World Internet Experts Series

Uncoding The Ultimate System For AutoPilot Riches On The Web

Featuring Brett McFall, Tom Hua & Ted Ciuba

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Ted: Alright folks, welcome to another World Internet Experts call. As we like to say, good evening, USA. Good morning, Australia. Good night, UK. And welcome all points between.

Folks, we are, indeed, getting geared up for the World Internet Summit. The World Internet Summit is your sponsors and your host for this event. My name, one of the co-organizers, is Ted Ciuba. We do have the other two co-organizers on the phone with us. We are very lucky today. It very seldom happens on the phone, on a webcast. Brett McFall and Tom Hua.

So together, we are welcoming you to another World Internet Experts webcast.

Ted: Hey, folks, as you know we tailor to and we meet all kinds of people. People from absolute newbies, people who might ask, "Show me, why would I need Autopilot Riches," as in they don't have a clue, all the way to people who are saying, "Well, is Autopilot Riches really the best system that there is?"

Let's start with the newbies. Brett, let's start with you. Can you give us a brief – and I'm asking you because you're not the technical one as much as Tom is – can you give us a brief description of what Autopilot Riches is and why a person might need it on their website if they want to make money?

Brett: About a year and a half ago, I didn't even know anything about this sort of technology. And I didn't want to know anything about it. Even today, I don't really want to know about it. I just want it to happen and for it to work properly.

How I actually picture it, Ted, is this. I see it as like comparing Disneyland with your average fair that comes through town every couple of months.

What I mean by that is that Autopilot Riches is Disneyland, because it has everything you need within the one sort of piece. To me, that's really important. I go to one place all the time to look after my customers. And I'll go into a little bit more detail in a second.

I only need to know one system to take care of all of my customers. In terms of like when someone buys a product of mine on the internet, you've got to ask the question, "How are you going to communicate with them afterwards, so they know that their product's on the way, so that you can reassure them. After five days, a reassuring e-mail to say, "Hey, I hope you got the product. I hope you're enjoying it. If you've got any questions, let me know."

How are you going to make that happen on autopilot? Because if you don't have some way of doing that, you're going to have to do it.

Let's imagine you've got 1,000 customers who have bought your product. That's a lot of customers to look after. And 1,000 customers isn't hard to do, once you really start to get cranking with your internet business.

But how are you going to communicate with them? And how are you going to do it without actually making your life hell?

Wouldn't it be nice to be able to have a system where, when you're asleep, you're communicating with people? Anywhere around the world, you can communicate with them while you're sleeping, while you're playing sports, while you're out shopping. And you don't have to worry about it.

Now, I don't know about you, Ted, but when I first saw the potential of the internet, I thought, "That looks like a business medium where maybe I can actually do work and make money without actually having to put in the huge effort that you would in the offline world. I don't actually have to be on call 14 hours in a day. So clients don't actually have to phone me to get information.

That's what I see as the main thing for this program to take over – I would estimate – maybe 80% of your tasks for you, automatically. You set them up once. You might write the e-mails to your customers one week, two weeks, three weeks down. And every person who buys something from you gets messages like that from you, prewritten and done automatically.

That is one of the main ways I use it. That's just one way. That's just one ride at Disneyland, if you take that sort of analogy.

But for me, it was one of the biggest reasons why I got involved with it.

And when I think most people start with it, they may start to wonder, "What else does it do?" And actually, it does some really interesting stuff and it really does give you so much control and so much flexibility in the business that you run on the internet.

Ted: Indeed. If the person with 1,000 customers didn't have this system, they literally would either quit working on their business and be working in it – in other words, be gulfed by these responses in customer service – or they'd actually have to hire another human at more every single day than it costs for a month's worth of service of this system. Is that fair to say?

Brett: Let's be clear. See, this is the thing. With the fantastic technology of today, you can do things that you shouldn't really be able to do.

You should not be able to run a business or a company on the internet on your own. That is something that has never, ever been possible, to run your own company like that. You've always had to have receptionists and support staff and accounting.

With this technology today that is so fantastic, we don't have to have any of that support. So the elements there, you can actually control most of it yourself via software.

This program, I think, goes a long way to doing that.

So yeah, if you didn't have something like this, then you're the only person answering all of these e-mails. You're the only person controlling what's going in, what's going out.

So it's a lot more work on your side. Stuff that was never possible before can now be done for you, or automated. And that's why I think the internet really does stand alone. Compared to any other business in the world, the internet can give you that freedom, if you use it properly.

Ted: Incredible! Incredible! Tom, since you are – among other achievements – are a top-notch webmaster, you come from China, Shanghai, China. I'm not trying to make a racial stereotype, but you fit into the racial stereotype. We tend to think of Asians as being more technically-minded, and you are.

From that viewpoint, can you give us your insight on the Autopilot Riches program?

Tom: Yes. I have to agree with whatever Brett has just said. Autopilot Riches, this e-commerce system, does live up to the name Autopilot.

Now, to me, the system provides you much more than just following-up with your customers with automatic e-mail messages.

What this system provides is really a complete system, if you like. We are the online business operators. Now, to be a good operator, it's like a driver. You need a good car to go to where you want to go.

Now, this is a very sophisticated machine, so to speak, as your car. You can sit in your driver's seat and it's got a lot of buttons. You can run your online business very efficiently.

Now, there's lots of things it can do, apart from manage your e-mail messages to your customers.

For example, it provides a multi-list database, which means you can have your customers into different e-mail lists, so that it can send them different messages at different times, for different purposes.

And also, you can search from multi-list. You can send your messages to your prospects only or to your customers only, or to the customers who ordered a particular product only. That gives you really outward control over the communication that you want to establish with your customers.

It also has an affiliate program plugged in.

Now, running a business online for almost six years, I came across so many different programs, different systems that it can do. But I've never seen any other program can do this many things at the same time.

Now, affiliate program is unlimited that you can do with Autopilot Riches. That gives you the flexibility to set up two tiers of commission rates. Like the first tier you can have a certain percentage and the third tier you can have a different percentage.

And, for different products, you can have different percentage. Now, that also provides very good flexibility and capacity for you to manage your entire online business. And it also has a split-test mechanism built in.

Say, for example, you wanted to test not two, but up to three different sales pages and you wanted to see which one converts more visitors into actual buyers, you can do that. And it provides you up-to-the-second report, which one is performing better than the other. So you can keep testing and drop the one that is not performing as well as the good ones, and keep tuning up, keep improving your sales page to increase your conversion rate.

Brett: Tom, why are you talking about that? I want to tell you, Ted, that we actually did a test about five weeks ago. That's the test option that Tom's talking about.

Tom: I released that big secret, huh? Let's see it.

Brett: Let me tell you, we had one letter, which was pulling 1.1%. The sales at our web page, 1.1% of them were actually becoming customers.

Ted: By the way, people always ask, is that good or is that bad?

Brett: Okay, that's a good question. On the internet, that's fantastic. It's absolutely fantastic, because when it comes to the internet we have found that conversion rates, which means tracking a person from a prospect into a customer, conversion rates would be much lower than in direct mail. Generally, it went to half, and sometimes less.

Let's say the average response for direct mail was 2%. I've heard a lot of the experts say that maybe .5% conversion is what you might expect on the internet.

I found that to be different. So for the actual product that we were actually doing in this split test, we were getting 1.1% conversion. So 100 people came to the site, we were getting 1.1% of those guys becoming customers.

We're using that option, and I'm glad Tom brought that up, of the testing option. He sort of led us to we were able to write a second sales letter for the same product. And we were out to make sure they all ___.

So when Ted Ciuba went to the site, he would get one letter. And when David Cavanagh went to the site, he would get the second letter. And the great thing about it is when they went back and visited that site maybe a week or two afterwards, they would keep getting that same page. They weren't getting alternating pages, but the actual way it's set up is they would get the same page they did originally. And neither one would know about the other second letter being there.

So why is that good? It allows you to compare two sales letters side by side. And you're probably wondering is it really worth it? Why do you want to do that?"

Here's the thing. On the second letter, we got a 1.8% conversion rate. So one web page pulled 1.1% and the other pulled 1.8%.

Let's say that we didn't have that option to do that split test and we never were able to test that second letter. We basically doubled our sales – just under. But we basically doubled our sales by keeping the second letter.

If we hadn't of discovered that, look at the profit we would not have made. And it didn't take us any extra time, any extra effort. It all happened automatically. And that's why I wanted to jump in there on Tom, because that is the real power of it.

You can actually do a third letter. Isn't that right, Tom, you can do a third one as well? Is that right?

Tom: That's correct. You can do up to three at the same time.

Brett: Okay. So you test three letters out. All those guys out there who are copywriters will say you've got to test and measure. You've got to test and measure. "Well, how do you do it on the internet," is often the question that comes after that.

Well, we've got programming that can actually do that automatically. You just go to a special little section within the program, and it actually tells you the results. It will tell you how many people have visited the page, how many have actually bought, and it converts it ___ for you.

So that's how I can tell you the 1.8% now, is because the actual program has it there, sitting for you. And that's powerful. And if you're running a campaign, if you're sitting at home right now and you're listening to this, and you were selling a campaign on some sort of information product, an e-book, you'd be able to know that within a few weeks, maybe just in a few days, we ___ response. And then you simply take the one that's working, and you simply make that the only page that people see because you know it's getting more sales than the other one.

How are you going to do that if you don't have a program, something looking after that for you? It's impossible. You need to have it automated. As a marketer, you're sitting at home out there and you're a marketer of whatever product you're selling, you need to know these steps and you need for it to be made easy for you to do. That's a fantastic feature of this program. It's what you need in your business as a marketer, no matter what.

Ted: Yeah. When you talk about that feature, it solves the problem of having to be a scientist. And by that, I mean if you don't have that, you maybe can get another program that will register the visitors, and certainly you'll have your sales. So you could figure out your conversion rate and

you could do the math and you could start this big, extensive Excel spreadsheet and put it all in. And you could spend hours figuring all of this out.

And then, of course, after you've done that program for a week or two weeks, then you could put a different web page up, some variant, and then you could follow the process all over again. And then you could compare everything.

Isn't that how you'd have to do it if you didn't have it automatic?

Brett: And then you go on holiday after that, because you're mentally wrecked.

Ted: Yeah. And your promotion period's over, too.

Tom: That's why there's more opt-ins than what people normally realize, until you see the impact and say, "Oh, this is what else I could do."

If you don't have a system, you never really know there is an option that is so powerful, a mechanism that you can put into your online business machine to make it better.

With the split-testing alone, it can also specify the start date, the end date, and it also can limit to the first 100 or 10 or 1,000 orders, to test for a short period, so that you know which way is better and you can have another test here after a certain period of time.

With affiliate programs, again, you can have your VIP customers or VIP affiliates with different percentage, if you wanted to. You privately invite some joint venture partners.

And also, it can have different affiliate links going to different sales page. Maybe certain areas for certain marketers, they require something different for their customers. You can do that with this system, too.

So yeah, lots, lots more than what we normally can do with any other systems that I have seen in my online career and for the last six years.

Ted: Tom, I want to stop you right there. I don't know if everybody knows this or not, but I ought to do a true confession. There is a "conflict of interest." I'm part-owner in the system.

But the reason behind that is because I struggled with so many other systems, which were really not systems. They were really pieces of systems. And there were programming issues and there was calling customer service and being treated like a frog because you had paid your money last week and this week they didn't have it, and all of this stuff going on.

When I saw that, I dropped everything and jumped on it.

This is the only system that is complete, thorough, and it's still developing. You come up with a new idea, it's there.

Now, I'm biased. Is what I'm saying, though, fair to say that it's the ultimate Autopilot Riches system, or it's the ultimate e-commerce system, or am I just exaggerating?

Tom: I certainly agree. There's a lot of ___ about this system, too, because it's a sophisticated network.

A couple of days ago, I had some problems with my dedicated service. I have many service, but it happened to be the one that I use the most for myself.

Ted: Of course.

Tom: We're still working nights. You know how we have this PDF branding software installed. It's custom-made, cost me a lot of money to brand a PDF offline for my e-book wholesale members. And it's not working.

We're still trying to find out why it's not working, because we had to custom-make the program and install it on our server.

Now, when your operating system upgrades or ___ the service pack, the environment can change.

But with Autopilot Riches, all of the hassle is gone. You don't have to worry about the installation. You don't have to worry about the methods.

All you have to do is push the button to make the machine run the way you want it to run, basically.

Ted: Wow! So whoever wants to answer this question, I guess it would be fair to say – it should be obvious – that even though most people, when they think of e-commerce, they think of taking orders, charging the credit cards, sending out a thank you note, and an opt-in box so you can build your database if they don't order. They think that's what e-commerce is.

But it is definitely fair to say it is much, much more than that.

Tom: There's much more than that. Along with the orders, you can have a variety of different members of products, and you can have bundled offers, if you wanted to put one, two, three different products together and have a percentage as discounts for quantity.

Also, you can have reports with all of the different products on the same page, and you can export them, you can have them on your PC to do your accounting or do your marketing analysis. This is a very, very powerful system.

Brett: That makes it possible, then, if someone on this call actually has like 100 products. Does this system still provide that sort of service for them?

Tom: Definitely. You can have 100 different products, and people can have multiple choice. And also, you can have bundled offers. Say, "If you

order products one, three, five, then you get a certain discount." Or, you can have a quantity discount. "If you order 100 copies of a certain product, then you have a different percentage of discount." You have ultimate control.

Also, it plugs in with some of the most common accounting software. We export. You can export it to QuickBooks, software like that.

So virtually, it cuts your accounting tasks, as well.

Ted: Now, why would you want to export your sales and whatever else you might be exporting? What would you export, why would you want to?

Tom: Well, after you export, you can handle the rest, like invoicing, sales reports. It's just to help you to collect your online sales into your normal accounting software, so that it gives you accounting and save you time and money, I guess.

Ted: I know that back in the old days – and, again, I started before we had this – the affiliate payout time of the month was always a monster because I literally had to do everything manually. I could add everything up, I could multiply it by percentages. And, of course, I created some Excel spreadsheets, which was kind of murder for me.

But nothing stopped the fact that if I made an error anywhere within several places where I was physically inputting data, that I was going to get bad problems. And either I was going to pay somebody too much, which

made me mad, or I was going to pay someone too little, which made them mad.

So, one of the things I like is hey, it's done. Press a button or submit here or download now, and it's done.

Tom: Exactly.

Ted: So, Brett, you're not exactly as technical as Tom. So I'd like to ask you this question, from your point of view and from your experience.

People ask me, "Hey, what's the best way to get started with the program?"

Brett: I'm probably the right person to ask, because I had to start this about 12 months ago. Maybe 15 months ago. I had to start, just as many people are right now.

There's no easy way through it. You can't just click a few buttons and hope that everything's going to happen. Like everything else, you have to learn this stuff.

The best thing to do is to actually get in there and just try and set up a product. Set up what we call an autoresponder. So when someone buys that product, they automatically get sent an e-mail from you. That's my suggestion. That way, you just start to learn how to use it.

Then, you can build from there. The system holds so much potential, you don't even realize what it can do right now. And you won't realize that for another six months. If you were starting to use it today, you still wouldn't know about it for another six months.

The big picture finally reveals itself about what you can do. And it's all about automating your business and making things happen. So you only do it once, and it happens all the time, for every customer that comes through.

But let's say that you get stuck. Let's say you're really not technically-minded at all. What about if you don't understand? What are you going to do then?

Well, what I like about this is that there are things called tutorials on there. And those tutorials explain every simple process you need to go through.

So, if you don't understand something, you can go to a certain section, find out the problem you're having, hit the play button, and you'll actually be talked through the whole process.

So, come to the actual software with a willingness to learn, an interest in actually learning it. Because if you just invest this time now, and let's say you invest maybe an hour a day for the first month, just an hour a day, this is weekdays, and just dedicate that. Because if you'll do that, it means that over the next few years you won't hardly have to do a thing. A little bit of

work upfront for virtually no work later on. Just start to play around with it.

See what happens when a customer buys from you, the process, the step-by-step process. Bang, they buy from you. Their credit card gets charged. They're in your system. Their name, their details, everything is there.

Then what happens? How long does it take for the e-mail to get sent to them? How do you then send them a second message? And just learn those little things. It gives you that freedom to then start and expand more products in there. And you understand the whole system.

At the very start, all you need to know is you want to make your business run on virtual autopilot. Then, this sort of software will help you to do. And around five or six weeks from now, I think you've got it running and having it happening easily, and you forget about it. You can just start and learn all the little bits along the way, as you go.

Tom: I have to agree with you, Brett, on that one. I always believe that no matter what you buy, you're not going to use everything right in the beginning.

When I bought my new ___, there's so many different features and I only can use a very small part of it to start with. And slowly, I get used to the rest of the functions.

But some of the newbies perhaps think the system is too much for them. But it is very important to start with the right system nowadays, because I have many, many systems that I used in the past all over the place. It's so difficult for you to migrate from one to another.

So it is important to start with the right system, even though right in the beginning you can't understand every single piece that the device or system provides. It's okay. Start with something simple.

As you know, this machine's got everything you'd ever need as you grow. So learn step by step, day by day, and you'll get there. And you know you are in the right system for you to grow into whatever size that you want it to go to.

Ted: Tom, that's really important. I'm glad you said that. Start with the right system, right upfront, so you don't have to retool, dismantle, and suffer the problems of migrating.

It's the same thing that we would say about getting a host that has adequate services and bandwidth and everything else, I'm assuming.

Tom: Exactly, yeah.

Ted: Okay, folks. We are talking about the AutopilotRiches.com e-commerce system. Tom, I've got a question to you. I come to you as a marketer and say, "Hey, I am thinking about migrating, because it's driving me crazy and everything's not working right. I need one solution

integrated, that can do everything, save me bundles. But I have 12 different websites. I've been creating little one-page websites and making money off my ideas. How many websites can this system handle?"

Tom: The system can handle as many websites as you have, because it doesn't matter. It's a third-party configured system. You can pluck any websites you have any the system, no problem at all.

Ted: Any? Really? Are you saying practically unlimited?

Tom: Within the limit of the product you can have. I have so many products, I never hit the limit. I guess I think about 10,000 is the limit.

Ted: 10,000 products?

Brett: That's okay for the first week.

Tom: I'm learning. Don't quote me on that, because I've never reached that limit. We have hundreds of products already, but I believe it's 10,000.

Brett: I've got a question, actually, Ted. If you're talking about bringing your websites over and using the system from some other system you've been using, what about the databases? What about if you have databases elsewhere, maybe three or four databases with 1,000 people each.

Tom: You can import your database into the system. But again, you don't want to leave it too long. If you are going to import thousands of

subscribers into Autopilot Riches, not only does it take a lot of time, but also your customer needs to confirm that they are waiting to be transferred into a different system. That can be a problem, yeah.

So early is better.

Ted: Well, that does bring up a question, though. Can I use this system to spam? As if anybody would want to spam.

Tom: I guess you're not supposed to spam. But if someone did try to spam, the system will record what image has been bounced, so it won't try a certain number of times after failing.

You have the report. You can go in and wash your list, so to speak, to take off those e-mail addresses that are not delivered.

Ted: Okay.

Tom: And when you export, it does have the option for you to let your customers double-opt-in, so to speak. It's an option for your customer to confirm, saying, "Okay, I'm willing to come to the new list."

Again, if you have thousands and thousands of subscribers wanting to import into Autopilot Riches system, it can be a problem. So that's why I say start in the beginning, starting fresh with the right system is important.

Ted: Okay. Okay. Now, do you have to do double-opt-in or can you choose single opt-in?

Tom: When you import, you have to have them double-input. This is the measure that the system has in place to prevent people importing some e-mail addresses and start to spam.

Ted: Okay. And now, as partial owner of that system, I would like to clarify a point or two. And that is basically that some people would like to say, "Hey, I would just like to buy a co-registration list or some CD, load them up, send them out to everybody, millions and millions of people, and make tons and tons of money with tiny conversion rates."

Now, Autopilot Riches, folks, is committed to integrity in marketing in addition to being committed to the law, which you can bet on that.

But here's the whole thing, folks. The reason for these systems – and again, in addition to being law and legal issues – the whole thing is we are here to protect everybody that is using that system. We cannot have spammers going out.

First of all, it's very futile. You will have the police knocking on your door. I guess you heard they busted like 12 of them a couple of weeks ago. The FTC is wiping out list companies. It's sort-term thinking to ever spam. And, from our point of view, we have security, we have systems that will

protect your database, will protect the integrity of your database and your ability to e-mail to your legitimate customers.

Hey, we're a civilized world. Case closed. Really, case closed. We're going to protect you.

Tom: Let me just make this clearer, Ted, while you're on this. You can input an existing database you have, then the system will force your subscribers to double-opt-in to confirm that you're allowed to import those e-mail addresses into the system.

But when you have your subscription box on your website, then you can have an option either to let your customers go straight into the database or invite them to double-confirm.

Ted: Very good. Thanks for that clarification, there.

Brett: Can I just make a point there, Ted, about the double-opt-in?

Ted: Yes, please do.

Brett: A lot of people I know actually see double-opt-in. Let's explain that a bit. Double-opt-in means the person has to actually tell you twice that "Yes, I want to be on that list or I want to go into that database."

I actually know a lot of people that think that's actually a negative. I have a different point of view, and I'll tell you why.

If I could, I would want it to be triple-opt-in. I think I'm the only person that actually says that. But I actually have the proof to back it up.

With the double-opt-in process, in my life, it actually filters your list. It cleans your list. And those who double-opt-in are absolutely keen to be there.

Now, what does that mean? It means actually those people turn into absolutely A-class customers; which means they go into what's called hyper-responsive, which means they want to be there, they like you, they've got your product or some of your products, and they want to hear more about them.

Now, there is no more ideal situation than to have people on your database that have that attitude towards you. When I actually send offers to some of my database, because they're double-opt-in – and I'd love them to be triple-opt-in but they're double-opt-in – my response is often three or four times what the average is.

Those people are choosing to be there. You win on a few accounts. You win as a business owner because when you send an offer to your list, they are more ___, so you make more sales, make higher conversion rates.

But what about if you're an affiliate of a program? Even when you promote someone else's product to your list, because they're hyper-responsive, you make more sales from affiliate sales as well.

So overall, you really cannot lose. And actually, I'm a big believer in having a smaller list, because they're based on quality and they want to be there. That's really the whole clincher. When people want to be somewhere, the whole mathematics thing changes. They're not just a customer going, "Oh, here's another e-mail from Brett." It's like, "What's he want to tell me about now? What's he got to offer?" And that is a whole different process in selling. And I think it's just a fantastic one, which most people miss.

People think, "I want to build my own huge list." I don't believe that's your goal at all. You want people on your list, only, who really want to believe in you. And those that don't go somewhere else. Let other people have them. You only want those people who really do respect you and want to be there.

Tom: Well, I have to agree with you on that one, Brett. Sorry to jump in, Ted. There's something else that's very good about double-opt-in.

You see, people come to your website, they can simply type in **Abuse@yahoo.com**, **Support@Microsoft.com**, and get onto your list. These people, you don't want to send them messages if someone else subscribes with other people's e-mail address. You just have no idea it's happening, because you can't really go through all of the e-mail addresses in your database.

So provided that if you offer a double-opt-in option, then people can confirm and you know that **abuse@yahoo.com** is not going to confirm double-opt-in subscribers.

But double-opt-in does have some negative impact, too. This is like one more loop that your customer has to go through.

So it depends on your prospects and depends on your market. And Autopilot Riches does offer the option that you can have either one-opt or double-opt-in.

Ted: Cool. And I want to ask one or two more questions on this topic, because it is timely. And then I want to move over and ask a few questions about the World Internet Summit.

In the US, which is by force setting the standards for the entire ethical world, we've passed recently – January 1, 2004 – the Can Spam Act.

Basically, it had some standards that we define and eliminate spam. And I want to know if the Autopilot Riches system helps us with an automatic unsubscribe link? And I want to know if it helps us with putting our address, our physical address, mailing address, which those are two requirements.

The other two big ones, of course, you've got to have a legitimate subject line, you can't trick anybody, and you've got to have a real, honest return address. It can't be **Support@Microsoft.com**.

So two of those are completely within the control of the user; misleading subject lines and having a real e-mail address, instead of forging one.

But the address in every outgoing broadcast, the fact that every outgoing broadcast has to have an automatic unsubscribe mechanism, how does Autopilot Riches stack up on those?

Tom: Well, Autopilot Riches will automatically put in a subscribe link – sorry about my English – in every piece of message that you send out. And also, you can put a signature file, such as your e-mail address, telephone number, fax number if you like, and a physical address, whatever the law requires plus a little bit more, if you choose. That will be in every single message that you send out, to meet the requirements of the law and also perhaps to have your branding purpose done at the same time.

And, more importantly, this Autopilot Riches system will allow you to check the message that you're sending out. For example, if you have too many free, too many secrets, too many specials, it will advise you saying, "Your message too much sounds like spam, and you ought to change your words around a little so that your message won't trigger a lot of spam blockers in the marketplace these days and can have a better rate to go through.

Ted: I'm glad you mentioned that one, too. Hey, we are together on the phone with the three co-organizers of the World Internet Summit USA. Myself, Ted Ciuba, Brett McFall, Tom Hua.

I would like to ask Tom and Brett, and it's just going to be open, there's so many things about the World Internet Summit. Now, it's a week and a half away and you're going to be flying on a rather long flight from Sydney. There's so many things that we're so excited about. We're running around like the Three Stooges, bumping into each other. We're on high energy now.

What would you like to comment on? The Internet Challenge, the world cast, the bonuses, the speakers, the location? It's your show. Say something.

Brett: I'd like to comment on how long it takes to bloody get there.

Ted: How long is that, Brett?

Brett: Effectively, it is around about 18, 19 hours of actual flying time. And boy, are my arms tired.

Tom: Don't complain, Brett. I'm going to come to Melbourne to Sydney before we start the journey together.

Ted: Oh no, 20 hours!

Brett: Anyway, I'm going to see if we can move closer to America or get America to move closer to us.

I'd like to comment, actually, Ted. Because if you listen to this, you're probably either a beginner on the internet or perhaps you're a little experienced and you want to know how else can you make extra profit from the internet.

One of the things I always find is that a demonstration, a step-by-step demonstration really makes the penny drop. And that's when you fully get it.

So what happens at this event is, that first evening, we actually do that for you step by step. So you should leave that night saying, "Oh, is that all it takes to try a website? Is that all it takes to write an autoresponder?"

And that's a good response to have, because before then, often you could be thinking it's all a big mess. It's this big cloud thing hanging over your head. You know it has to be done. But I really don't know how to do it, but I'd like to.

After that three or four hours of that night, I think that's probably the most valuable part because you learn for yourself. You see it happen, step by step. And there's questions from the audience, and Ted up there with a brand new person straight from the audience who we're going to create a product for.

So you're seeing it blow by blow. And obviously, to make that happen, we try and make it as simple as possible and try and make it as quick as possible.

To be honest, building a website is not actually a very interesting process. Once a website's up, it's interesting. But doing it actually isn't very interesting. So we try and make sure that it's entertaining for you and that it's quick, and you get the step by steps up. And that's a good lesson to have because at least you can go home and it's in your brain. You've actually seen it happen, live, on stage.

The other three days are spent with guys who are telling you, "Here's what you do now when you want to try and make some money."

So I think that's probably the really valuable part of that lesson, that everybody should have. If you're not making it to one of our events, at least make it to somebody's event. But make it somewhere where you can see the process secondhand. And, of course, we have it on video as well. I know we have a home study program that you can watch at home as many times as you like, until you get it.

But I think that's probably the most valuable part of any process, seeing by example.

Ted: Cool! Real quick, give everybody the URL where they can go and check out – and, again, we're kind of talking USA because we're all so

jazzed because that's next week, but there's also the UK coming up –
where could someone go to investigate those two World Internet Summits.

Brett: Let me think. I wonder where they could go, Ted. ;-)

It's very simple. If you wanted to go and find out about any of those
events, and I don't know why you wouldn't because it's an education and a
whole weekend that sets you up to make money for the rest of the year,
WorldInternetSummit.com. That's WorldInternetSummit.com. You
should go there. And there's actual links there, and there's a page that
explains what it's all about. But down at the bottom, there's links to any of
the events that we're holding around the world. And you can go check
them out personally.

There's home study options there, there's actually a link there for that, as
well.

So however you want to learn, you can find it out through that one site,
WorldInternetSummit.com.

And also, something which no one knows anything about here, there's
actually a brand new element on there filled with free articles, free
information you can go and read about websites. Right there at the bottom
is a little link, with free articles by all of the experts. And we're going to
be adding to it all the time.

Now, instead of paying for it, it's all there for you. Little tips and strategies in little mini reports, on all different aspects of the internet; putting audio on your site, automating it, writing headlines, marketing, all those sort of things from the experts. And the experts we actually have at our event have actually contributed to these articles. That's there for you, as well.

There's more than a few reasons to go there. Let's check that sort of stuff out.

Tom: And, of course, people who are listening through the webcast, all you have to do is really click the image in your Real Player window. And that will take you to our website.

Ted: You mean that image that says, "WorldInternetSummit.com," that they're looking at. Right?

Tom: That's right, yes. All you have to do is click on that. And while you listen, you already can visit the website at the same time.

I'd like to add to that.

To me, the most valuable part of this World Internet Summit is that it gives you the opportunity to learn internet marketing experts from all around the world. That's why we call it World Internet Summit. People from America, people from Australia, we come from different cultural backgrounds. Being Chinese, I know that we see things slightly differently. We do things slightly differently.

Now, isn't that a good opportunity for us to learn from all sorts of different people, from different cultural backgrounds and different experiences, with different angles, to achieve their online success?

So, to me, that's working. And not only for the attendees, for myself as well, I'm the host, I see this as a great opportunity for me to meet other people, other experts in the industry, so that we can learn from each other and improve.

Ted: You know, you talk about being at a live event. And really, Brett was talking about learning how you choose, which we've got the home study and the live event. But what you said, Tom, is really the reason why I favor – when it is possible – to attend a live event because like this. One time, I sat down beside a guy, elbow-to-elbow on the table. He just looked like a normal guy. Literally, you cannot tell a millionaire from the outside, right?

Then I found out that over the last 12 or so years, he had sold $44-million worth of his own product. He was just here trying to get it on the internet.

Well, we became best of friends. We've done several joint ventures together. We've earned literally well over $1-million by the time you put everything together. And this was just because I was there. I couldn't have got that off the home study version.

Brett: And I can tell you this, as a matter of the truth, many attendees attend the World Internet Summit in Sydney, they become successful not only because they learned the knowledge, because they networked with many people that they knew from the event. That's an important aspect of coming to a live event.

Ted: Exactly. It is.

Brett: Listen, Ted. Can I tell you what I'm going to actually talk about at the event?

Ted: Oh man, please let it out!

Brett: Why I think it's important is because I just finished my presentation, putting it together.

Ted: I told you we were jazzed.

Tom: Tell us a little bit about it, come on.

Brett: Okay. Here's what I'm going to do. And I haven't actually shown it to anyone before. I'm actually going to take you through, step by step, how six weeks ago – just six weeks ago – I created a product that I knew nothing about the subject. I created it out of absolute thin air. I knew nothing about the subject.

How I created it, how I researched it, how I put it on the internet, how I advertised it. I'm going to take you through, step by step by step, how I did it, with pictures and diagrams and all that stuff, and show you how I'm now making $500 US a week doing nothing.

Tom: And for a topic that you know nothing about.

Brett: I don't know a thing about it. I still don't know anything about it.

Tom: That's great.

Brett: And I'm going to show you how I did that. And now I'm making $500 a week US, and I don't do anything for it. It happens on autopilot. And I'm so excited to show you how to do it. You can see everything I did, every step.

Ted: Brett, is that before lunch or after lunch? Because I want to be there.

Brett: That's before lunch. That's before lunch. Because then I want you to choke on your lunch because you're so excited to get back in the room for my second half. Right?

I don't want you to choke on it, of course. It's just a figure of speech. But I want you to be so excited that you can't wait to get back in the room.

But think about this. I want you to think about it before leaving. If you're not coming, you should be getting your butt there. I'm telling you.

What about if you could give yourself a $500 raise right now? What would you do to get a $500 raise right now? That's $24,000 a year. When was the last time you gave yourself a raise? Even if you run your own business, when was the last time you were able to inject $24,000 into your business, doing virtually nothing?

Tom: Are you paying tax on that?

Brett: Yes, of course, Tom. I pay all of my taxes.

The point is what would you do? And that's created in six weeks. And this very system I'm going to show you and share with you allows you to do the same. And the most important thing is do it over and over again.

Tom: I'm sure you can do it many times over, because that's something that you don't know anything about, right?

Brett: Yeah. I don't know much about anything at all, in general.

Tom: So you can do as many products as you like, basically.

Brett: Yeah.

Ted: So if you had four of these projects it took you six weeks to put together, that wasn't full-time hours, right? About how many hours a day would you say you invested in it?

Brett: Actually, it's a little bit embarrassing because the actual hours I put in was around about 20 hours.

Ted: So you say six weeks, but it was really like a half a week of actual work time?

Brett: Yeah. The actual time I spread out over those first two or three weeks was 20 hours. And now, I don't do anything for it. I'm not working any hours on it.

Ted: So you worked 20 hours? Gee!

Tom: So basically, you could start with a few different projects at the same time, couldn't you?

Brett: Yeah. Now, I personally don't do that, but you actually could. I'm a person I like to focus on one thing and get it done. But you're right, nothing's stopping you. Because of the hours, you're having to work the hours, absolutely.

But like I just got five orders in today, at $22.77. And they were overnight. That was when I was in bed. And I woke up, checked my e-mail, and they're there.

So I'm going to show you exactly how I do that, so that you can do the same. And if that piece isn't worth your while being there, for goodness sake, I don't know what is.

I think there's seats left. If you're not coming, you're crazy. I suggest getting that one session alone. I think my session alone, showing you how to do that, will be worth the whole weekend, just because you'll leave with that system for knowing how to do it.

Ted: You know, I did a little bit of calculations whenever you were talking there, Brett. I can't remember – now I haven't had salaries in years – I can't ever remember getting a $4,000 per year increase in my life, a salary increase, which that would amount to $2 an hour, 40 hours a week, 52 weeks a year. That's $4,000.

But you worked 20 hours. Or let's go ahead and say six weeks. And you have got equivalent to an $8 an hour raise that you're not even working for. And everybody else has to work for their eight hours.

Brett: It's embarrassing. It's embarrassing. But that is the freedom of the internet. And that's where now I'm using Autopilot Riches in a whole different way through that project, as well. And Autopilot Riches takes care of actually delivering the product to the customer and following up with them.

I wanted to tie that in, because that's really how I'm using this in real life. And so is Tom and so is Ted. But I'm going to show you that little system, and I needed to let you know that. Because if you're thinking of coming, goodness no.

Tom: That's great. Brett, the point I was making is that your system is definitely something I wanted to learn personally too, from you. But this is only part of what we're going to have in the seminar. Three and a half days, there's lots of other stuff that people are going to learn, you are going to learn if you're coming along.

Ted: Absolutely true.

Brett: It's like an injection. I make a comparison to it's like an injection. The whole things is pumping ideas into you, and ideas and strategies.

And you're going to leave the seminar with a whole list of things to do. In fact, so many that you don't know which one to do first. That's a fantastic situation to be in.

Ted: Yeah, it is. The very first high-quality event that I attended and, by the way, the low-quality ones outnumber the high-quality ones about 45 to one, but the very first high-quality event I attended, I went home – and I'm not saying everybody can do this – and walked in, quit my job within three weeks. That's how long it took to start getting results that this system was working.

Brett: Amazing.

Ted: Only on the internet.

Brett: That was a very gutsy move you took.

Ted: Well, you know you say that, but let's get realistic. I don't want to reveal exactly what I was earning at that time. But let's say that a person is earning $40,000 a year American, which is very good. That's $769 a week.

By the way, we also have to deal with cash flow here on a salary, getting paid once a month, that kind of stuff. You said you got three orders last night, while you were sleeping. Right?

Brett: No, I got five orders.

Ted: Five? And while you haven't immediately replaced a $40,000-a-year job, I did. But this is only one project. What's to keep you from doing another project for the next six weeks, and now you've definitely replaced that income.

Again, we always say, because it's the legal thing to say, these results are or may be atypical. Everybody's results depends on their own efforts, motivation, etc., etc.

But let's say you had another one and you had the same success. You've replaced that $40,000-a-year income and you don't even have to work.

Brett: My wife has very expensive taste in clothes. So that account is now hers.

Ted: Let me ask you, as a man, doesn't it make you feel good to be able to give that account to her?

Brett: I'm sort of half-joking here, but isn't it wonderful to say, "What if I start that account up and I give that for a shopping account, and then I start a new project up and that becomes my car account? That money would then go to pay for me to lease a Mercedes Benz. And then we set another one up, and that goes and pays for a holiday."

That really is freedom, and that is so exciting.

Ted: I'll tell you, guys, we are very near the end of the hour. And what I normally like to do at this point is ask you – and I'll do it with you, Brett, first – if someone wants to get hold of you, how do they get hold of you?

Brett: Very, very simple, guys. If you'd like to check me out, e-mail me, simply go to BrettMcFall.com. There's a whole heap of free information there for you, marketing reports and stuff you can go and use and apply.

Ted: Cool! And Tom Hua. Your name is spelled, last name, H-U-A. And is it correct to pronounce it Hua?

Tom: That is correct. Absolutely right.

Ted: Okay, good. And how could someone get a hold of you, Tom?

Tom: I like to start with this, because we were talking about Autopilot Riches.

Now, there is a web page located at WorldInternetSummit.com/resources. If you go to that web page, you'll find the link to Autopilot Riches, so that you can have a look around and see what the website says,

And also, there's a lot of other resource links that you might find useful.

To get a hold of me, it's really simple. You put TomHua.com. That's TomHua.com. There's links to a few different projects that I'm running currently.

Also, you can go to Google, simply do a search on my name, Tom, with a space, Hua. It's quite a unique name and you'll find lots of web pages with my name on it.

You're welcome to contact me anytime also by my e-mail address, **Tom@Esolute.com**. Thank you.

Ted: Great. Now, I always like to ask any closing, parting thoughts, guys? We've talked about Autopilot Riches and we've talked about the World Internet Summit. So anything you'd want to add as a parting thought? Brett, you first.

Brett: My comment is very, very general. We talked about the software, talked about time. My comment is this: congratulations to you for being

on this call, because the main reason is you're trying to learn. And whenever you have that spirit of learning, that's when your world changes.

We try to provide the best information to you. There's a ton of information on the internet. My advice to you is if I can inspire you to do anything, it's just to keep on learning. I don't care whether you're 16 or whether you're 66.

At one of our seminars that I was involved in, we had a lady who was 70 years old, for goodness sakes, trying to learn how to use the internet. And that really inspired me. That is so fantastic.

So no matter where you are, what situation you're in, just commit to learning this stuff. The internet can be a little bit daunting sometimes, but don't judge a book by its cover. The more you learn about it, the more you'll find that it actually is quite simple to use if you're prepared to just learn it step-by-step.

So go for it, folks, and allow me to share this hour with you.

Ted: Thank you, Brett McFall. And Tom Hua, parting thoughts?

Tom: Right. The last thing I wanted to share with you is that my personal experience, I came to this country 14 years ago, with less than nothing. I had debts up to the top. And I used to sleep on top of newspaper for a few months.

I wanted to make my online business successful so badly, and I committed to myself. I said, "No matter what it takes, I'm going to make it." And I'm sure that you already can tell my English is still half-broken and I haven't had any from Australia or American education background. All I had was hard working, and that's all I had.

And I'm sure that everyone listening to this call today, if you commit yourself to make it happen for you and you've got more than what I had, then you can make it. But you have to take the steps toward where you want to go and start today.

Thank you. That's all I have to say.

Ted: Thank you, Tom Hua. As host of the call, Ted Ciuba, I'd like to give you my parting thoughts, too.

A couple points of clarification, then a motivational point.

Number one, we were talking earlier about there are online tutorials on Autopilot Riches. Indeed, there are. There are also two other features that you may find valuable.

You can file what we call a trouble ticket. But actually, what it is, you send an e-mail through the system where they watch it, they grab it, they respond real quickly.

So, in other words, it doesn't have to be tutorials only and you get it or you don't, you have e-mail go back and forth through the system and also, during business hours, there is a live tele-center that can answer your calls, can guide you through anything.

In my experience, I'm a lot like Brett, not like Tom, meaning not technical, I'm more of a words and feeling guy, my experience has been I can sit here and make a big issue out of something all by myself. I can sit here and read that tutorial or watch it and not get it. I can make a phone call, a lot of times, it's solved within a minute, literally. So that's there, too.

Then my parting thoughts ironically echo just exactly what Brett and Tom said. And as you may or may not know, at this point, because it's not been fully released, I have recently acquired the rights to Napoleon Hill's classic *Think And Grow Rich*. I am rewriting it. And in that whole process, I'm getting to know this whole system like you'd never believe.

Actually, Napoleon identifies 13 principles. I'm not going to go through them now. You should pick up the book, by the way. It's highly recommended.

But there's two of them that I see, more than anything else, really make the difference. Everything else, you can learn, you can apply yourself, you can overcome, you can experiment, you can test, you can conquer, you can get help. Everything. But there's two things.

Number one is the first principle, desire. If you are looking for outrageous success, if you're looking to break out of the mediocrity that most people live in, you need to really desire it.

And, of course, there's planning and there's inspiration and autosuggestion and the sixth sense, and all that. Read the book. That's not where I'm going right now. Desire. And the other one is persistence.

In other words, you keep going. You don't just say, "I'm going to get rich on the internet, and I'm going to do it today" or "I'm going to do it by Friday. And if it doesn't work, the system was no good." No, that's not it.

In other words, Brett told you about his program where he's pulling in an amazing $500 a week. He did it for 20 hours worth of work. And it's operating on autopilot.

What if that hadn't worked that bad or that good – either way? That was not a slip of the tongue. I'm saying I know people who have done the same steps that Brett has done, and have earned $20,000 a month. And I know people who have done the same steps that Brett did and they haven't really made a good return.

Does that prove that the system doesn't work? No. What it proves is that this system, these systems, this internet marketing stuff that we're all talking about, we're all so excited about, works but nobody can predict exactly when and how it will work for you.

So those two steps, desire, you have to do something. It's not going to knock you on the head. It's not like a meteorite falling from the sky.

And just doing it. That's what persistence is, doing it.

So with that, folks, I'd like to say on behalf of the co-organizers of the World Internet Summit, who have brought you this World Internet Experts call, webcast, we'd like to say thank you for tuning in. We hope to meet you in person some time. We love to hear from you.

Bonus

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