



World Internet Experts Series

**"Who Would Love To
Know How Guy Levine
Hauled in a Massive
£40,000 in Just Two
Weeks Online?"**

Featuring Guy Levine

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Alan: Today, what we're going to do today is we're going to speak to a young guy from the Manchester area who's been very successful. And we're going to find out how he's created and discovered and found his own niche, his own success online to make his full-time occupation working on the internet.

So without me rambling on too much, let's introduce Guy Levine.

Guy: Thank you.

Alan: It's very kind of you to give us your time. I was just reading your brief bio, and I found it fascinating, to be honest, especially for a young fellow.

So why don't you jump straight in, Guy, and tell us a little bit about yourself and what you're doing? First, who is Guy Levine?

Guy: I'm 24. I live in Manchester, in the UK. Did my eight hours at college and then decided that I didn't want to go to a university. I was going to start up my own business, and decided to become a website designer.

So I'd say the easy title has got to be website designer. And then the entrepreneurial bug hit me more. And now, it's Guy Levine, internet entrepreneur and public speaker.

Alan: Alright. So how old were you when you started your web design, Guy?

Guy: 18.

Alan: And were you self-employed or were you working for someone?

Guy: I'm quite proud to say I've never had a job. I've been self-employed from the word go.

Alan: Okay. So how successful was and is your web design company?

Guy: It's successful enough to be able to be run on two days a week of input and to still do a six-figure turnover.

Alan: Six-figure? That's nice. And how many employees is there?

Guy: None. Myself. I believe in working hard and working smart, and I didn't want to pay for a secretary to spend time fixing her brows with her boyfriend, that forced her to work. And I didn't want to pay people while they're on holiday.

So I thought the best thing I could do is build a team of freelancers, and they all interact by an internet, and to do it that way.

Alan: So when you say interact by an internet, do you want to explain that for our listeners a little bit more, Guy?

Guy: Yeah. Basically, we've got a secret website where we can video conference, where we can have a message board to leave notes for each other, I can administer tasks to any of the members, we can share files, we can share contacts.

And basically, instead of them tearing up to the office, they log in in the morning, they get their work assignments, they do it when it suits them, how it suits them. And they upload it by the time I check it the next morning.

Some of our guys work between 12:00 at night and 7:00 in the morning. It suits them.

Alan: That's fantastic. I know for a fact, Guy, that some of our listeners' ears will be perking up when you're talking like this. So how does somebody actually get into doing that? Because I thought somebody like myself and other people who are older, you're probably part of a newer generation that's growing up a little bit more with e-mail and the internet, when I didn't.

So when people are listening to you talk about internet and these secret websites, how can you break that down, just to make it a little bit simpler for people to understand?

Guy: We just did a bit of a stitch on the internet for stuff like online collaboration and online project management. I think there's actually probably 30 different companies of which, at this precise moment I can only remember one, which is Microsoft.

And I know if you go to the List Builder website, Microsoft's got one on there. And you can rent it. It's like \$60 a month. And as soon as you create the user name, password and put your credit card details, you're up and running.

Alan: Wow! Simple as that?

Guy: Yeah.

Alan: And if you're ___ loads of retail shops on our streets, the difference in overhead. Do you have any idea what your overheads would be a month for that particular outfit, your design business?

Guy: Actual overhead is a 70£ a month phone bill and probably 250£ a month in online rentals and things like e-mail, newsletter server, online appointment server and collaboration server.

Alan: The big advantage is you're not getting wrapped up in the wages ___ staff.

Guy: No.

Alan: Do they just give you a price? Or how does it work?

Guy: I get quotes on every job, and then get invoiced at the end of it. So I don't have to worry about any of that sort of wages. I only have to worry about my own.

Alan: And how are you going to spend it?

Guy: Yeah. The key thing is the minute I start a job, there is a cost associated with that job. Whereas if you've got employees, there isn't a cost because it's all covered in your running costs.

What I've found I've had to make sure is to have the confidence to start charging initial fees upfront. Because I know that if I want a set of visuals

and it's going to cost me 300£, I need to say to the client, "There's a 300£ upfront fee." So if they decide, "I don't want to go ahead with that anymore," I'm not left with the 300£ bill from the contractor.

Alan: If you could, just expand it just a little bit for the listeners. Are you telling me that the whole thing from A to Zed, from the beginning to the end, is done online with your clients, as well? Do you sometimes have to meet people?

Guy: Yes, I meet a lot of people. Nowadays, I think I like to have a first meeting face-to-face. I think it sets good boundaries. I think when work is a day late and you've met the person face-to-face, it's much easier to explain it than just a voice on the other end of the telephone. There's no relationship there.

But I've got clients that I've never met before. Nowadays, people are busy. They're quite happy to just do it over the telephone.

Alan: Yeah. I find that myself. That is the beauty of the internet.

www.yourfirst1000subscribers.com. Do you want to tell us a bit about that project?

Guy: Yes. When I was 18, I happened to bump into someone who was a business mentor. And he said a lot of his business was coming from an e-mail newsletter. So I thought, "I can write one of them."

So I borrowed a couple of ideas and I sent it out to, I think, like one person the first time. It got forwarded around, and slowly a subscriber base came,

until I got an e-mail one day basically saying that I was a parasite on the backside of humanity. How dare I copy and plagiarize other people's work. And really, I should just stop doing it and get on with what I'm good at doing.

So I was hurt, but I thought, "No, I'm going to make this work and I'm going to build a really profitable list.

And what I found is when I hit around 1,000 subscribers, it really took off. So I thought, "If I can do it at 19, anyone can do it." They need maybe a little bit of a point of inspiration.

So I wrote this e-book and I got help off a friend who was making money online, to tell me how to write the sales letter, launched it, and I think within about two or three weeks sold 300 copies. There were these e-mail receipts coming in every day, which is the best thing in the world. And you know, gradually there's a couple of thousand every day.

Alan: Fantastic! So was this at the same time as running your own business as well, the web design business?

Guy: This is really naughty. It seemed really naughty at the time. I was running my website design business. It took me three months to write an 85-page e-book. I'm not a writer. I'm more of a speaker. And selling 200 copies, I think, took four e-mails.

Alan: Just take a little step back now, because I found it interesting. I know I've spoken to many people who found it hard to build say 50, 60, or

even 70 on a list. What made you ___? Because again, my experience with some clients is if they get a note back, they do tend to give up. So why did you keep on going?

Guy: I've gotten into this habit of when someone says, "You can't do this," this little voice in my head goes, "Oh, really?" You look at people in the street or you look at Olympic athletes and think, "If they can do it, so can I." How many times do people get things wrong? I just like to hit my list until I got my first complaint. That's one of out of the way. Got 899 more.

Alan: So this particular website, you're telling me it took you three months to write the e-book?

Guy: Yes.

Alan: Just for the sake of our listeners again, Guy, tell us how you got buyers to that website. Again, I've seen so many people spend months upon months putting this stuff together and they get a great website, they put it online, and they never sell a thing.

So you tell our listeners how you managed to sell that volume of e-books in a couple of weeks.

Guy: Okay. My first kind of philosophy is he who hires the biggest and most profitable list, when he dies, wins.

When I first started off, unfortunately, that wasn't me. I found the people that I could take out for coffee and, if you like, chat up with those people.

But when I first started, those were the people that had around 3,000 in their list. So I built strategic alliances.

The second thing I did was religiously publish my e-mail newsletter.

Alan: Right. So how often does that go out?

Guy: Every week. I'll be very honest. Some weeks, it was rubbish. It was full of spelling mistakes, grammar mistakes. Sometimes, it still is. But readers just laugh because I told them while I was on holiday in America I just bought a book on spelling and grammar, from which about 15 e-mails came back just saying, "Hurray!" So I published that.

The other thing I did was I created a blog. One of those is I've got this website design business, people are coming to make money online, and I'm going, "Yeah, no problem." And I thought, "I've not doing this for myself." And it all seemed so difficult. But I started out this blog day zero, no newsletter subscribers, no product. I'm going to write every day and tell you what's going on.

Alan: Right.

Guy: Because it was just a normal HTML page, I updated every day. It went to the top of the Google rankings within about two weeks, because it's being updated and it's keyword-rich.

Finished the e-book and then I sent an e-mail out in my newsletter, an e-mail out to the people who I've made strategic alliances with, who got on the blog.

Alan: So again, jumping a step back, you're talking about this blog. Just maybe for the sake of some people here that are not sure what a blog is, and the reason why you did that, how did the blog effect your rankings in the search engines and what was the whole purpose behind doing the blog?

Guy: Okay. To put this into context, the first thing I say is if you want to go and look at the blog – because it might make things easier to understand – it's MrPassiveRevenue.com.

The idea of a blog was basically a diary. It's a diary on the internet. It can be a diary of 600 words a day of things that are going on in your life, or it could be a diary of 50 words a day of something that's going on – or 50 words a week.

What I believe – and I still do believe, whether it's right or wrong – is that a lot of these sites and search engines rank your page by how often the content's being updated. And I was updating it every day.

Alan: Okay.

Guy: And I was also using hundreds and hundreds of keywords. I did this on my web page, I did that in my list, and all of these words are building up.

So really, if a search engine was to look and say, "Is this relevant to what the person's typed in," it was because there were like 50 entries of all relevant stuff.

Alan: Right. So what you're telling us is if we get into a blog, a blog is going to be a good way as long as it's keyword rich, to get ourselves higher up in the search engines.

Guy: Yeah. And you know, also, I think there's a nice mental thing in it, that if you want to create strategic alliance, it goes to say, "Go and read what's been going on." And people can understand you and people can get into your head, which I think makes them better buyers because you've kind of built this relationship with them.

Alan: Great. Thanks, Guy. We're just going to go into another one of your websites, Guy, which is OnlineProfitSystem.com. Do you want to tell us a bit about that, Guy?

Guy: Yeah. Like I'm almost embarrassed to talk about this one.

Alan: That's okay. The thing to say is actually a good starting point for maybe people getting into using the internet. And that's why I thought it was worth mentioning.

So if it's embarrassing, you can kill me when you see me.

Guy: Okay. The OnlineProfitSystem, I've worked for now two years, working on how to make money online. Maybe this might sound arrogant, but it comes from a good place. I thought, "If I've learned how to do it, it would be rude for me not to share that with other people."

But in order for them to act on the stuff that they're learning, I think they need to make an investment of time and money. Otherwise, it's just seen as a freebie and no one takes any action.

So it's ___ program, showing people how to make money on the internet. And I charged it. It works out, I think, 4,000£ for the 12 months. I put an ad in my e-mail newsletter, put an ad in three other colleagues newsletters and on one chat group I'm a member of, an e-mail chat group. And in two weeks, 10 people have signed up.

Alan: Wow. That's not bad, is it?

Guy: But what's even more interesting about the actual program, it's not fully passive income, but what they get is a teleclass each month, a video CD each month, and some telephone coaching that they book themselves through an online diary management system.

Alan: So you want to tell us how much is on your list?

Guy: The diary management system?

Alan: No, the Online Profit System. How much is that bringing you in annually?

Guy: 40,000£.

Alan: So 40,000£ for a kind of passive website, really, apart from the stuff that you have to do every month?

Guy: Yes.

Alan: So really, if you replicated that website five times, it's a fantastic revenue. Absolutely incredible.

Guy: And it's not particularly difficult to do it. The thing about the website is it all comes down to – and I think Alan will agree with me about this – it's all about the way that you write on that page.

Alan: Yeah, that's right. So just on this OnlineProfitSystem.com, are you saying it would be better for our listeners to take a monthly subscription, rather than one lump sum? Is that what you're telling us? Is that the way you do it?

Guy: Yeah. I think most people being told, “Would you like to pay 4,000£ a month or would you prefer to pay 330£ a month, they'd prefer to pay 330£ a month.

Alan: That's right.

Guy: It also gives them confidence, because they think, “If I sign up and it's rubbish, and I've only paid in 340£ in that first month. I can cancel it and I've not lost 4,000£.”

Alan: That's a great point, yeah. But just another thing, Guy. Just thinking on my feet while we're talking here. Good people generally don't want to sign up to someone charging 340£ a month if you don't know them. Again, just repeat for us again how you build that relationship so they eventually feel comfortable spending 340£ a month with you.

Guy: Basically, you publish your newsletter every week. My readers know that I like to buy food. My readers know that I just got married. My readers know that sometimes I talk about my fiancé and I hope that she doesn't read it, because I'll get flack if she does. Sometimes they all know where my next speaking engagement is. They all know the weeks that I just haven't wanted to get out of bed because I've been so unmotivated to do any work.

So they kind of do know me. I also run a lot of teleclasses, both free ones and paid ones. Teleseminars like this, where people can just come on and hang out and get the Guy Levine experience.

So I think it's not something that one person could do, come up with this fantastic program, post it to their newsletter and then have 10 sign-ups.

Alan: That's right. I'm glad you said all of that. It dawned on me I'm a copywriter, and one thing that's always difficult to get people to understand, especially online because it's harder online to build that relationship, is to make them understand that it's not the first hit or the first contact that gets the sale. And, in fact, just in my interview last week, I mentioned the fact that it took me a year before I sold my first e-book.

So yeah, for you to do it so quickly is absolutely brilliant.

Just another thing that stood out when I was looking for your stuff, Guy, I spoke to a web entrepreneur recently and he has a list of over 100,000 subscribers. I know from talking closely to this individual, he doesn't really make a lot of money from his list. Yet, you mentioned to me that,

tell us how big your actual list size is. And tell us how much that list pulls in annually for you, Guy.

Guy: My list, embarrassingly so, it's somewhere between about 1,200 or 1,500 people. And I'd say that's sort of all my ones combined to the little things I do. But that created the 40,000£ for the Online Profit System. It created 600 lots of \$80 for e-book. It funded a six-figure website design practice.

I'd rather have 1,000 buyers than 100,000 freebie hunters.

Alan: Exactly. Yeah. So if somebody said, "Guy, do you think I should give away XYZ for free and do this for free," what is your personal opinion to them in your experience or something with you?

Guy: A great phrase: free, free, free, free, and then what a lot of people forget at the end, pay.

Alan: That's right.

Guy: So you have free teleclasses, free e-books. I suppose if someone e-mailed me and said, "Guy, I can't afford it, I'm not sure what to do, your e-book looks really good, I'd probably just hit reply and attach a copy of the e-book to it.

I'm not really bothered about an individual loss of \$80.

You give people what they want in order to become a buyer. But if you keep on giving stuff away for free, they're going to become used to it. And

also, no one ever, ever raves about free stuff. There's no real value associated to it.

Alan: What do you think the difference is online, as far as free goes? And do you think free is damage to business online or do you think it enhances business?

Guy: I think low prices have damaged a lot of stuff online. And I also think high prices have damaged a lot of stuff online.

I think a lot of people have lost their sense of reason, and I think people are quite happy that when they come to your sales page and they see, "Here's a free report outlining 10 great tips about this subject," and they get it, then I think they're quite happy to buy an e-book at around 20£ to 30£, for their first purchase.

And then, I've got a website called TheSalesLadder, which is then it's your job to get them from a 20£ page to your most expensive page in that relationship, however long it takes.

But I think if you start giving them everything for free, then you don't get anywhere. It's like people expect the free stuff.

Alan: Which goes back to the guy with the list with 100,000. He doesn't make any money.

Guy: Yeah. The other thing is a lot of people on the internet don't really have any business shopping.

Now, I tried a little experiment for a week. Everyone who bought my e-book got sent 100 thank you cards with a PS, “Don’t forget to tell your friends about my e-book.” How many more e-book sales do you think I got in that week?

Alan: You tell me.

Guy: Like 1,200% more. Everyone was so blown away by the fact that Guy Levine, some 24-year-old kid, has written back to say thank you.

Alan: Yeah.

Guy: I wound up making 40£ per e-book, and it might have cost me 2£ to send 100 thank you notes. Like even Corey Rudl’s not doing that.

Alan: Are you telling me that you think it’s good, if you can, mix a little bit of offline marketing with your online stuff then?

Guy: I think if you want to make money online, it’s about being a good businessman, not being an entrepreneur. I think if you do mix the offline, if someone bought a copy of your online recording MP3 program and it was five MP3’s, if you sent them a CD with it all on, that didn’t say that they were going to get it, and it was like a week later, it’s “wow.”

Alan: Sure. Yeah. So I just want to step back a little bit, Guy, because what we talked about earlier, you were saying low prices have destroyed it to some extent. But I know for a fact quite a few of our listeners would be thinking, “What I’m going to do is I’m going to get maybe a reprint right e-book and I’m going to burn it myself, and my own name and address, etc.,

and my own business. And then I'm going to sell it for either \$19.95 or \$27, or \$47 or whatever." Are you saying that's a bad thing or a good thing?

Guy: I can only give you my spin on that. I think that in order to have a great product that sells, your product has got to have sold. A reprinted, resold e-book, in my mind, doesn't have it. And I think that the people out there can sense that. They can smell what's going on.

Now, some people might think it's a great way to start. Some people might think I'm making fortunes and that you don't know what you're talking about. But I think that creating your own products from scratch and learning everything that's involved, you go to school as opposed to being a one-hit wonder.

Alan: Right. I know at the World Internet Summit, we're going to have Armand Morin coming in and talking to us, and a few other guys, about creating our own products. How easy is it to create your own product, then? Or how difficult is it?

Guy: Dean Jackson, StopYourDivorceNow.com, Coachville conference, Las Vegas, three years ago, "Dean, how do you create a product?" He said, "Well, you get someone to interview you on the telephone for an hour. You record it. You send it to this woman, who will transcribe it for you, and there's 10 pages of typed per 60-minute tape."

Alan: That's right.

Guy: “Oh, really?” “Yeah. That 10 hours of talking equals 100-page e-book. Yeah.”

Okay.

Alan: So what are you saying?

Guy: I’m saying it’s that easy, and as long as you can talk about something, there’s no reason why you can’t have an e-book done pretty quick.

Alan: That’s right. And maybe you just want to mention a little service I’ve actually used to do that. There’s a tiny little company, it’s just one lady working online on her own, and the site’s called AlwaysTyping.com. When I don’t have time to write, it takes longer to write than it does to speak, I just record it on an audio file and I send it to her. And she transcribes the lot.

I’ve done quite a lot with that particular woman.

So yeah, good point, Guy. Thanks.

Well, listen, Guy, I want to go through a few more things with you now. Just remember we’re telling this right towards our listeners. Making a start online, making a business, making it work online. And people will be listening to this young kid, Guy Levine, did 40,000£ in two weeks through the subscription, six-figure websites working online only, doing the hours that you want, how do they make a start doing the same sort of thing, Guy? Maybe not the same line, but actually making a transition from slamming

the office door shut and doing the whole thing online? How do they do that?

Guy: You want to know what I think if you've got a business already?

Alan: Tell me what I want to know. If somebody said to you, "Guy, how do I start working on the internet and leave the office forever, how do I make a start doing that?"

Guy: Okay. The first thing to do is to go to buy tapes of a seminar where they tell you how to do it. And I've got no affiliation to any of them at all. Any is better than nothing.

Alan: Yeah.

Guy: The second thing is write your first e-mail newsletter.

Alan: Say you've never written before. How do you do that?

Guy: The first thing I get anyone to write in their e-mail newsletter is a 60-second tip. And you use something called your center of authenticity. Review them, good or bad, that you can tell people about so they don't make the same mistake or do the same right things that you've done.

Alan: Yeah.

Guy: If you've quit smoking, center of authenticity. If you've lost a million in bad shares, center of authenticity. If your kids can't wait to see you when they come home from school at night, center of authenticity.

Alan: So what you're saying is write a 60...?

Guy: Write a 60-second tip. Write a tip that someone can read in 60 seconds and that you can write in 60 seconds. It might be, “Don’t forget to back up your computer this week.”

Alan: I’m sure that’s what I need.

Guy: Yeah. It might be if you wanted your kids to love you, stick a chocolate bar in their packed lunch. Just something that’s that simple, and it warms people up.

The second thing I’d say to do is to just write an article about a topic. But the way that I think of writing my articles is I think, in my newsletter, what do I want people to achieve. What’s the outcome?

So if you wanted to have your car last as long as possible, that would be an outcome. And you’d think, “I want to write an article that shows you how to make that car last as long as possible.” What three things would they have to do to make that happen? Get it cleaned once a week, get it serviced, and only use – I don’t know – something or other. And then write those three points and a little bit of a story or a bit of meat to those three points. And that’s my article, done.

Alan: Okay. So they start writing an article. Where do they go after that?

Guy: Then, your first e-mail newsletter, you send to anyone that you can find.

Alan: Guy, how do they start an e-mail newsletter?

Guy: Okay. For your first one, all you need to do is open any e-mail program, put your address in the to box, and in the BCC e-mail, the blind carbon copy box, put the address of anyone else you can find. Your family, work colleagues. If you can send it to 20 people, that's fantastic. Put it in and press the send button.

Alan: So just tell us what reaction you get, if you put it in the CC box instead of the BCC box.

Guy: When you send it in the CC box, everyone can see who you sent it to. That means that anyone can take the list of people. It means that anyone else can be sent viruses. You get a pretty bad reaction.

Alan: Yeah. Some people just don't like it. They really don't. You have to be very careful about that.

Guy: In my opinion, there's only one time an internet market should use the CC box, and that's when you're trying to pitch the business against competitors, and then you accidentally put the competitor's e-mail addresses in there so they see that you're talking to other people.

Alan: That's a good point I've never used before.

Guy: It works.

Alan: Okay. So after that, Guy, where do they go from there?

Guy: So that's a process that I'd say you have to get into the process of doing every week. Once that's fired up a little bit, I did mine probably the

long-winded way, but I feel that's how come it's gone so well. So I write these e-mail newsletters. I've written three or four. And then I say to the people on the list, "You know the kind of thing I'm talking about now. What extra information would you like?" So we'll do a survey or a questionnaire.

And then, what you'll see is what your readership wants to know about.

Alan: That's right.

Guy: So I was doing it to a lot of small business owners. And I realized that they wanted to know about e-mail newsletters, and I knew about e-mail newsletters. Because there would have been no point in me writing about how to make the world's greatest pizza if no one was going to buy it.

Alan: Okay.

Guy: So you're finding out your audience. And then, I kept on writing the newsletter and started writing my e-book. Bits of things that I've written, I'd try out in the newsletter and I'd say, "I'm writing this new e-book. This is a bit of it. What do you think?" They thought they were getting something for free. I thought, "I'm getting people to test it. I'm also whetting their appetite for the day when I say, 'You can buy it, it's ready.'"

Alan: Yeah, that's right. That's brilliant.

So the next question I wanted to ask you, Guy, we're trying our best to build these niche websites, to build them up. And as quick as possible, fill them full of content so it makes them attractive to the search engines.

If one of our listeners just does not want to write one word but they want to do this, how do they get that content?

Guy: I've not gone that route, so I don't know.

Alan: Right. Okay. What I was going to suggest is if someone just doesn't want to do it, and I've met plenty of people that don't, you can always hire a ghostwriter on eLance.com. You'll find somebody on that quite easily. They would be more than happy to write some content for you very, very cheap.

Guy: Now you've prompted me. One of the people on the Online Profit System course, he runs something called an ask campaign.

Alan: A what campaign?

Guy: An ask campaign. So what that is, is a questionnaire that sits on the internet. It asks people's questions, they fill it in, they press a button, and it logs it all in a database.

What they then did was set up some Google advertising to drive people towards the site, who typed in the keywords. So that created the list. And then they went to eLance and said, "Here's 100 points I want in my e-book. Will you research it and write it?"

Alan: Brilliant. Sounds good. Guy, where is it all leading for you? Because you talked about it's led into speak. Is the speaking taking you far and wide? What's that doing?

Guy: Yeah, the speaking's come because firstly, on the internet side of it, there's these big conferences going on. I think the good conferences want to know just as much from the ___ as normal people having the successes, as much as the experts telling the people how to do it.

Alan: Right.

Guy: And it's led me to talk all over the world, to different niche groups. And I think where you kind of make your success is if you know that you're talking for the car insurance salespeople meeting, you try to tailor what you've learned towards them.

Alan: Right.

Guy: So your speech would be how a car insurance salesman can use the internet to earn more profit.

Alan: And they just conversed with you through their websites?

Guy: No, that was just a fictitious example. If you want to get speaking gigs, what you have to do is tell everyone that you're actually speaking. But yes, a lot of people do, at the bottom of every e-mail and newsletter, is a line saying, "I'm available for speaking gigs," and then e-mails will come in saying, "I've been reading your stuff for a while. We read the testimonial that your last gig put in. Would you come and speak for us, please?"

Alan: Yeah. It's incredible. I myself have been to Latvia, I'm going to Milan, Japan, and lots of other countries just through websites. And it's

simply by building up a niche website, building good content and becoming an expert in what you're doing.

Guy: And the other thing is if you want to become quickly a successful speaker, it's to charge a fee from the outset, even if it's just saying that for every talk that you do you want 50£ to cover your traveling expenses.

Alan: Exactly. I agree.

Guy: What I started doing was sending to my speaking engagements an invoice, normal fee 3,000£, discount 100%, out-of-pocket expenses 40£. And then at least it puts some value on it and they realize what they were getting.

Alan: That's right, yeah. Good tip. Thanks, Guy.

So where is Guy Levine going now? What's the next step for Guy Levine online?

Guy: The next step is to start creating some more products. I've been listening to my newsletter readers. I've been speaking. I've been seeing what people want.

I love having my computer on in the morning and seeing five e-mail receipts from all over the world. And I think that's a great place to go.

And to take the website design practice to only have to work one day a week and to add more money.

Alan: That's right, yeah. Do you have any personal favorites online, Guy, that you can actually learn from yourself? Individual names that you can think of? Anyone in particular? Don't say me, Guy, please.

Guy: Who has been an inspiration to me? Fred Gleek.

Alan: Yeah, Fred's excellent.

Guy: And I'm very lucky I'm talking at Fred's conference in a couple of weeks. I was at Perry Marshall, for his e-book. Jim Edwards' audio multimedia products. And then, I suppose Corey Rudl.

It's all very well, I think.

Alan: I put you on the spot. There's so many, I know.

Guy: I think the key is buy one product and start using it before you buy another. And you see these people, they can, in alphabetical order, cross-match with online earnings, they can list all of these experts. And you say, "What are you doing?" And they say, "Nothing." And Yanik Silver.

Alan: I think you've hit the nail on the head, Levine. Buy a good e-book by a reputable marketer, and apply what you learn.

Guy: And I think one of the things to do is think of a product before you buy your first e-book about making money online. Think of your product. And then, every page that you read, think, "How can I apply it to this product?"

Alan: That's right. Okay, great. Listen, Guy, it's been great to listen to you. Is it really doable for our listeners to create a living online? Is it really doable?

Guy: Yes. I'd say anyone, from a standing start, should be able to earn 500,000£ a month worth of internet income, probably from about three months of groundwork.

I'd say anyone in their second year should be able to earn 20,000£ to 30,000£.

Alan: Okay, that's great. Obviously, I'm going to plug the World Internet Summit. Do you think it's worth people actually attending the World Internet Summit, when you look at the absolute goliath presenters that we've got actually attending? Do you think it's worth it?

Guy: One of my favorite sayings is why walk up the stairs when you can take the lift?

Now, to compare that to what we're talking about, taking the lift is spending three years reading e-books, learning, applying, and maybe you'll get somewhere.

Taking the lift is having a heart-stopping moment where you put your credit card detail into a site that's asking you to make a rather large investment. But you learn it all in four days.

Alan: That's right. The key there must be investment.

Guy: Listen. Whether it works for you on the first time or the third time, it is an investment. It's only a cost if you go and don't do anything about it.

Alan: Okay, Guy. Thanks. Listen, Guy, we're going to wrap up in a minute. So do you have anything to tell, anything you're bringing out on your websites, anything you want to tell us about yourself? Just lay it out so our listeners can pick up on it.

Guy: I think if they're interested in who I am, just got to www.GuyLevine.com. If you're not interested in any of my products, I've got a web info view of my wedding three weeks ago, and a picture of me surfing in Hawaii, and you'd better look out.

Alan: I want to really thank you again for your time. It's been good. It's been interesting to show that anyone can do this. Anyone can make a living online. You just have to make a start. Guy says, "Why walk up the stairs when you can take the lift?"

Guy: Thank you.

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