



World Internet Experts Series

**How To GUARANTEE
AutoPilot Internet Profits**

Featuring Kirt Christensen

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

On behalf of the organizers of the World Internet Summit, myself, your host for this call, Ted Ciuba, as well as Brett McFall, Tom Hua, and Alan Forrest Smith, we would like to welcome you to another World Internet Experts Webcast.

Alright, our guest today is a really remarkable young man. I've known our guest for a number of years. It may go back four, five, six, seven or eight years. I don't think it goes back eight years, but it goes back a number of years, back in the dawning ages of the internet. He and I were together there. In fact, at that time we were showing up at direct response marketing seminars; seminars that would talk about copywriting and advertising, because there was no such thing as an internet marketing seminar.

Of course, we were tuned to it. We were developing new strategies, sharing, learning from one another, talking about the latest software. This guy, by the way, is a software wiz also, among other things.

But one of the most amazing things this guy has put together is a way – and I have to be kind of careful how I say this, because the FTC, the Federal Trade Commission in the USA, by law, prohibits us from guaranteeing anybody profits.

The truth of the matter is if you go on the internet, it is a business. Nobody can guarantee you'll make a profit.

On the other hand, Kirt has made it a specialty to deal in businesses where he is guaranteed a profit, and hoping he will be able to reveal that to you, tonight. Welcome, Kirt Christensen.

Kirt: Hey, thanks, Ted. It's always fantastic to talk with you, of course. Like you mentioned, I think it goes back to 1997 was the first time we met. So that's seven years now, not quite eight.

Ted: How time flies.

Kirt: Exactly.

Ted: Just so everybody knows I wasn't spoofing, there were no internet marketing conferences at that time, were there?

Kirt: No, not at all. I don't think the first ones were until '99 or maybe even 2000. It's come a long way. The vast majority of the knowledge that people can learn now about internet marketing didn't exist back then.

So really, people now have a tremendous leg up over those of us who had to struggle and start from scratch way back then.

One of the things that I guess we can talk about is the exact concept that you brought up, how to buy businesses with minimizing the risk.

Obviously, like you mentioned, in any business activity there's going to be some risk. But I like to do internet businesses where I can almost be assured – 90%, 95% chance – that I'm going to make money. That's one of the things that we may cover at the event next week, at the World Internet Summit US.

But just to cover that briefly, the fascinating thing about the internet is ever since the dot-com boom and bust is that there's been tons and tons and tons of people that have started small, little what we call mom-and-pop websites, where they have some specific product or service that they're offering in the niche. And most of those businesses, as we know, haven't made any money.

But there's a small portion that have. And sometimes, those people in that small portion of businesses that have made money, they want to exit that business, they want to do something else, they want to move on, who knows what. But they want to sell that business or get out of it.

And, of course, at that point, they don't really know why they made any money. A fascinating concept to me is that they have a business, they know everything there is to know about the product or service, but they know nothing about internet marketing.

Have you ever seen that, Ted, where somebody has a business about some random topic of which they're a world expert, but they haven't ever taken the time to learn marketing?

Ted: In fact, that's the whole Michael Gerber *E Myth* kind of a philosophy, isn't it? And it's so darned true. So true.

Kirt: Yeah. To kind of summarize what Michael Gerber says about this, I highly recommend you pick up this book called *The E Myth*, by Michael Gerber. His last name is spelled G-E-R-B-E-R.

He has what he calls the E Myth, which is the Entrepreneur Myth. From his viewpoint, a lot of people think they're entrepreneurs, when in all actually they're engineers – is what he calls them. For example, I'll give you an example of a diamond business.

I used to own a diamond business online. The previous owners knew everything there was to know about diamonds. They were gemologists. Actually, the wife was a manager of a retail diamond store and was in charge of certification of her salespeople and making sure they knew the five C's and everything there is to know about diamonds.

But when it came to marketing, when it came to actually selling diamonds, they knew jack squat.

So even though their business was doing quite well, they had no idea why and they had no ideas on how to improve that business.

So that's one of the niches that I looked for, and I do that on almost a daily basis. I look for businesses out there that people have started and are doing well with, but they need to sell it for some reason. It's kind of like

distressed real estate. Maybe they have a divorce, maybe there's some reason that they need to move on. Maybe they're changing jobs or have something else that comes up. I buy out those businesses for basically pennies on the dollar.

The most recent transaction we did – and these numbers are going to sound hard to believe but this is the actual factual data from this transaction – is there was a website for sale that had absolutely zero maintenance. It was all passive income, and it was making about \$5,000 a month. A little under \$5,000. So say between \$4,500 and \$5,000.

The owner needed to raise some quick cash, because he had a cash flow situation in his business. So he approached me and said, “If you'd give me \$20,000 for this business, for this website, I'll turn it over to you.”

And while I was thinking of that, that's actually a fantastic price, obviously. It would only take a little over four months for me to recoup my investment. And every dime after that was profit. There was really no time involvement or any additional money I'd have to spend.

Ted: And that's assuming that income would come in if you didn't do anything to improve the cash flow that was coming in.

Kirt: That's right, yeah, even if I just left it as-is and collected the check.

So while I was thinking over the transaction and coming up with \$20,000, he came back to me even more desperate, because he had even greater cash

flow problems and said, “Why don’t we just do this? Why don’t you just pay me \$5,000 a month for four months?” So same purchase price, \$5,000 a month for four months, just spread out the payments.

So now and anytime we’re in business, we always want to make sure that our risk is covered.

What’s my real risk here? I’m putting up \$5,000 today, on day one. On day 30, I’m going to get a check for running the business, for approximately \$4,500 or \$5,000.

Then I turn around, put up another \$5,000 for a second payment. Day 60, I get another \$5,000.

So the whole process, I’m only out \$5,000 for 30 days. And at the end of the four months, the business is paid off and I’m going to keep all of that income.

That alone would have been a good deal. Most businesses, if you look into buying a McDonald’s or some franchise, or even you see advertisements in *Entrepreneur Magazine* all the time for a rock chip repair business or a business dealing with repairing cement or whatever, all of those businesses usually factor in and sell for about one to two years of net profit.

If you’re going to buy a carpet cleaning business and they’re netting \$100,000 a year, you can almost be guaranteed that they’re going to ask – when they sell the business – between \$100,000 and \$200,000.

So in that case, you have to work in the business for a year or two years for free, before you got your money back.

On internet businesses, the ratios are so much better, the prices are so much cheaper. In this case, mine was four months. And that's, again, without making any improvement.

So do you think I just sat around and made no improvements? I actually had done some research and figured out a tiny, tiny little tweak. By tiny, tiny little tweak, I really do mean a tiny tweak. In fact, it was just two lines of code that I changed.

The two lines of code changed how a certain graphics were displayed on the website for advertisements, because this site makes money from selling advertisements.

So I had read a study that showed that you can increase the number of people that click on your ads by making the ads a certain color and looking a certain way. So after I read that report, what do you think I did? I went and tested it out on my brand spanking new website.

I was prepared for maybe it was going to work, maybe it wasn't. The worst-case scenario, I'll try it out for a couple days and if it didn't work, I could always change the website back and it would continue to make \$4,500 to \$5,000 a month, predictably, just like when I bought it.

But instead, when I changed the code, it went from making \$4,500 a month to making \$18,000 a month.

Ted: Dang!

Kirt: In fact, the actual check – I’m going to look this up so I don’t misspeak – the actual check for income of that specific site for the month of July, the month that just ended, was \$18,386.76.

So that’s all totally verifiable, folks. I have a scanned-in copy of the check, if you want to see it.

So that was just by making a two-line tweak in his code. I took a site that was making around \$4,500 to \$5,000 a month to over \$18,000.

The great thing about this system is anyone could have done it. There was nothing special that I brought to the table, other than the fact that I’ve done this a few times before. That’s it.

Anyone else could have purchased this website. They could have actually made probably a better deal on the website. I didn’t even negotiate with the seller, because he’s actually a friend of mine. He asked for \$20,000, and I didn’t even use my seven words of power, which usually you need to lower prices in negotiations and things like that.

I read a research report that showed me how to make the tweaks on the site that improve the profits, and I did it. I didn’t have to come up with any

ideas on my own. I didn't have to come up with some ingenious marketing strategy. I just followed proven examples of what had already worked for other people.

Ted: That's phenomenal. Really, the truth is that that business – now, it didn't cost you that, of course – all you took out of your pocket was \$5,000.

Kirt: Exactly.

Ted: And you changed two small pieces of code, and now at the \$18,000 – I'm rounding off because I can do math easier that way – you've got a business that's pulling in \$216,000 a year.

Kirt: Exactly.

Ted: And that's only one of your businesses.

Kirt: That's just one website.

Ted: You think you can make money on the internet?

Kirt: You want to know the really interesting thing?

Ted: Of course!

Kirt: This is the real kicker. That website was only set up five months ago, and only took two hours to create.

Ted: Jiminy!

Kirt: And it can be replicated. Now, I'm not going to say that you can create an infinite number of those sites that are going to make \$18,000 a month, but obviously that site was a fantastic homerun. But that's one of the things that I've been working on with quite a lot of hours recently, is that formula. We'll be talking about that at the event, exactly how it works.

Ted: Let me ask you. The obvious question someone would have is, "How do I find a doggone business? I surf and surf and surf and surf until I go to sleep, but I've never seen a business for sale or a website for sale."

Kirt: Sure. One of the best places to look and kind of get your feet wet is on EBay, of all places. That's actually where I bought that diamond business.

That diamond business was doing \$600,000 a year gross, which is basically about \$120,000 a year net. In the diamond business, margins aren't the same as they are in information products.

I ended up buying that business for \$29,000. And I originally found it through EBay.

Now, on EBay, if you want to look for businesses, you just go to Ebay.com and then click on the left-hand side, under the categories, there's a categories called "Business and Industrial."

Click on that, and there will be a subcategory called – and they've added some new categories now, so I'm looking through here – there will be a category that's called "Businesses For Sale."

I'm not seeing it here on my screen. I have a bookmark, so I usually don't go to this exact page. Here we go. Websites and businesses for sale. And they have different businesses for sale. There's advertising inventory, home-based businesses, internet businesses, manufacturing, marketing businesses.

So I usually look through the "Internet Businesses, Websites."

The first thing you're going to notice when you look through these is that there's a lot of results. As of right now, looking right now on my computer, there's 3,692 results; 99% of those results are absolute garbage. They're what we call cloned or template sites. They have no customers, no traffic, no track record. It's just a website that somebody put up yesterday. It may have some cool features, it may have some cool scripts and it may look nice, but that doesn't mean it has sales and visitors and ongoing traffic.

Ted: Well, that begs the question then, how do you find out, when you're looking and evaluating something, how do you find out how much people are making?

Kirt: The easiest way is after reading through even five or 10 of the ads, you're going to notice a common trend. The sites that are template sites or basically business opportunity sites, for lack of a better word, they're going to say things like, "If you sell one unit a day, you'll make this. If you sell 10 units a day, you'll make this. If you sell 100 units a day, you'll make this."

The real businesses for sale, the mom-and-pop businesses that we're talking about, they're ones that will say, "We accept our payments through Paypal, and here's our Paypal statement for last month." Or, "We use ClickBank, and here's how much we've made on ClickBank for the last 10 months."

They'll actually show you or offer to show you real, verifiable income figures for the site. They won't offer you just hypothetical numbers. They'll say, "Here's what we actually did last month."

Ted: I see. I see. So you're looking at the good stuff. Obviously, if you're looking at ClickBank and Paypal records, you've got a solid picture of what's going on there.

Kirt: Exactly. Right. Usually, most of these sites sell for fractions of what they would get on the open market, if they were marketed correctly and if the owners knew anything about marketing.

Typically, what we try to do is we try to buy internet businesses for four to six months of net profit. Now, we're not talking gross, we're just talking actual net. So that varies by industry.

Information products, if you're selling e-books and courses and tape sets and DVD's, the net is pretty close to the gross because you don't have a lot of expenses.

If you're selling loose diamonds, obviously there's some expenses and there's some overhead in cost of goods in getting diamonds.

That's why we concentrate on the net profit.

Ted: That's good. And, by the way, we've got to get your diamond story out. I know that you sold one monster diamond. Tell us about that.

Kirt: Sure. Shortly after taking over that diamond business, I think it was about six weeks after taking it over, I got an e-mail from somebody on an AOL account saying, "I'm interested in looking at these two diamonds," and they listed the specifics on the two diamonds. One of the diamonds was \$220,000 or so, and the other one was \$250,000.

I kind of thought, "They probably missed a couple zeroes in there and they're thinking it's a \$2,000 diamond or a \$20,000 diamond."

Ted: But they're AOL. What do they know, right?

Kirt: Exactly. But instead of just blowing them off, I replied back, and put in the commas and everything, to make sure that they knew that these were pretty expensive stones they were talking about.

They e-mailed back and said, “Okay, I’m interested in taking a look at both of those stones. Could we arrange a meeting?”

So in the course of a week, I set up a meeting to fly out to Cleveland to meet them. They’re hopping to be flying back from somewhere else. I flew out to Cleveland to meet them. I called my supplier, who was actually going to supply the diamonds. Because in this diamond business, they’d have to stock any diamonds. I had no diamond inventory in my office.

I used an inventory of my supplier, who was actually in Cleveland. At any one time, they’d have about 5,000 diamonds or so in inventory.

So we brought the gemologist, we brought the president of the company, we brought everybody in. And we had a meeting in the US Airways airport lounge. We brought in half a million dollars worth of diamonds, we brought in a gem scope, and the whole deal. Showed them the diamonds, showed them exactly all the gemological features of the diamonds, had them talk to the gemologist. And at the end, they said, “Yeah, we want to go ahead and buy this stone,” the one that was \$252,000, to be exact. So we ended up making them a diamond ring, made by Tiffany’s. She actually wears it on her finger, a 13½-carat diamond, which is slightly smaller than a quarter in diameter. She wears it on her finger.

We filled out a bill of sale on the back of a gemological form, basically kind of the title of the diamond. And they handed us a check for \$25,000 as a down payment, and we went ahead and made the ring and hand-delivered the diamond.

My profit on that was almost exactly on the button at 20%. So six weeks into my diamond venture, I made \$50,000 on one sale.

So is there money to be made on the internet? Absolutely. Is there money to be made by selling physical products on the internet? Absolutely.

Ted: I heard the only thing you could sell was e-books, though. But I guess that's not true, either.

Kirt: You can sell just about anything.

Ted: That is fascinating, Kirt. That is fascinating.

Listen, I don't want everybody to think that the end of your expertise stops with buying and selling web-based businesses and making outrageous profits from those acquisitions that you didn't have to do the hard work. And you didn't even have to be a gemologist or anything to do.

There's a whole lot more to Kirt than that. Tell us what you're up to these days, in other areas.

Kirt: Well, in other arenas, since I bought that one existing business that I turned around from \$4,500 to \$18,000 a month... That fluctuates, obviously, \$18,000 was a great month. Hopefully, it will stay that high. We've been building businesses or websites on that topic, in that method, not topic.

What we do for that method is we create basically core websites, real established websites that the major search engine Google and Yahoo love, and we create them on any number of topics. We currently have over 350 or 400 sites in production, either created or in the process of being created between my partner and I. So that's been a fascinating venture and we'll probably talk a little bit about that at the seminar.

Another thing that I've been doing for the last several years is paid membership sites, where I actually run two different paid membership sites where people pay money to access the site on an ongoing basis. In my case, they pay monthly.

One of my sites is \$19.95 a month and the other one is \$29 a month. And I'm actually a partner in two other sites. One of them is \$977 a month and the other one is \$477 a month.

The funny thing is a lot of people you see on free discussion boards and they come up to you and complain at seminars, or they call you on the phone and say they're having a hard time selling high-ticket items, I'll tell

you, selling high-ticket items gets easier and easier as you more tightly define your niche and more tightly define what you can offer to people.

On our \$977 a month membership site, we have close to 100 members. Not all of them are paying that full price, because we've raised that \$977 over the last couple of months. We started out at \$97 and \$477, as we added content and added value.

But long gone are the days when people expect hand-holding and instant service for free. People are starting to realize – smart businesspeople are starting to realize – if they want expert advice, they're going to need to pay much for that.

So it's been a fantastic venture. I strongly believe that a paid membership site, for most internet businesspeople, is going to be one of your strongest cash flow generators and one of your most profitable ventures that you can start on.

Ted: And that's because the money comes in automatically. When you wake up on the first of the month – in your case on that one site – you've got approximately \$100,000.

Kirt: Right. It's not quite that. We increased the price over the months. And it's only been at \$977, I think, for a month now. But I can count it's definitely at least seven or eight sign-ups in the last month at \$977 a month.

It's fantastic cash flow. The great thing about membership sites is you do something once and you get paid on an ongoing basis. Yes, on a membership site, you do need to hire somebody or update the site or run it yourself. But the nice thing is you can create a very, very strong full-time income – more than full-time income – with much less than full-time work.

Ted: Kirt, I love you. How much did you say, approximately, you're grossing off that site in a month?

Kirt: Off the one membership site?

Ted: Yeah.

Kirt: I don't really want to disclose that, but let's just say it's very substantial. Between all of our membership sites, easily, easily \$20,000, \$30,000 or \$40,000 a month gross. On that one particular site, I have a partner. So it's not quite that black and white.

Ted: That's okay. But you're talking about making a full-time income. In the book of most of us, \$20,000 to \$30,000, let's say it's only \$20,000, that's \$240,000 a year when you multiply it out. That's a pretty doggone good normal full-time income.

Kirt: Right. And just to share with you my worst-performing membership site, just to put this in perspective, I'll tell you the exact numbers on this one. The worst-performing site I have – by worst-performing, I mean it brings in the least amount of income every month – I've had it for about 18

months, and I've done exactly three promotions for it in 18 months, yet it still makes \$4,000 a month.

Ted: Wow!

Kirt: This particular site, I do no promotion. Like I already mentioned, I've done three promotions in the whole lifetime of the site. But I do none of the daily management of the site, either. I actually have an employee who manages the site, takes care of all the customer support, everything like that, and I pay him a grand total of \$400 a month.

Ted: So if you're pulling in \$4,000 a month and you haven't done any marketing yet, you can afford this horrible employee. That's what everybody thinks, horrible overhead. But it's a tenth of what you're bringing in the door.

Kirt: Exactly. I still net, from that particular site, \$3,600 a month, month in, month out, reliable as the rain. I can basically predict every single month what it's going to be. I have a certain amount of incoming new customers every month and a certain number of drop-off, just like in any membership site.

Now, obviously, if I wanted to kick that up, which I'm going to do now that we're into the month of September, I basically took May, June, July and August off. I've kind of taken the last four months off. I now need to

get back in gear and kick some things into gear. So we're going to be doing some promotions for that site.

So the \$4,000 is the baseline.

Ted: Now, that's incredible. By the way, you'll never believe this. I just got three e-mails, all came in at the same time, and they want to know the name of your sites.

Kirt: Okay, yeah. I'll show you all of them. One of the sites is the thing that we've been talking about, how to find undervalued, internet lousy websites, fix them up, and either keep them or sell them off for profit within a few weeks. That website is BuyingWebBusinesses.com. Just BuyingWebBusinesses.com.

Another one of my membership sites, which is about internet advertising, and I actually purchased this website from my partner last year, Terry Dean, NetBreakthroughs.com. Over 1,000 pages of content on that website alone, that breakthrough site.

The other website is QuitThatJob.com. That's the one where we teach the method of building content-rich websites that basically run on autopilot. That's with my partner, James Brosh.

Let's see. I'm having a brain cramp right now. Let's see. [QuitThatJob](http://QuitThatJob.com), [NetBreakthroughs](http://NetBreakthroughs.com), [BuyingWebBusinesses](http://BuyingWebBusinesses.com), those are the three public sites that we have.

Oh, the other one that I run with a partner is SearchEngineGeek.com. I don't really have any input on that one. I'm not a search engine geek, but he definitely is. So the SearchEngineGeek site is through John Resosa, and that one that's \$977 a month. QuitThatJob is also \$977 a month, as well.

Ted: Wow! Let me ask you what an obvious thing might be. You talk about, for instance, having 1,000 pages of content. And, again, I'm responding to the questions that I get all the time. Someone might be afraid, being an owner of a membership site, that someone would put up their \$977, they'd download those 1,000 pages worth of content, and then they'd ask for a refund.

Kirt: Sure. It happens. About the only thing you can do to get around things like that, that's going to happen in almost any business, whether you're selling e-books or a course by direct mail, or whatever, is to basically diffuse the simple-minded beef, I guess, so to speak.

You can do a couple things that make it a little bit harder for someone to rip you off, but you're never going to stop it entirely.

One of the things you can do on that is one of the things that happens on membership sites occasionally is if you just have a set fee every month sometimes somebody will join say in January, read through the site, get caught up on everything, cancel, and then join back up in July. If all the content is there, they can read the back issues and catch up with what

they've missed, and they've only paid for two months instead of 12 months.

You can get around that barrier by having a sign-up fee. For example, if you say, "Normally, our content is \$20 a month and there's a \$50 sign-up fee. So the first month will be \$70, every month thereafter will be \$20."

In terms of people just downloading all of your content and canceling, you can do a certain number of things. You can do what we call tiered development of the materials. For example, in most membership sites, if you join in July you get all of the back issues all the way back to September of 1999. Or, you can stop there and you can say, "If you join in July of this year, you get the issue for July. If you join and if you stay a member for August, you get August." So they'll have unlimited access to all the content, for a small fee. You could charge two tiers. You could have one tier where they get unlimited access or a smaller price where they just get current access.

Ted: Okay. Another way, when I think about this, and you're the expert so I'm asking you, but I'm going to make a comparison, it's kind of like guarantees. Unschooled marketers will say, "I don't want to offer a guarantee because I don't want them to send it back."

But the reality of the matter is, as you said, in guarantees there's some fraud, but it helps you sell so much other stuff that it's a numbers game. It's not really a problem, guarantees. I can vouch for that.

How about in a membership arena? Is it a problem there? Or is it just really something that you factor it in and you go on?

Kirt: We actually have a relatively small refund rate. We offer refunds, 100% money-back guarantee. But frankly, I think it's just good business. If someone isn't satisfied with the content of the site, there's no reason that they should pay.

Now, there's a fine line to be drawn between legitimate refunds and non-legitimate refunds. But I just refund them all and move on. I don't even think about it twice.

Now, if somebody joins the site repeatedly and then asks for a refund repeatedly, I just put them on a list, a "do not sell" list. And if they sign up, my secretary catches that and sends them a polite e-mail saying, "We decline to have you as a customer. Thanks, but no thanks."

Ted: Okay. So in other words, these things loom big in the minds of some beginners. But really, what you're telling me is you're just handling this as another routine part of your business.

Kirt: Yeah. It's not unpleasant. It's not a problem. I would say on a membership site, you should definitely offer a money-back guarantee. Absolutely, positively. I believe any product you sell on the internet should offer a money-back guarantee. The simple reason is it increases

sales, it inspires confidence in you, and the very important thing is they can't actually see what it is until they've paid.

For example, if I was running a bookstore, I'm not quite so sure – a physical bookstore – that I would have a money-back guarantee. Because the people can handle the books. They can look through to their heart's content standing in the bookstore, before they buy it.

The same is not true on the internet. You don't let them look through your entire membership site before they have to pull out their credit card. You don't let them read your entire e-book before they sign up to buy.

So I think in this case, having a money-back guarantee is just good business sense, ethical, and the right thing to do.

Sure, you're going to get a little bit of abuse. I would probably say I did what I would consider one or two, maybe three abusive refund requests a month; people that they're trying to screw me over.

But I really don't care. Give them their money back, let them move on. Move on and deal with the customers that are...

Ted: That are paying your day, they're making you money.

Kirt: Exactly.

Ted: Let me ask you this, then. Again, just like I asked you where do people go to buy a web business, I've got to ask you how do people find out about setting up a membership site? Do you have a course or anything like that?

Kirt: Yeah, I have a course on it. It's \$97. It's PaidMemberSites.com. And actually, that will be familiar to Ted. Ted's actually on that course with myself, Ted and Terry Dean. And it's all a basic connect-the-dots on how to run a membership site.

If you just go to PaidMemberSites.com, you can read through that and get some more information if that's for you or not.

Ted: Cool. Cool. Hey Kirt, I'm going to change the topic a little bit, if we can. You, of course, are one of the stars, what we call in our events "World Internet Summit celebrities," at the World Internet Summit USA coming up next week at the World Internet Summit UK.

By the way, anybody listening on the call, if you want to go to those web pages, please do. You should have gotten a link to the website from the person who referred you to the call. If you're listening on the webcast, you can click on that little graphic that says, "WorldInternetSummit.com."

But at any rate, let me ask you this, Kirt. You just said here, on one hand, "Yeah, I've got a course that teaches about paid member sites," and you've got other products and everything, too. But I know that in addition to

speaking at ours, I know that you are a big fan of not only speaking – and you're invited to speak a lot because you are an expert – but I know that you're a fan of attending, because that's how we met. We saw each other. I don't even know if we started off our friendship on the first event that we saw each other at. But I know that certainly, after seeing each other at event after event and, of course, we were internet in a strange group at the time, we did.

So you're an event person. Why do you believe so much in events, and what do you think is the special benefit that people can get out of events maybe that they can't get out of the home study course?

Kirt: This is a topic that we can talk about for hours. At the very outside, let's not even talk about the value of attending the seminar itself.

Let's say you went to the World Internet Summit, didn't even go in the seminar doors, even into the event hall, didn't listen to a word of the speakers, I would say that it's foolish not to attend just to be in the hallways, just to go to lunch with people who are attending the event, just to be around people that are on the same wavelength and have the same mindset.

When you add on to the value of the information you learn at the event, it makes it 10 times more crazy, to me, to not attend.

When I look at the list of people that I know and respect, people that I do business with without hesitation, people that I do joint ventures with, people I work on projects with, there's one factor that it comes down to in almost at least 95% of the cases. I've met them all in person at an event.

I really can't sum it up more simply than that. I'm sure you do, as well, you get e-mail requests all the time. "Kirt, will you do a JV with me? Will you send this offer to your list? Will you take a look at this software product? Will you do this? Will you review my e-book?"

And you know what? The ones that I read and actually act on are always the people that I've met at an event. Always, always, always. Why? It just shows to me that they're willing to step it up to the next level.

Maybe they just went to their first seminar on blind faith and it would be worth the investment, and it always has been. I've never met anybody that's gone to an event that hasn't learned 10 times what they paid for it in terms of information, knowledge, and also attitude about business on the internet.

I can go down the whole list of people that I do business with, people that I give my bank account information to, people that I'd loan my car to, that I'd let sleep in my house, and they're all people that I've met at internet seminars.

I'm not just talking about speakers, as well. I'm talking about maybe a couple people I've seen at a few different events, or that have come to some of my events. They're great customers. We talk on the phone, we do things together. Obviously, in the business context, we make money together.

I'm trying to think of the most recent JV that I did, was someone that I'd met at an event. There's a pretty simple JV I sent out, an offer for a teleconference that he was doing. It didn't take me any time. His request was no different than any of the other 50 or so "Hey, I want to do a JV with you" requests that I get a week.

The simple fact that I knew him, I knew his product was good, and I'd gone to lunch with him, I sent out the JV offer. He made \$2,000, I made \$2,000 for sending out a simple e-mail.

To me, it comes down to that. People that attend events are people that are doers. They're not talkers, they're not people who want to sit around and speculate on this or that or look for the flaws in this method of making money on the internet, or this method. They're people that actually take action and make things happen, and make money.

Ted: You've got it, man. You're so dead-bang on, it's incredible. Let me ask you this. Of course, we always have a flurry of registrations near the last minute and we always have a flurry of other interesting activity. I want

you to help me. You be my counselor here for a minute. Would that be okay?

Kirt: Yeah, of course.

Ted: I always try to keep my attitude good, and I know exactly what you're saying. You pay \$2,000, you make \$100,000. You pay \$2,000, you come and attend, you take three or four days off, and you've got lifetime relationships where you can get deals done one after the other.

You've got to admit now, my vision is a little bit skewed because I see people making thousands, tens of thousands, hundreds of thousands and millions, all in a single month, related around the internet.

I get these people whining and they're saying, "The reason why I can't come is because it costs too much money."

You know what I do? And this is what I'm asking your counsel on. I just immediately see them as just a non-prospect and I'm running short on patience here because there's so many things going on with the event next week, that I do the quickest thing I can to get them off the phone and I get on with my real life.

Now, that may not be right, but it just is a joke when people tell me they cannot put together \$2,000 for what we're talking about.

Kirt: Oh, absolutely. The question always comes to my mind, when people say that, I say, “Compared to what? What are you comparing this to?” Obviously, if they’re saying it’s too expensive, it’s in comparison to something else.

Sure, it’s more expensive than spending the weekend at the movies or in front of the TV. But how much money is that going to make? And how is that going to change your life?

In fact, we have a seminar coming up next month, that I’m putting on with my partner, that’s \$10,000. People say, “How can you charge that much money?” I say, “Compared to what? Compared to sitting in a cubicle for the rest of your working life, making \$30,000 a year? Compared to that, \$10,000 to learn a system to make far more than that is relatively pocket change.”

So yeah, it’s all about the mindset. Sometimes people just need to step out of that mindset. That’s the reason that we have events, is to show people that people making money on the internet aren’t any more special or they’re not any smarter, they’re not any better looking than the average Joe Blow in America – except for me and you, Ted, of course. But everybody else.

Ted: Exactly, everybody else. Wow! A \$10,000 seminar? What is it going to give us, gold bricks?

Thanks, man. I appreciate that input. That really is what I think, too. That's why I'm short on patience. \$2,000 too much for what we're offering? No way, man! Go back on your job.

Let me ask you this. A lot of people are interested in getting started on the internet. We all know about *Think And Grow Rich* and none of us talk about get rich quick. We do talk about get rich, because it's real, but not get rich quick.

What would you say to the person who comes to you and says, "Look, I've really been trying and I've had a website up for four months and I've made four sales. What do I do next?" What do you say?

Kirt: Well, I look at their website and try to determine if what they're selling is what people actually want to buy. A lot of times, those problems can be resolved by simply looking at that.

A lot of times, they have unutilized advertising revenues that they possibly haven't considered; things that they maybe heard about or overlooked but not really done anything with.

A lot of times, they're trying to make a one-time sale instead of capturing e-mails and possibly making a sale not on the first visit but on the second, third, fourth, fifth, sixth, seventh, eighth, tenth visit.

To me, that is the ultimate risk alleviator, is capturing e-mail addresses and following up with prospects. I've yet to see a business where that has not worked to substantially increase profits on the internet.

If you're selling paintball equipment, instead of just advertising on Overture or Ad Words and sending traffic to your business, instead send them to the page that captures their name and e-mail address in return for a special report or information on the 60 best places to go paintball in the United States, or the 10 best places in Utah.

And then, forward them on to your paintball equipment site. Then, if they don't make the sale on the first visit, you can always follow-up, follow-up, follow-up.

Ted: Cool! That technology that you talked about, again, I'm coming from the quasi-newbie's mind, you're talking about something called autoresponders. You're talking about a system – which everybody has seen, of course – that asks for their name and e-mail address.

Now, everybody's seen that, but how about the person who doesn't know how they go about doing that? What do you recommend?

Kirt: Probably the easiest way to set up an autoresponder for that sort of offer, would be to get an account with Aweber. It doesn't do anything else. It's not a shopping cart, it's not a silly program. It's just that. It's just an autoresponder.

But if you need to get started, that's a very, very powerful way to get started. Just sign up for an account with Aweber. They'll show you how to put the HTML code on your site, so people can fill in their name and e-mail address. And you can send them sequenced e-mailings, you can send them a special offer e-mail once a month or so. But that's absolutely the easiest, brain-dead way to get started.

And, of course, the other system that we recommend, that's all tied in together when you need a shopping cart system and things like that, would be Ted's system, Autopilot Riches, or my own system, Website Automator, which are private labels of that software.

Ted: Okay, cool. Listen, we are getting near the end of the hour. What I'd like to do now, Kirt, is ask you is there anything that you would like to communicate with our listeners, any advice, any tips, any strategies that you can give us that we haven't covered, per chance?

Kirt: Absolutely. One of the things that I've been working on this summer and definitely probably going to be talking about at the event, is the power of focus, the power of absolute, positive dedication to getting something done, to making it work without any excuses, without holding anything back.

One of the common problems that we have with internet marketing and with working for yourself or working from home or doing things part-time after work, is there's no taskmaster. There's no person standing over you,

like your boss at work, that's saying, "Hey, you need to do this and have it done by 5:00."

That, I think, is one of the main reasons people fail. They don't have the same dedication, the same motivation that they do collecting a paycheck.

But once you get that motivation, you're going to find it makes all the difference in the world. What is going to be that motivation to put in the hours, to stop watching TV?

I strongly believe that you should turn off your TV, you should turn off cable, you should stop watching TV.

If you just implemented an internet business in the time that you watch TV, five years from now the results are going to be so exponentially dramatic that you're going to find it foolish that you ever watched TV in the first place.

Now, I'm not going to say that TV is evil or anything like that at all. No. I think TV is great. I have a nice TV that I watch maybe – I don't know – an hour every two days or so.

But I'm saying you need to look at your priorities. If you really do want to change your life, look at what you're doing and see what you can do different, to get different results.

Use your TV time for internet time, for researching for building your business, even if that's just one hour a day.

I know that several of the people I work with started out as full-time employees and they did these internet businesses part-time, until they had a significant income from the internet businesses. Most of them didn't quit their full-time jobs until they had \$8,000 or so a month coming in from an internet business, which turns into about \$100,000 a year.

So I would find out what's your motivation for this. Why are you even thinking about an internet business? Why aren't you happy with your normal 9:00 to 5:00 job? You've got to define that in your mind.

Once you get that defined, then have a visible reference to that. If the reason that you want to get out of the 9:00 to 5:00 is because you hate sitting in your cubicle all day, crowded in your cubicle, and you're working downstairs in your spare bedroom on your PC, maybe put a picture of your cubicle. Maybe that's your motivation to kick you in the butt to get something done.

Maybe your motivation is that you want to live out in the country, on a farm. Well, put up a few pictures of nice 10-, 15-, 20-acre farms that you can take a look at, with the price tag. That's going to be a constant visual reminder to you of what you need to be doing with your time in order to get the results that you want.

To me, most of our lives are spent trying not to think. Most of the time, we're trying to find an excuse for not thinking. That's why we watch TV. That's why a lot of people like to just sit on the couch and take a nap, because they're not thinking.

Doing an internet business requires thought. It requires conscious effort. And to motivate yourself to take that conscious effort, you're going to need to find out what your driving force is, what your driving factor that's causing you to want these changes.

If you don't want the changes bad enough, it's simply not going to happen. There's no easy road here. Yes, you can make a lot of money on the internet. Yes, I've done it. Ted's done it. Thousands of people that we know have done it. But I know of no one that would say that it was an easy road, that they did one thing and they became a millionaire. No, they did 1,000 things and they became a millionaire.

Ted: And did 1,000 things, 500 of them worked and they became a millionaire, right?

Kirt: Exactly. Right.

Ted: Wow! That's fascinating insight. And really, when I'm listening to you speak like that, I'm thinking, "You know, even though you didn't use the words, Kirt is talking and identifying an entrepreneur."

Now, we're talking about internet marketing, but an internet entrepreneur is essentially no different than an entrepreneur in any other arena, except for profit margins can be higher.

Kirt: Right. Exactly.

Ted: So what does an entrepreneur have? An entrepreneur takes and accepts responsibility, doesn't suck off the government largess, so to speak. And just by contrast, nothing bad to say that. But they take responsibility and they're always working for new strategies to create something positive.

Kirt: Exactly. That's all you're doing as an entrepreneur, internet entrepreneur, is you're creating something out of nothing. You're creating money out of nothing. You're bettering people's lives from your ideas and the words that you put on paper, so to speak, or in an e-book, or the research that you do, or the computer software program you create. That's what it's all about.

There's so much confusion in the world on how to make money on the internet. People are being told this way and that way.

You need to focus. You need to simplify what you're doing. Make one thing work, then make the next thing work, then make the next thing work. Don't be worried about what's going to happen two years down the road. Be worried about what you can do today to make your internet business work, to make more money.

And take massive action. We're not talking about doing one or two things, we're talking about doing a lot of things. I've been self-employed since '98, so I've been working on this for six years. And yeah, I've had a fantastic time. I wouldn't replace it for the world. But I've worked hard. I've worked hard for the last six years. Like I said, I took the last four months of this summer basically off, but I was still working. I work probably 20 hours a week or so, in between doing stuff with my family this summer. And this fall, I'm going to be working hard again.

Ted: Yeah.

Kirt: By working hard, I'm in my house, in my boxers, talking on the phone. I'm not talking about digging ditches or going down to the local cubicle farm and answering to a boss all day. It's a different kind of work. It's thinking. And really, that's the obstacle that a lot of people have. They don't want to think. They don't want to make the mental effort to do this.

Ted: So summing it up, I guess you'd call it we have to be proactive – is that what you're saying – to really make it on the internet?

Kirt: Absolutely. Yeah. There's no single button that you can push that's going to print money for you.

Ted: No free ride. But that's what everybody wants, isn't it? The pill that you take and you wake up in the morning skinny, attractive to the opposite sex, and feeling dynamic.

Kirt: Exactly.

Ted: Alright, Kirt. I'll tell you what, you have been a fascinating guest. Thank you for being with us today. We do appreciate it. And I'm sure everybody got a lot of stuff out of this. In fact, listener, you may want to go back to the archives and re-listen to this. That's available at WorldInternetWebcast.com.

Alright, Kirt, thank you very much. Listeners, I'll tell you what, this interview today and, of course, this evening in the USA and it's very, very deep in the night in the UK, and it's morning in Australia, and all points between, this interview has been another fine example of how we bring you experts who are really walking the talk, people who prove what they have to say, people who are revealing to you strategies you can use to put to work to make money, to get free, and to get out of what our guest was saying today, to get out of the cubicle and get to where you want to go.

So I tell you what, folks, we do encourage you to tune in always. And we will continue to bring you the best of the best. And our guest tonight, Kirt Christensen, once again, thank you so much. We appreciate it.

Folks, you can do it! Be proactive. Take responsibility for your future. Know what you're creating. Focus on what you're doing. Investigate some of the resources our guest tonight – or at any other time – has shared with you. Because here's the whole story, folks. It doesn't look too outrageous to me. Too many other people are enjoying the freedom of

schedules that are their own. Too many other people are buying the new cars that they want and never could have afforded it on their other job. Too many other people are paying for their children's college by writing a check; when, of course, others are getting debts.

You know what? The average college student will work 40 years and never pay off their college debt. Is that what you want to put on your children?

There's just so many good things that are available for you. It's just a matter of following the guidance of those who are really doing it, such as we bring you on World Internet Experts.

I am convinced you can do it, too.

I'd like to borrow a line from Zig Ziglar at this point and say, "See you at the top!"

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