



World Internet Experts Series

The ONE Strategy The 'Little Guy' Can Use To Rake In Bigtime Profits Online!

Featuring Johan Mok

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Ted: Good evening, USA! Good morning, Australia! And welcome all points between, especially and including our UK friends, where it is now 1:00 a.m.

My name is Ted Ciuba, host of the World Internet Experts series. And I am doing this on behalf of the organizers, the co-organizers of the World Internet Summit: myself, of course, Brett McFall, Tom Hua, and our UK representative, Allen Forrest Smith. So we would all like to welcome you to this call.

Okay folks, what do we do in the World Internet Experts series? Folks, we are bringing you the best of the best. No ham about it, no bones about it, no BS. People who have distinguished themselves in one form or another on the internet, and the internet is broad, it is vast, it involves all the way from e-commerce to e-books. It involves everything from creating a good product to finding a way to market it, to creating copy, headlines, and even doing joint ventures.

I'll tell you what, folks, there are a lot of things that go to it, but it does come simple if you get the right advice. And that's what we're doing for you.

Today's guest is one of the foremost in this area. Again, like I said, everybody distinguishes themselves. And Johan Mok has really distinguished himself in one particular area. In fact, I've been watching him for several years. He first approached me with something that I believe is what he's going to talk about tonight. He's going to talk – by the

way, that's night here in the US, that's morning in Australia and the UK – he's going to talk about the one strategy the little guy can use to rake in big-time profits online.

Johan Mok, welcome to the call.

Johan: Thank you, Ted. That was a real great intro. I'm open to you, so go ahead and grill me.

Ted: I'm glad that you're willing to be grilled, because that's what people tell me they want. They want to know who you are, but they really want something that they can put to work right now. They don't want this BS about come to the boot camp, come the Summit and you'll see it. So you're not going to hold back on us right now, are you?

Johan: Definitely not. I'm going to give it all. But the thing I'm going to talk about today is really the one strategy that the little guy can use to get big-time profits online.

I personally chose that type, because I can really identify with the little guy. I started off as a little guy, someone with no resources. I didn't have all that big money that I could invest in my business. And the strategy that I'm going to talk about is basically joint ventures.

For most people out there, who are listening right now, the word “joint venture” may sound pretty intimidating because you feel that you need to have lots of resources or you need to be someone really special in order to ___ with people.

This is a myth that I would actually like to debunk on this call. It's because you're not talented and it's because you don't have resources, all the more you need to rely on the resources of other people instead of thinking of doing it by yourself. I think it is something that I really want to clarify on this call.

Ted: That's good. And Johan, just so that everybody knows, you, in fact, were a little bit more of a little guy than the ordinary little guy. Because when you first started becoming successful on the internet, you were living in a foreign land and you couldn't speak the language very well. Of course, you speak it very well today, and I know you understood it then, but people were having a hard time understanding you.

Can you give us a little background on how you started and where you were, and what was going on?

Johan: Yeah. I started my internet business in a little bedroom in Boston, where I was studying. Basically, my life revolved around going to school, coming back to my bedroom, sitting at my computer and sort of trying to run an online business.

I guess my so-called disadvantage, linguistically, actually worked for me. Because the internet provided a vehicle in which I didn't have to speak to anyone and I could do everything through print.

I guess it also gave me time to sort of work on salesmanship in print, as opposed to a face-to-face selling.

So this is the kind of background I came from. I was a college student. I didn't have much money. I started my business in my bedroom, and I still manage to take it from there.

Ted: You talk about salesmanship in print. And, in fact, even though you're going to be focusing on joint ventures, you are a copywriter of note today. And, in fact, you and I have had some work together on that – high stakes. So you've come a long way from a little old bedroom in Boston.

Okay, let's get back to joint ventures, then. Where do we go from here?

Johan: One of the things I want to share, actually, is to teach people how to use other people's resources.

One of the things people fail to do, the first thing people need to do, is to recognize their strengths. So, for instance, in my particular case, I wasn't really good at anything. I couldn't do web designing. I wasn't exactly good at product creation. I wasn't a programming genius.

The only thing I could do was scrape together a decent piece of copy.

So when I started out with nothing, I would try to barter trade my copywriting services in exchange for website design. So this is how I initially managed to get some of my websites designed by someone. I couldn't do any of that stuff.

It seems a little bit silly, but if you are starting out with nothing and you cannot afford to pay someone to do something, obviously there's going to be some sort of exchange involved.

So the first piece of advice to everyone listening out there is to look within yourself, what kind of value you can provide to someone else and leverage that skill, that special something that you have. You need to get more of the resources don't have, and build your resources from there.

So let me give you a pretty solid example.

Ted, when you knew me, I was actually a complete nobody. Right?

Ted: In the beginning, yes.

Johan: I was a complete nobody. And you had very graciously sent me a copy of your wonderful course, which was "Mail Order In The Internet Age." I learned so much from that.

You also graciously invited me to guest-speak at your boot camp, which was, incidentally, my first boot camp.

When I first went to Ted's boot camp, my jaw just dropped because most of the people around me were sort of internet marketing superstars. I could actually talk to people I sort of worshipped and idolized, people like Armand, Brandy, Jeff Puttner.

Once my network started building, once I came into contact with such people, I managed to leverage off that first contact and create more contact. And it just started building up from there.

So the lesson in this is really it's not so much what you do, because I don't really do that much, but there's a significant importance in who you know that will determine whether you make or break in this business.

Ted: So it's like the old saying, "It's not what you know," because you are telling us you don't really need to know a lot of what," but it is important to who you know?

Johan: That's right. I think that's really important. I'm a very transparent person. So if you examine all of the work that I've done, I basically do nothing but write. I'm a pretty decent copywriter right now, but based on the people that I've been able to help, I'm able to command copywriting fees that I used to only dream about. But it's now a reality.

That's not because I'm really all that great, but because I manage to leverage off the credentials of people whom I've worked with.

I don't see many people out there doing the same thing that I've done, because I think, in general, people tend to look inward to themselves and try to accomplish everything by themselves, as opposed to looking outside and asking for help.

I think one thing that I've noticed in the past few years that I've attended many internet boot camps, is that most people – and it's sad to say – most people don't listen. They tend to talk a lot about themselves. When you meet someone for the first time, you don't just go bragging about your accomplishments, you've done this, you've done that.

What should really be done is to ask them what you can do for them, as opposed to bragging about yourself. If you're all that great, then there's ___ to receive any help. And if you're not going to be receiving any help, then good luck!

So I believe that no matter how great you are and no matter which level of internet marketing expertise you at right now, you need help. You can always do with more resources. So I think it's something that's important.

Ted: I guarantee it.

Johan: No matter what you have right now, you can always do with more.

Ted: I guarantee you. You said something earlier that stops a lot of people, Johan. And that's that you couldn't even design your own website.

Johan: That's right.

Ted: Yeah. And there's a lot of other things that all of us can't do. None of us are complete, you know. It's like the old jack-of-all-trades and master of none. Really, what you're saying, which you used copywriting, you used your strong suit to help and barter and make deals with other people, and deliver value, so that you could then progress in other arenas.

Of course today, I believe you have progressed to the point where you can design your own websites.

Johan: Oh, that's right.

Ted: But in the beginning, you didn't let that hold you back. You just got going with what you had. And I think that alone is a significant thing.

You also said something else. You were talking about the contacts. You were talking about going to your first Summit as a speaker. And you were talking about – and I love this, because it's happened to me and everybody else that I know that gets in this business – making money routinely that we used to dream about.

Johan: Right.

Ted: But I want to hit on that contacts thing, because I hear it again and again. “What the heck, man! I'm driving a forklift. You think I can put down 2,000£ to go see your seminar, when it's probably a scam just like the other wealth seminars I went to? I went to one on real estate once, and I went to on stock investing...”

My reply usually goes to – and I want you to comment on this – comes back to the fact that yes, there is a lot of good information in books and, particularly, we talk about e-books. But you miss the most important thing when you do that, and it relates back to the contacts and the people that you meet, and the people who can do favors, people you can look in the eye and shake hands with and they'll know you when you call them up, instead of being, “Who?”

Johan: Yep. I absolutely agree on that, Ted. I've been to quite a number of boot camps and I've spoken at a number of boot camps, and one thing

that really surprises me is why people are actually so intimidated by the speakers.

I've seen a lot of people being intimidated, and they come to you and think you're some kind of god or something like that. And the truth is we're all really just plain old humans. We're just as fallible as everyone who's out there.

And the thing is, people have this apprehension of approaching us and they get intimidated.

And I think one of the things I want to highlight is the point of this boot camp is, yes, to ___ information. Yes, it's to have the hands-on experience. But, as I said, more importantly, it's really getting the contacts right there.

There's a saying out there that your net worth is really dependent on your network. If you take the income of your 10 closest friends and you averaged that out, that would basically be your average net worth.

So I really subscribe to that. I think that if you make a point to hang out with people who have been there and done that and people who have success, who have achieved success, most of their success should rub off you. And you would just find it almost impossible for your life not to change because you are hanging with the best of the best. You're absorbing information that works.

Successful people have a different way of thinking. When you can have a paradigm shift of hanging out with these people, I think it makes a significant difference. Because I honestly believe that part of internet marketing success is not all technical. A lot of it has to do with the right mindset.

So what I was saying is when people go to this boot camp, most boot camps are actually packed to the rim with like 300 to 400 attendees or 200. It doesn't really matter. But just based on the number of people alone, I believe that if like five of them came together and decided to apply some of their new-found skills they learn at the boot camp, they'd totally create a real ___ product. They'd even beat the stuff produced by the gurus.

It's really all about leverage, actually.

Ted: Well, and that's it. Where are you going to meet the people who have the same interests, who have the complementary skills? Probably, your church has some of the best people on earth. But how many of them share the same interests as you, if you're interested in internet marketing?

Probably the people where you hang out, and your friends, they're probably all great folks. But do they share the same interests? And your family, they may even think you're crazy. They're good, they're great people, but they don't have the knowledge, they don't have the interest.

And it is paradigm shift, because you can be talking to someone and they stop and say, "Really? I'm halfway through an e-book on that. Would you

like to help me?” And poof, you’ve got a... What do you call that? A joint venture.

Johan: Right.

Ted: So give us, if you would, maybe a case study of something that happened in your early days, when you were a little guy. Because we want this to relate to the little folks, the people that think they’re little guys. Give us a case study how that happened and maybe how it turned out.

Johan: Okay, I’ll talk about something that’s ____, and something that was responsible for my sort of little career that I was thinking of like that.

One of the first case studies I want to actually put forward to you was how I got \$497 worth of stuff free, and how I created a product using someone else’s resources, from thin air.

Specifically, I did it through a joint venture. And, of course, the joint venture partner is none other than Mr. Ciuba.

Ted: I thought I could hear that coming.

Johan: This is what I did, for those people who are not familiar with what I’ve done. I first approached Ted about two or two and a half years ago, when I was no one. I just wrote him an e-mail. This was before I proposed a joint venture. I looked at his cost of Mail Order In The Internet Age, and I was really interested in that. And I had reprint rights to a digital product, and I said, “Ted, I know my digital product isn’t worth much, but would you take a look at that? It might be something that may be of use to you.

And if you're interested, I would really like to lay my hands on your protégé program because it's been something I've been eyeing for a long time but didn't have any money to buy it."

Of course, you very graciously agreed and at once had the box shipped right to my place, chock full of manuals and really good stuff.

I went through it like a hungry animal, just pawed it to bits. There was so much information in there that I could work with. There was one night where I just came up with this little brilliant idea that maybe I'll just ask him to help me create a product. And you know what? The worst that could come of it, he might just say no. No big deal.

So I wrote you an e-mail and I did a joint venture proposal. You looked at it and you said yes.

The way I structured the e-mail was really primitive. It was just, "Ted, you have these wonderful copywriting resources. I think they can be packaged into another product. If I do all of the grunt work, would you be willing to co-create this product with me?"

In essence, it seems like a very, very simple joint venture proposition. But I guess if you compressed everything, there's an element in this joint venture proposition that really should be in every joint venture proposition.

You want to make your joint venture proposition such that your joint venture partner will not stay _____. You have to make it irresistible.

In this case, I volunteered to do the grunt work. Ted's worst case would be the product doesn't make money. But what the heck? I didn't do anything, it's all being done for me. It's all hands-free. And if it does work out, it would be another stream of income for me.

So based on that kind of thinking, I just stumbled across my first big joint venture. I created a PDF, which was basically a swipe file, out of Ted's products. I submitted it for reviews. It was pretty good, but the only problem with that is it was an ordinary swipe file. It wasn't something you'd have to _____. It was different from a lot of tools that are out there.

During this period, I was actually doing joint ventures with other names, and the money started coming in. I had some cash flow, so I started to look at that particular product we had and revamped it into a software. I designed it such that it would be something that any copywriter would actually use. It would be something that they would actually use, instead of sitting on the shelf or letting it collect dust on their computer.

I submitted the software to many people, and they liked it. Word got around.

So if any of you guys, if you hit KillerWebCopy.com, you'll be able to see what has become more visible joint ventures that were put forth two and a half years ago. If you look at everything, if you look at the testimonials from the various big names, look at the endorsements, the way the marketing is set up, we've actually been making quite a fair bit of money from this particular piece of software, selling it online and offline.

But one thing I want to highlight is it doesn't take many joint ventures for you to succeed. All it takes is really just one quick joint venture, and it's just like a flower. It actually blossoms.

If you do your first joint venture, your first little joint venture right, you can develop it into something that will be ___ for years to come.

If I had done it ___, I don't think I would be speaking to Ted on the phone right now.

Ted, correct me if I'm wrong. When we started out doing out joint venture, the profits increased exponentially throughout the time that passed. Right?

Ted: Yes. Yes, indeed.

Johan: As in the longer I know you, the more money I make for you and the more money you make for me.

The amounts just get bigger and bigger.

Ted: And it keeps going from one thing to another. In other words, if you look at it technically-speaking, you're speaking at a number of our World Internet Summit events, which is kind of a joint venture. And, of course, if the first one had gone awry, the second one never would have happened. Right?

So you actually had more at risk than the joint venture partner that you proposed the thing to, which is as it should be when you're coming in with no money, no name, no nothing. But you did it. And all you needed was

the proverbial hand up. You needed “the fish for the day,” but you were learning to fish instead of fish today and got to have a fish tomorrow. You took it.

Now, you identified that product that you did that first joint venture on as killer web copy, available at KillerWebCopy.com.

Johan: That’s right.

Ted: Another interesting thing that you said is that you put it out into the market, and most people think that’s where it ends. But it didn’t end there for you, because you were getting feedback that told you, you could improve it.

Johan: That’s right.

Ted: And you did.

Johan: Yep.

Ted: That’s something I want everybody to know. But another thing that you did, and anybody who gets up to the website and sees it will see this, you got tremendous testimonials. Everybody knows you’ve got to have testimonials, but you didn’t just get testimonials from Jane in Morganville. You got the top of the top. How did you go about doing that, because that’s part of the joint venture process that we’re looking at and that we’re interested in?

Johan: The first basic thing you need to know when you are getting testimonials is really to ask. You'd be surprised that many of the big names out there are really more than willing to actually take a look at your product. Even though you supposedly think that they're really, really busy people, and even though it takes a while for them to get back to you, but if you are polite, you are respectful and you ask for testimonials, they will give it to you. And sometimes, it pays to follow-up maybe once or twice up to the time. If you don't get a reply, just move on give the magic word, say, "Next."

But I wanted to share with you one of the ways I got the first few testimonials for KillerWebCopy. The thing is I actually brought KillerWebCopy over to my first internet marketing boot camp, which was basically your boot camp in Nashville, Tennessee, your "How To Get Rich On The Internet" boot camp.

I was the guest speaker there and I happened to have quite a number of extra CD's. I used to have a couple of extra CD's on me when I was at boot camp. I worked my way around, and when I met a speaker or someone who was a big name, I would hand the speaker that CD and I would say, "Hey, so-and-so, Mr. X, this is a little gift for you, something I brought along. Thanks so much. It's a new product that I just put out. Take a look at that and let me know what you think."

I would get their name card and I would e-mail them after the event, maybe a few days after the event and say, “Hey, this is Johan. Did you take a look at the software yet? I’d really be interested to know what you think.”

The starting point for those testimonials, yes, they were collected offline but I would bet you that it was an infinitely more powerful technique than a cold e-mail going out to someone from someone they didn’t know.

I sort of use techniques which basically harness the law of reciprocity. They didn’t really know me that well, but I gave them a CD. When someone gives you something, you want to give back. So I guess that’s really why that technique works so well. Because if you do something, chances are they’ll want to do something back for you.

Ted: No kidding! Now, I want our listeners to note a significant point here, though.

You gave them a CD. What is the sales value of that?

Johan: Right now, it’s actually \$494.

Ted: \$494? What could they possibly earn with that?

Johan: Right now?

Ted: Yeah. I mean someone who had that CD. It’s an earning tool. What could they possibly earn with that CD?

Johan: I would say that really depends on how much you can learn from that CD. Copywriting is really one of the most lucrative jobs, if you want

to call it a job. But it's really a skill. If you are a copywriter, you are financially secure for life because you'll be able to sell your way through anything, through print and on the internet. It's one of the most lucrative skills that you'll ever learn.

Financially, I can't really tag a value to that.

Ted: Uh-huh. Indeed. I can guarantee you there have been multi-million-dollar letters written off of that. So we've established that the sales price is \$497. The earning limits, there are no limits.

Now, the people that you were giving this to understood that. What did that CD cost you?

Johan: About a buck or two, including printing, professionally printed.

Ted: A couple dollars. So you get the impact of giving away a \$500 and really, really, really opening doors to wealth, and it cost you \$2. That's a pretty slick trick, isn't it?

Johan: Yeah, that's right.

Ted: That's what this business is all about.

Johan: You know what, Ted? I did one thing wrong. So if someone tries my technique out, when I ___ for a testimonial and when they gave me a testimonial, what I should have had in place was an affiliate program where I would say, "Since you like that product so much, would you like to promote this product to your list?"

That was something that I should have done, but I didn't do it because I was none the wiser at the time. I was pretty green to the game, so I didn't really know how to do that.

But if I had a chance to turn back the clock, this is what I would do. But it's not too late for me to do it now, anyway.

Ted: No, it's not. But that's one of the reasons why we hold these interviews, because people can learn not only from what you did, you or any other expert, but learn from you the mistakes and the things you didn't do, too.

So something as simple as that, they're making notes. They put that in their plan, and they don't do what you didn't do.

Johan: Right.

Ted: So, cool. Hey, again, we're trying to get secrets we can use immediately. Can you give us another case study?

Johan: I'm sure people are familiar with Mr. Joe Vitale, from MrFire.com. I share a pretty special relationship with him. He's someone I really admire. He's someone I really want to work with. And the way I managed to get to him and get associated with him, and eventually co-author a book and several products, is my initial contact with him.

What I did was I collected a book of proof for him. If anyone out there is not familiar with the concept of the book of proof, basically it's a collection of testimonials. Joe actually had hundreds and hundreds upon hundreds of

testimonials, and what I did was I compiled his testimonials into a PDF and called it “Proof That Hypnotic Marketing Works,” because he’s associated with hypnotic marketing.

I leveraged off his status. I basically associate myself with him. On the cover of the book is “Proof That Hypnotic Marketing Works, by Joe Vitale and Johan Mok.”

See, I’m a firm believer of the law of association, that if you have two people who are co-authoring a book and one of them happens to be an expert or almost-expert or something, by default the other person who’s the co-author should be an expert as well.

That may not necessarily be true; but as we all know in marketing, the perceived truth is really more powerful than the actual truth itself.

I might not have really been the expert, but if I was associated with Joe Vitale I would naturally be perceived as an expert. So I created that book of proof and unconsciously I managed to open up traffic streams for myself because I leveraged off of Mr. Joe Vitale’s traffic. He loved that book. It promoted him, it promoted his methods. And he started spreading it around. And when it spread around, I got famous. And basically, it’s the ultimate case of piggyback marketing.

The lesson and point is I managed to leverage, I created a relationship with Ted, I managed to get a form of association with Ted as the co-creator of a product with him. I leverage off of Joe Vitale, because I co-created a product.

It wasn't really a product, because everything was there. It just needed someone to do the compiling. So yeah, in the beginning stages I wasn't bringing much. I don't think it's something that people like to do, but I knew that the rewards would pay off. So it was something that I was more than ready to do, and I tried my best to follow through and do the best that I could.

Ted: Yeah. Some important lessons for our listeners today, and that's that you were willing to do the work and you didn't have to do a lot of creative work. But you were willing to do the work. You were willing to take the load off. What you did probably would have cost somewhere between \$1,000, \$1,200, \$1,400 with someone at eLance.com. Isn't that correct?

Johan: Uh-huh.

Ted: And you became a co-author with prestige, being shoulder-to-shoulder with Joe Vitale, Ted Ciuba, because you did the work. Boy, that was the best investment of \$1,200 worth of free labor I've ever heard anybody make.

Johan: That's right. One of the things you want to be careful when you're starting out, is when you're creating products. If you're not really an expert on that subject, I wouldn't advise anyone trying to pose as an expert because you don't really know much about the subject anyway.

So I didn't really know that much. I wasn't that much of an expert. So I wanted to make sure that when I churn out content, as I was saying, I would like to leverage off other people's content. I just want to make sure

that as long as I do the work, I'll be able to stick my name in on the product. That's really the bottom line for me.

I'm not holding anything back, because that's really the way the game works.

Let me give you another example.

Recently, I created a product with Brian Keith Voiles, who's a pretty well-known copywriter and he's a very great copywriter. In essence, all I did was interview Bryan. Bryan's an expert on copywriting. And all I did was just ask a few questions and I managed to stick my name into that product. It's Brian Keith Voiles and Johan Mok.

I love doing that, because when you are an expert you don't really need to do it that much. A little bit of grunt work, but you don't really need to do all that much. And you create quality products that people will buy, because they relate to the expert that you're working with. You can get so much more sales that you couldn't possibly snare if you were doing it by yourself.

So piggyback marketing and using joint ventures is really the way to go for anyone out there who is interested in getting famous fast and creating products fast, because you don't really have to do that much.

Ted: And it's all talking about leverage, isn't it?

Johan: That's right.

Ted: Leverage. Was there someone else that had something to say there?

David: Yeah, it's me, Ted. This is David.

Ted: Yeah, David?

David: What I was going to say to you Johan, what you just mentioned was a really good point because there's two people probably on the call today – I don't know if they are – but I introduced them to Ted. Matt and Amanda Clarkson from Australia, on the Gold Coast. They're flying all the way over to Nashville to see the event, and specifically to meet up with Ted to do a joint venture because they're showing people in Australia how to market on the internet. And they're even buying multiple copies of Ted's book offer to give to their people, just to do a joint venture to help people out as well.

Ted: Right.

David: So how incredible is that?

Johan: They're flying all the way there. That's really the week to go. There's people out there who haven't actually been to an internet marketing boot camp. As I said, the information and everything out there, it's really the contacts that you make at the boot camp that really helps.

For instance, David is on this call, and I wouldn't have met him had I not been at the World Internet Summit in Australia. David, you're now my good friend, right?

David: Yeah, very good. Very good. I even spent time at Johan's house in Singapore on the way over to Canada, before I started out of here.

Ted: Incredible! See, that's an international friendship that you developed, that you wouldn't have had.

And on your side, Johan, David is like a major, significant player and resource that you wouldn't have known, that you now know and are friends with.

Johan: That's right. David is an expert on search engine optimization. You'll be hearing him next week. As far as he's a good friend of mine, as far as I would like to promote him, I'd like to tell you guys that after knowing David, he actually spurred my interest in search engine optimization.

As David knows, I'm really hopeless at doing that. This is really a case of leverage; because based on my relationship with David, I'm able to get top-quality search engine advice. I know exactly what works, because he tells me what works. I don't have to do any brain work. I don't have to go through a thick manual of search engine optimization books.

Ted: That could, by the way, be out of date.

Johan: That's right. I get it – surprisingly – free. I don't have to let him stay at my place, but it's free.

David: And you have to put up with me talking. But the thing is, Johan, I do thank you for that. But, course, you're my friend, so of course I'd help you.

But as I was saying, I'm not trying to promote people from Australia as well, but for Matt and Amanda to fly all the way to Nashville just because they want to hear you, they want to hear me, they want to talk to people, but also to meet up with Ted. That's a long way to go just to hear an internet summit.

But the thing is they're willing to put everything on the line just to go over there, because they want to meet all of us and they want to meet up with Ted.

The book that you've got, Ted, it's incredible. Do you think it's a good thing for everyone to have?

Ted: Well, as a matter of fact, I do. Since we're on the topic, it's another pure instance of joint ventures. The book is called *How To Get Rich On The Internet*. It is available at HowToGetRichOnTheInternet.com; which, by the way, I bought that domain name from \$1,600 from a domain name scalper, and I was glad to.

But I went and got people like Jay Conrad Levinson, Robert Allen, Ron LeGrand, everybody you could name that was doing anything. There are a dozen others that I haven't mentioned. But it was let's do an interview. That interview didn't take me any work and effort. And each interview became a chapter – and this is following Johan's stuff – and now I've

become associated with some of these icons because they were in my book. I put their names on the front cover, you know? Special guests.

All we did was we took the interviews, had them transcribed. I, myself, edited them. Paid a few thousand bucks to get a cover designed, and we were off and running. We had another book, another product that had the leverage power that Johan has been talking about.

David: Ted, what I was going to ask you, if you're opening the call to the listeners today, I think Matt and Amanda might be on. And they wanted to say a special hello to you, as well. I'm sorry. But if you are going to, if you don't mind.

Ted: The call is open. Matt and Amanda, are you there?

David: Are you on the line today, Matt or Amanda from Australia?

Caller: Yeah. Hello, Dave. How are you going?

David: Good.

Ted: Hey!

David: I was just telling Ted how you're flying all the way over to Nashville and about the books, etc., and I'd like to introduce you to Ted online and also Johan, as well.

Caller: How are you going, guys?

Ted: Great. Good to hear you. And you will be successful with that kind of drive, I can tell you, for sure.

Caller: Since we read your book, Ted, it's basically changed our lives. And we've now written our own products. We've done it the hard way, after listening to Johan. But we've certainly got something that we're rolling out, and now we're just about to take off with it. We can't thank you guys enough.

Ted: Cool. I like it. Thanks for being on the call this morning.

Johan, I want to get back to you now. As you know, we're winding down and there's two big questions that people want to know.

You make this sound so easy. But surely, there have to be some bumps or some problems. So what are some of the common problems that people might experience when they start doing joint ventures?

Johan: Well, one of the most common problems that people experience is rejection. Many people get rejected and they take it personally.

When I started out, I got my fair share of no's from people. You have to understand that it's really completely predictable. Because if you understand that you don't have a name, you're sort of a nobody, you're a little guy, it's understandable that people do not want to work with you.

I would advise people to just use that magic work – nixed. It's always nixed. If something doesn't work, find something else that will work.

Just like marketing, it's really just a numbers game. If you have the correct proposition, you have the formula an irresistible offer in place, the chances of getting a yes is really ___ your success.

So all you have to do on your end is really to chalk up the numbers, because a number are necessary in order to complete your project.

Sometimes, it can be very disappointing, and sometimes you can feel a little rejected. But it's always the next. So I guess that's really the problem that you would be facing.

The other problem that you might encounter is really to take on more than you can handle. I've experienced that a lot. Once you experience the power of joint ventures, you find them so lucrative and profitable that you want to do as many as you can. I wouldn't advise you on doing that. I would rather you just do a few joint ventures and do it well, and really follow-through.

It's something that I'm ___ right now, because I'm still getting repercussions of my over-enthusiasm in creating joint ventures. So ___ I have more than I can handle, because the tables have turned. I've turned the tables. And people are coming to me for joint venture. They're presenting the idea of propositions to me. It's not nice on me, but sometimes I have to say no to them.

You focus on a few joint ventures. Try not to do too many. Just get a few done and do them extremely well. That's really the advice I have for our people out there.

Ted: Good, solid advice. And I really like how you talk about the tables have turned and now people are coming to you. That was a dream in earlier days, wasn't it?

Johan: That's right. It still is really a dream. It's weird, how things have turned out. But I really get joint venture proposals every day, every single day. From my perspective, it's not so much for doing joint ventures with people, but rather which ones you choose to pick up. You have to be really selective about the joint ventures you do.

So being a guy who has done it myself, I really look at joint venture proposals and see whether this guy really knows what he's doing and if he has the potential to follow through.

So yeah, I would say get the joint ventures done. Don't get dejected if someone says no. And follow through. I really believe in the following through, because if you select your joint venture right from the start and you have the right joint venture partner, don't disappoint them. This is not exactly a very small industry. Word really gets around if you're not doing a good job and your joint venture flops.

On the other end of the spectrum, you could have one good joint venture and you could leverage off that one good joint venture because you'd have an actual, real-life testament of your ability to joint venture with someone. And you'll increase profits for that person and yourself.

So that's the essence of it.

Ted: Excellent. One more question, and I'm sure you've heard this before. And I'm sure you know, like I know, that it's kind of a trick question. But I've got to ask it. They want to know. How long does it take to start making money with joint ventures?

Johan: How long does it take to make money in joint ventures?

Ted: To start making money, yes.

Johan: I would pretty much say that I think it really is a trick question, Ted. Because if you see me right now, I can do it in less than a day.

Ted: In less than a day?

Johan: If you're talking about someone who's starting from ground zero, then I would have to realistically tell you it might take up to a month before you see any profits. There is work involved. That can be true, there's various work involved on the internet. You either have money or you have time. If you have money, you can pay people to do the work for you and obviously it would take much less time for you to get your joint ventures online.

If you don't have any money, then you need to take the time to get the work done and it could take up to a month, a good month or two, actually, to actually see any profits from that.

Ted: Excellent. Excellent. Well, I'll tell you what, I appreciate that. And Johan, you've been a really great guest this morning and this evening. How can people get hold of you?

Johan: They can visit my website, which is www.SuperFastProfit.com.

Ted: SuperFastProfits.com. Profit or profits?

Johan: SuperFastProfit.com.

Ted: SuperFastProfit.com.

Johan: Yeah, with no S.

Ted: And the other one you said? That's the best way to get a hold of you, to visit your website?

Johan: Visit my website and you'll be able to get e-mails and you can reply by e-mail.

Ted: Cool! Cool! Well, I'll tell you what, listener, you have really been treated to a special guest today: Johan Mok, who can identify with the little guy, he says. And, in fact, he identifies so much, that that was what he titled his presentation today. The One Strategy The Little Guy Can Use To Rake In Big-Time Profits Online. And, of course, by now you know that one strategy is joint ventures.

And basically, what joint ventures is, as Johan has described it, is using other people's resources. As we conversed, it's leverage. Johan is, today, an acknowledged world expert. In the beginning, he couldn't even design his own website. And that's how he started with joint ventures, trading off what he could do for what he could not do.

And then, of course, he went on to bigger things. In fact, those bigger things he was emphasizing, how important it is to build your contacts, to build your network and let it mushroom from there.

And, of course, one of the best things, the most important things that you have to consider, in my opinion, Johan brought it up but I was sitting there

saying, “Yes! Yes! That’s right!” is when you approach these people, forget about yourself. It’s what can you do for them, because that’s what they’re interested in. Everybody’s interested in themselves. It’s hardwired into our system. But that’s not necessarily bad, either.

But if you’re expecting someone to do something for you, you’d better figure out a way to make it hit with them.

And then he covered a couple of case studies. One with the killer web copy, available at KillerWebCopy.com. How he really even got the product free, before he even approached joint venture. Put it up, been making money for years. That was a stepping stone. In fact, that led him to say, “All it takes is one good joint venture to succeed, because it raises you up where other people can see you.” And, indeed, one of those other people was Mr. Fire, Joe Vitale.

Again, a job of doing a little bit of grunt work, compiling it, putting the book of proof together, wow, he’s another co-author.

He even shared a couple of problems that you might have. Rejection, which I imagine we all know a little bit about multi-cultural awareness, if an Asian can overcome fear of rejection, then I think you can do it, even if you’re Asian, by the way, on this line.

And also, of course, we ended with a couple things. But really, I think one of the most significant things right there at the end was how the tables have turned. That’s what I admire most about Johan. Opportunity, study, strategy, action, and then the results come. They come. They came for

Johan. He's talking about earning money that he used to dream of. And I guarantee you he is, I know that. And these things like being sought-after for joint ventures every single day, people wanting to be partners with him, this was a dream in the beginning. And it can be and will be for you.

So I'll tell you what, again, Johan, thanks for being with us. We really appreciate your insights.

Johan: Anytime, Ted. Thank you.

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