that's why he's hard to get a hold of at times. That's why I'm hard to get a hold of at times. We answer our phone or our email when we darn well want to.

That doesn't mean we don't work, it just means it's all when we darn well want to, from where we're at. And if we have an issue, it just handles.

My biggest current project, which I will be talking about, is involved around *Think And Grow Rich*.

Now, what does the greatest success selling book in history have to do with internet marketing? Real simple, everything. Marlon talked about this. Jennie talked about this. Johan talked about it. The fact is it's making a decision.

See, the problem is, and Jennie was talking about it, too, in a different way, she was saying most people are modeling off of institutional websites. That's the whole thing, too, about really getting rich entrepreneurial-wise. Most people have the wrong models.

We're going to show you what it's like.

So basically, here's the whole story. And I'd like to use a metaphor to tell you what I'm doing.

A lot of people compare it to building a house. We're talking about building a profitable web business. And I am an internet marketing consultant, one of the guys who's in charge of the World Internet Summit. I am an equivalent – in building a house – to a general contractor. I'm going to make sure that the electrician, the best electrician that can be hired, is there. I could do it. I couldn't do it as well as that electrician.

I'm going to make sure the best plumber is there, even though I could do it. I couldn't do it as well as the best plumber can.

You see, we're bringing it all together. And my question becomes would you hire a plumber to build your house? Well, it sounds ridiculous. No.

So you need to come to this event. Again, I'm going to share my expertise, and it relates to joint ventures, relates to copywriting, relates to backend, relates to building a solid business and, as Trevor Cook can attest, as Jennie Armato can attest, I am looking for success stories that we helped create to be on the stage next year.

But I'm bringing it all together for you, to make sure you get the goods. That's all.

Thank you very much for that intro there, Brett.

Brett: Sounds good, Ted. Listen, I want to ask you, as well, is Tom Hua with us on the line?

Tom: Yes, I am. Can you hear me?

Ted: I'm glad to hear you. Can you hear us?

Tom: Yes, I can hear you, very clearly.

Ted: Good. Hey, I was expecting you to introduce yourself earlier, but I'm glad you're here. Tom, I don't know how long you've been here, but

the format is we are asking each expert – and, of course, you are one of the co-promoters of the World Internet Summit Australia – to share with us a little bit of background of who they are, a little bit of what they’re going to reveal at the World Internet Summit, and then something that we can use today to help make money.

Tom: Actually, I’ve been with the call right from the beginning. I’ve been monitoring the webcast. As you know, I’m in Shanghai, China, right now. The telephone call charge is ridiculous, because we have to dial in to be able to speak to everyone.

I went to Australia in 1990. That was almost 15 years ago. I had nothing, less than nothing, and I spoke little English. I had no background.

I started everything from less than nothing, until today, that I can live the lifestyle that I want.

The first thing I wanted to share with people in the Gold Coast is if I can do it, everyone else can do it. As you can tell, my English isn’t good enough even today.

Most importantly, I wanted to share some techniques, some key devices that you need to design your online business right from the beginning, so you do your online business correctly, in the right direction, so that with the least effort you can create an online business that can make you money for years to come.

We have a term called viral marketing. If you understand the principle of viral marketing, you can start building your online business having the right devices, having the right tools and resources, and put them together even before you start. You're planning your online business before you take any actions, so that you know your effort is long-lasting, so your business is solid for years to come.

And that's one of the important things that I'm going to share with everyone on the Gold Coast.

Ted: Tom, does it make it easier if a person starts correctly, versus just throwing something up?

Tom: Oh, definitely. I think most people fails with planning. When I say planning, I'm not saying that you have to plan what time you get up or what time you go to sleep.

The most important thing is that you want to spend time to learn the techniques, to learn the knowledge that you need, plus you need to plan, you need to do enough research so you know where you want to start and picture yourself where you want to be, how you want your online business to run in two, three, even five years down the track.

So right in the beginning, you don't have to have six products once you've started, but you need to design your online business so that it can grow as the time goes.

Ted: Excellent. Excellent. And Tom, I do know that you just spoke of viral marketing. Can you explain how a listener might do something with viral marketing, might plan on doing it? What is it? I think there might be a disconnect there, that you can clear up real easy.

Tom: Yeah, sure. Viral marketing is when you create a product, you need to put those components, those devices into the product, so that after the products are sold, it still works to bring the traffic back to your website, to have your website exposed to many, many more other people.

I'll give you a simple example with viral marketing. You can easily create a product that you want to sell. But, at the same time, you could create a smaller product, a product that you can give away to other people or even a product you can allow other people to give to other people.

So this way, people receive something with value for free. But at the same time, your name and your website addresses, your email addresses will be exposed to many people who receive this simple product. As a result, they come back to your website, look for more, look for other products.

This is a very simple example of viral marketing. Of course, there's a lot more that I'm going to talk about during the Summit on the Gold Coast.

Ted: And viral marketing, that's a major way that you build your business. Is that right, Tom?

Tom: Exactly. That's why people don't see many advertisements, many e-zine ads that are sent. But my online business is generating more and more traffic as each day goes. That's very important. That's how you need to design your online business right from the beginning.

Ted: So listener, make sure anything you put out, anything you create, has links back to you and your products and sites. Is that what you're saying, Tom?

Tom: Right. In a simple way, yes. But there's lots more skills and knowledge and tools that I'm going to reveal on the Gold Coast .

Ted: Absolutely. Well, Tom, listen. As a promoter of the event, co-promoter, do you have anything you'd like to say to the folks?

Tom: I would say to do your homework. This event is absolutely brilliant, Ted, for sure. It's improved. But I would encourage everyone to do your homework even before you come to the seminar, so that you are prepared and ready to go as soon as you leave the venue.

Now, when I say do some homework, including do some research on the internet. If you are having some product or services in your mind you are going to develop, before you even start go to all of the search engines, type the relevant keywords, and have a look around and see what other people are doing. See how competitive the market is, how many people are providing similar kinds of products or services, and how many people are

looking for those kinds of products or services so you know where you stand in the marketplace.

You might need to adjust the angle of your products or services that you're going to provide. So do enough research and do some homework, and get ready for a big, valuable weekend.

Ted: Alright, Tom Hua. Thank you very much.

One last question. What time is it right now in Shanghai, China?

Tom: It's 20 to 10:00 in Shanghai, China.

Ted: Is that morning or afternoon?

Tom: In the morning.

Ted: In the morning.

Tom: I'm not in pajamas, but I haven't brushed my hair because I hardly brush it – only once a week.

Ted: Alright, Tom, thank you very much for calling in from Shanghai, China.

Tom: Thank you very much, Ted. Thank you, everyone, for listening.

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