



*World Internet Experts Series*

# Secrets To An Ezine Fortune

**Featuring Martin Avis**

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# **Please Read This First**

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**Ted:** Good afternoon, USA. And welcome all points between. This is Ted Ciuba, your host for the World Internet Experts series.

Basically, on behalf of the organizers of the World Internet Summit, we are bringing you the greatest, the most up-to-date, the most beneficial, most influential internet marketers, bringing them straight to you.

I'll tell you what we're doing, folks. We are, of course, anticipating the World Internet Summit. Our speaker today is a featured speaker at the World Internet Summit UK. I'll give you some more info. I've got a couple minutes set aside for an infomercial at the bottom of the hour. You'll get that info.

But right now, I'll tell you what, we just want you to know you can tune in. We're doing this every single week, same time, same place. Our speakers, the guests on the show, have guaranteed that yes, they'll reveal who they are – because we want you to know who they are – but every single one, or they can't get on the show, has guaranteed that they'll give you some actionable information that, if all you ever did was listen to this call, you will have opportunities to go out and apply it and make money.

Now folks, it's time to talk about, talk to and introduce our guest, a fellow Brit, a man who has made some great achievements on the internet, who has been around – in internet time – a number of years and has something significant to teach you, and has also developed a specialty. In fact, he's

going to tell you how to make a fortune with e-zines. Let's welcome Martin Avis.

**Martin:** Where's the applause?

**Ted:** Alright. Martin, how are you doing today?

**Martin:** I'm doing really well, Ted. Thank you very much.

**Ted:** Okay, good. The first thing I'd like to do is, because not everybody knows who you are, we've got people dialing in that are just brand new newbies and just got our first e-mail, and that's good, and we do have people who do know who you are, can you give us a quick scoop of who are you, how did you get on the internet, and what is it that you're known for today?

**Martin:** Okay. The brief version, because the long version could take longer than this call, the brief version is that I'm a marketing consultant in the UK. I've been in advertising and marketing for over 30 years now.

Like you, I've helped clients make more money; which is, I guess, not a bad thing to do for a living.

A few years ago, I got very involved with several of the big \_\_\_ companies on the internet, the dot-com era that turned into the dot-bomb era. And the more I looked at the way these guys were squandering money, the more I

thought, “This just isn’t the way to do it. These people just don’t have a clue.”

They thought the best way to make money on the internet was to spend millions and millions of dollars without any business plan, without any concept of how they were going to monetize that expenditure.

So I felt that there was really a better way of doing it. So that’s what I set about trying to do for myself.

My way of doing it is by communication with people. I’m a writer. So I’m able to write the newsletter. I use my newsletter to build a relationship with people and hopefully in ways that that can make me some money and do them some good.

**Ted:** Very good. What is the subject of your newsletter? And if someone’s listening to the call, how could they subscribe to your newsletter?

**Martin:** Well, it’s involved, really. I started off back in July 2001. It seems an awfully long time ago, now. And in internet time, that’s the dark ages, almost.

I started off with a newsletter called Biz e-Zine. Business e-Zine, which was a weekly, and it was intended to be better ways of doing business, a business tips magazine.

It was okay and it took a lot of writing. It was 2,000, 3,000 words. In today's market, that's way too long. But it worked okay at the time, and ran for 70 odd issues.

But it evolved over time, and I realized that what people wanted was much punchier writing. People don't want to sit down and read 3,000 words. They want to sit down and read 200 or 300 words.

So I developed a new newsletter called Kick-Start Daily, which is the one that I run now. Today was the 426<sup>th</sup> issue, so I think I'm getting used to writing it now.

Kick-Start Daily is personal motivation, inspiration, personal development newsletter, and it rolls a bit into internet marketing as well. Because let's face it, if you're on the internet, making money with the internet, all of this seems like a good idea. So I like to give people the best tips I can.

The whole concept behind Kick-Start Daily is that it's just that. It comes out every morning. It's short, sharp. There's four or five sections to it. None of them are more than 100, 200 words. There's a quote, a bit of inspiration piece, and a daily action point.

I get great feedback from people, saying that they use the daily action points and see real benefits in their lives. So the more of those e-mails I see, the better I feel.

**Ted:** That's interesting, because most people cry and moan and they say, "But I'm not a writer." And you've set yourself up for the grueling task of doing something daily.

**Martin:** I wasn't a writer when I started. I was just another businessman. I still am. I do the internet as a part-time business. My main business is —.

But I wasn't a writer. I'd written business reports, and we all know how awful they can be. But I just thought, "What would I want to read? How would I want to read it?" In my first e-zine, my first newsletter, my first e-zine, I have to look back now and say the writing was pretty ghastly. But I learned the trade. And that's really what it's about.

If you want to do something, you learn how to do it. After 70 issues, I learned how to craft an article. And now I turn out articles every morning. But it becomes a habit. It's as simple as that.

**Ted:** I'll tell you, you must have done it, if you've turned out that many numbers of issues. What did you say, over 430?

**Martin:** 426.

**Ted:** 426.

**Martin:** As of this morning.

**Ted:** As of this morning. And how long does it take you to do that?

**Martin:** It takes me an hour or so each morning. I tend to start quite early. But I write for an hour, maybe two hours in the morning.

**Ted:** And that's probably very fulfilling to you also, in addition to making you money. Is that not correct?

**Martin:** It's very fulfilling. I do it because it's fulfilling. The making the money part is something that happens after. I'm not particularly immersed as an internet marketer. Everything I do isn't really aimed with the idea of making money. It's very easy to do that. But I think ultimately, you tend to lose your credibility.

We've all seen these letters that really only exist for the purpose of plugging products. There are an awful lot of them out there. And maybe they do alright for a little while, but in the end they tend to fold because people get bored with them, people stop responding to them.

Whereas I can go two to three weeks without recommending any product in Kick-Start, because my readers know that when I do recommend something, it's something that I've actually bought myself, it's something I've used myself, and I wouldn't be telling them about it if I didn't think it was great.

**Ted:** Okay, now. I've got a serious question I want to ask you about how you sell. But first of all, could you give us a representative issue? Maybe



if you've got this morning's issue in front of you, could you give us the subjects that you talk about, maybe a breakthrough or just an idea? Not all ideas, by the way, have to be breakthrough. What did you talk about and send out this morning? Do you remember?

**Martin:** Yeah. Let me just put it in front of me, and I can tell you quite clearly.

I talk about myself a bit. I learned quite early on in my writing, that the more I can personalize what I write, the more people respond to it. The old saying, "People do business with people they like," you have to get into people's minds, into their lives. And you can only do that by being likeable to them, showing them that you're just the same as they are. Just because I'm writing the article doesn't mean I'm any different than the person sitting reading the article. So I sort of start from that premise.

If I can find today's issue, I'll tell you what was in it.

I tend to talk about things that I've done, things in my family. My daughter wasn't very well lately, so I talked about that. A guy wrote to me \_\_\_ e-mail. I mentioned that in today's Kick-Start.

Then I got into the poem I found online, which I quite like. So I shared that with people in a quote. And the main action point today was my idea that you can dare to be different. That was really the subject matter of today's action piece.

But there are so many cookie-cutter businesses out there, we see it online all the time, that people think you have to go out and buy a template and put up a website that looks like everybody else's website and you make money.

Well, maybe you do in the short-term. But in the long-term, the sites that really make the money are the sites that really do last for longer.

Other ones have their own personality, the ones that dare to be a bit different from everybody else. Don't keep following the lead just because everybody else is doing it.

**Ted:** That's interesting. Now, I'm saying this, but I'm going to say it in a broad sense and because I'm not going to reveal any confidences that we might have, but I know that you – of course, as a speaker at the World Internet Summit – have put up a link on your website to promote the Internet Summit, and you have made some sales.

Again, I'm not going to be saying how much, how many, etc. But the reason why I'm asking this question is you're making sales – and it's clear, I'm looking at the figures – and you're telling me that you can go three weeks without promoting a product.

Now, for the minds of our listeners, you tell me how this all fits together, would you?

**Martin:** It doesn't sound fairly logical, does it?

**Ted:** Not on the surface, it doesn't.

**Martin:** But I guess that's the difference. If my one newsletter was my sole source of income, then perhaps I'd have to be a little bit more pushy with selling in it. But I choose not to do that. It makes me a good income. It can make me several thousand dollars a day, if I'm pushing the right products.

But that's not necessarily the only reason that I'm doing it. My main income comes from my offline business, so I can treat this as a kind of a hobby, if I want to.

But the fact is, it's a hobby that's giving me an income that's possibly more than most people's full-time income, at times. I do that simply by, in effect, not really selling to people. I don't hard-sell. I don't say, "You've got to go out and buy this right now." I guess a lot of people on this call and listening on the web will have heard of Ken Evoy, the guy who wrote the book *Make Your Site Sell*.

Ken talks the concepts of affiliate marketing and how the only way to seriously be an affiliate marketer is never to sell. It's not your job to be a salesman, it's your job to inform. So you're pushing traffic, in effect.

So when I say to my readers, "Here's a great product that I've bought and I think it's really good," I'm not trying to sell it to them, I'm just informing them. And they see that. It's the tone that you write it in that does that. So

then they can go along to the website and make up their own mind, rather than feel that I pushed them into it.

And you know what? I get very, very few returns. Probably the industry standard is about 5% or so of people asking for refunds. I have a fraction of that on the stuff that people buy.

**Ted:** That is good. And, indeed, I hear some people – newbies, of course – saying a refund is a horrible thing. But it is on the spreadsheet, on the balance sheet, on the income statement of every company I’ve ever seen. But 5% is respectable, that’s for sure.

**Martin:** It’s better not to have it on there at all, if you can help it. And you do that by being completely honest with people, I think. I don’t talk about product in a hypy way, to make people think they’re more than they are. I’m selling a tape course at the moment, or recommending a tape course at the moment, that I bought the rights to. And I’m very open with people and say, “The content is wonderful. It’s brilliant. But it’s a recorded teleseminar series, and we all know how bad the sound quality can be on those things.” And I tell people that upfront, because I want them to know.

**Ted:** Very good. That, indeed, is a strategy. And again, I want to point out what you just said, so that everybody catches it. Instead of hyping people and then setting them up for disappointment when the product

arrives, you control refunds by letting them know what – as they say here in the US – warts and all, what it is.

**Martin:** Yeah. And I think by doing that, people trust what you say more. It's like if a stranger comes up to you on the street and says, "Hey, do you want to buy this watch?" You're probably going to run a mile.

But if your best friend comes up to you and says, "I've got this great deal on a watch, are you interested," you'd at least think about it.

**Ted:** Yeah, there's a big difference, the source. And that's what you're talking about, cultivating yourself as a reliable source.

**Martin:** Absolutely, yeah.

**Ted:** So that's been one of your secrets to making an e-zine fortune, then?

**Martin:** Yes. I don't know that it's necessarily a secret. I guess to my very English way of speaking, that's almost too hypy really. But yes, it's one of the strategies that I use. But that makes it sound rather mercenary. It sounds like a deliberate attempt, whereas, really, I'm writing a newsletter because I enjoy writing it and I enjoy the feedback that I get from people. And the fact that it makes me some money along the way is great.

**Ted:** Of course, you have said that you are doing this part-time. And, of course, a lot of people, they want a part-time internet income.

**Martin:** Sure.

**Ted:** Now, you're saying something else, though. Only doing it part-time is what has given you the absolute freedom because you're not desperate over how much money you're going to make.

**Martin:** No, that's very true. But even if I were desperate, I wouldn't be comfortable in my own self to go out there and try and sell any product that came my way.

You get to be in a fortunate position, when you publish a newsletter that's been around for a while, that a lot of new products get sent to you to see what you think about them. People don't force you to promote them, but they write to you and say, "Are you interested in looking at my product and would you like to promote it?"

I can pick and choose the ones that I want to mention. That, to me, is one of the pleasures. I'm not forced to go looking for products to sell. Products come to me. And I choose the ones that I think are really good.

**Ted:** Yeah. And that is something that bears a little bit of discussion in the fact that it is only when you're starting up that you're really looking for business, if you're doing your business right, as you've just identified, these opportunities are searching you out. If your desk is anything like mine, I can't even keep up with the stuff that's coming up even though it

was a dream one day to have one single person in the entire world to approach me with a business opportunity. You know?

**Martin:** Yeah. You think that it's never going to happen when you start. When you begin, you type in your name in Google, as we all do at some point, and in my case a car company comes up.

Now, I type my name in and I get hundreds of hits on my name. And it makes you feel good. But to begin with, it's not there. Nobody knows who you are. You have to build that. You have to establish yourself.

The internet, like any other business, isn't a five-minute wonder. It's not an overnight thing. You can't just suddenly say, "Today I'm nobody, tomorrow I'm going to be an internet superstar." I've been around a few years now, and I'm nowhere near being an internet superstar. I look forward to that one day.

**Ted:** Well, actually, you are definitely an internet star. It does have to do with the fact that you are communicating, are communicating regularly, and are communicating a value.

Now, of course, I know you're humble and I know you don't feel different than you did before you got on the internet. But what it does show is really how easy it is for a person to get on and do that. Would you agree with me?

**Martin:** Oh, absolutely. I've done many seminars now, where I've looked around the room and there's been nobody there with an e-zine. And I've talked to them a bit about it. And at the end of an hour or so, they've been fired up with enthusiasm, they've gone away, they've started up a newsletter. Maybe they've written to me and said, "Can you critique it for me?" I've done that. And these guys are now online, making money.

That feels great; when I can look at somebody and say, "That person is doing well because of something I said, maybe something I inspired them to do, that's fantastic." I don't make a penny off of it, but I feel really great.

**Ted:** There's more to it than just strictly what they call "filthy \_\_\_," huh?

**Martin:** Of course, there is. Yeah.

**Ted:** Here's the question, then, that I'm assuming a listener would want to know. And, again, we're going along your special line of expertise with an e-zine and communicating that way. What's the best way to get started? And it always comes up, the question, "How much money do I need to get started?"

**Martin:** You need very little money. If you're going to do it the way I do it, which is writing a newsletter, you need almost no money at all.



When I started, it was still possible to send out your newsletter via Outlook Express. Now, I think, you'd get hit by every spam filter in the world on that. So that's probably not so viable.

But it still doesn't cost very much to buy an autoresponder to send it out with. I use an autoresponder called Autoresponse Plus. And for those who don't know what an autoresponder is, it's simply a piece of software that allows people to e-mail in and therefore sign up to a series of e-mails that you automatically send out.

But most autoresponders, these days, don't have to send a series. They can send one at a time. So you can use it to broadcast your newsletter whenever you feel like it. That's exactly what I do.

That costs, I think, around about \$100. And I've got a feeling it's an annual payment, but I could be wrong on that. But \$100 or so. It's about 50£, 60£ in my money. It's not a great deal of money to start a business.

On top of that, you need some web hosting. If you use someone like Search Sphere or Host For Profit, it's going to cost you \$25 a month. There are cheaper alternatives. Some of the cheap alternatives don't have quite the technical specifications required to run some of the more advanced autoresponder scripts. But you can build up to that.

So, that's really about it. Apart from that, you need something to write on, which is your computer – I guess everyone's got one of those – and some

kind of software to write your newsletter in. I use a piece of shareware called TextPad, which I think you can pay for, for about \$20, but free to use it as long as you like, until you want to pay.

To publish a newsletter, that's really all you need. It's not a huge amount of money.

In terms of what you need to do to get started, you've just got to write. You've got to have something you want to say. You've got to be able to communicate with people.

A newsletter, in its simplest term, could be just one quote. You could send out a quote of the day or a joke of the day. That could be all you do. You're not going to build up very much of a communication with people if that is all you do. But there are quote of the day e-zine forums that are around, that do just that.

Putting in a little bit of yourself into it, a bit of editorial, makes it more personal, makes it something that people want to read. It becomes an appointment to read, rather than simply something that hits your in-box and you may look at it or you may not.

That's the secret, to make yourself an appointment to read.

**Ted:** That does sound good. I've never heard it stated so succinctly, but it's just putting your own personality in there, making it an editorial that

they can identify with, rather than just a quote on self-improvement or business.

**Martin:** Yeah, exactly. It's very simple to make a newsletter based on other people's writing. A few years ago, that was what everybody did. You went to the article repository website, you found an article you liked, you threw it into your newsletter and you sent it out.

It still works. You can still do that. But you can't do that on its own anymore. The articles are still great, and it's a great way of publicizing yourself, by the way, if they're the right articles to put onto those sites. An awful lot of newsletter editors pick them up and use them.

But the successful newsletters don't rely just on other people's writing. They put their own writing into it, too.

**Ted:** You just hit on something. I'd like to go a little bit deeper on that, if you don't mind.

You said that if we are writing an article and presuming we're going to be doing our own e-zine, and we may not do it daily, that's a schedule I couldn't keep up with, I've got to hand it to you, but let's just say we do it weekly. We write that article for ourselves, and now you're saying we can put it up and get – I guess it would be fair to say – get viral marketing out of that e-zine for ourselves?

**Martin:** Yeah. That's a good term for it. I think at the last count, there was something close to a million newsletters. They come and they go. When I first came online, it was quoted that there were 150,000. Now there are an awful lot more.

That doesn't mean the market's got too crowded. What it means is that the market has nichified, if I use your term. The newsletters are – more and more – much smaller areas of interest. So there's room for many more than there are at the moment. The good ones will always bubble to the surface, like cream on top of the milk.

But the best way of getting publicity for yourself is to get other people to use your work – everybody wants links back to themselves – whenever you write an article. If somebody else publishes that article, they are duty-bound to include a resource box at the end of it, which is usually four to six lines of text which say who you are, why you're writing articles, and a link back to your website that you've chosen to give them.

And that's, effectively, the price of publishing your article, that they also publish your resource box. That gives you two things. That gives you credibility in the eyes of the readers because you are suddenly the expert that's writing the article. But it also gives you links back to the website that you've chosen to link back to, which is great for search engines because search engine send you traffic primarily based on the number of links you get from other people.

**Ted:** And, there's another important point. They say – and again, this is one of those figures I keep alluding to, it's kind of written in the sand, it's different depending on who you hear it from – but approximately I'm hearing that about 85% of all internet requests for information, of all surfing sessions begin with a search on a search engine.

**Martin:** Really? I hadn't heard that statistic, but I'm not surprised.

**Ted:** Well, I'll tell you, what that really tells me is that if you're looking to boost your positioning in a search engine, doing the strategy that you just described, posting your article so others can put it on their site so they can link back to you, has to have a long-term beneficial effect for your own revenues.

**Martin:** Oh, yeah. It does. It helps you drive subscribers, by putting people back into your website. Every time somebody hits your website, you've got an opportunity to ask them to sign up to your newsletter. And if they'd like your writing enough to want to click on your link, then to them it's pretty much a no-brainer that they're going to want to read more of it and they will sign up. That's a great way of getting new subscribers. And a new subscriber who actively wants to read your writing is far more likely to buy from you than a subscriber who's just signed up through some sort of co-registration service and don't really know who you are.

**Ted:** Yeah. Yeah. In fact, that's one instance. Not everybody believed it in the earlier days. Again, we're talking about two years ago.

**Martin:** The good old days.

**Ted:** Yeah. So they were buying these co-registration names like crazy, and then it got to be a bragging contest. “Yeah, my list is 1-million.”  
“Really? Mine is 1.4-million!”

But the truth of the matter is I have seen people who’ve had 2,500 people out-pull people who had 2.5-million subscribers on their list.

**Martin:** Yeah. You know what, Ted? My Kick-Start Daily list has 4,500 subscribers. That’s all. And yet, I could live on the income from it.

**Ted:** And that’s an important point. I’m glad you shared with us exactly what that is. Because that old braggadocio is still out there and people are thinking, “Golly, how will I get 100,000 subscribers?” And you could live off the 4,500 you have because they voluntarily opted-in.

**Martin:** Yeah. There’s a guy who’s quite well-known in internet circles, who has an interesting book. He did an experiment a while back. He had a lot of subscribers. And he thought to himself, as a lot of us do, “I wonder how many of them ever bother to read?”

So he, through various methods, asked people to resubscribe. And I think he even started charging for his newsletter. And suddenly, he went from something like 6,000 subscribers to a couple of hundred.

But those couple of hundred bought more things from him than the 6,000 had ever done. He said, “How could that be? They were there to start with!”

And it turns out that by virtue of the fact that they were now paying to receive his newsletter, they felt that they were going to get better value by buying the things that he was recommending. So they ended up buying even more.

**Ted:** That’s another good strategy. What I’d like to do right now is give folks a little bit of info on the World Internet Summit UK coming up, and then we’ll be right back because I’ve got to ask you a serious question right along these lines.

Folks, I’ll tell you what. As you know, this World Internet Experts call is sponsored by the World Internet Summit. Of course, our featured speaker today, Martin Avis, is one of the speakers at the World Internet Summit UK, the greatest internet marketing show on earth.

Here’s what I would like for you to do. Go check out the website. I’m trying to learn from Martin. I’m underselling. No hype today. Go check out the website. And if it’s for you, it’s happening in October, October 28<sup>th</sup> through the 31<sup>st</sup> in London, at the Wimply Conference Center.

Also, by the way, I do know that we've got people worldwide, we've got the World Internet Summit USA coming up September 16<sup>th</sup> through the 19<sup>th</sup>.

Now, one of the things that we're doing there, which you will find earth-shattering if you've never seen it before, is we are going to select a person from the crowd. We're going to bring them up onstage. We're going to hook up a laptop computer. And within 72 hours, we're going to brainstorm a product, create that product, we're going to write copy, we're going to make a website, we're going to automate it with AutopilotRiches.com for e-commerce and your autoresponders, which we've been talking about. And we're going to do the marketing and we're going to count the money. And that's all within 72 hours.

Now folks, believe me, I am not out there teaching that anybody who wants to can buy an e-book and make \$10,000, £6,000 in 72 hours. Some can, yes. Most can't. It takes a little bit.

What we are doing, though, we are really a group of experts who are in tune with what's happening. We're doing a demo for you, to show you every single step, nothing hidden. We'll be onstage, we'll have cameras, nothing hidden, that you can follow to go out and do it for yourself.

And, of course, we've brought the greatest speakers in from around the world. Of course, Martin Avis being one of the featured speakers from the World Internet Summit UK, being from the UK. We also have Phil



Gosling coming from the UK. We also have Michael Green and Allen Forrest Smith, who is actually a co-venture partner copywriter in the event.

Also, you may have heard of people like Armand Morin, Kurt Christenson, Johan Mok, who we're bringing in from Singapore, Rob Bell from Canada, David Cavanagh from Australia, Frank Garon, which I understand a lot of the British people like. He's just down-home. He's just a good guy.

People like him. Mike Stewart, if you're interested in putting up internet audio. Sean Roach, if you want to know how to make the contacts that can make you money.

We've got the Rebel Aussie Businesswoman, Jennie Armato ... Tom Hua from China ... Brett McFall, the Ad Wonder from Down Under.

I'll tell you what, folks, we've got a lot of speakers. And, of course, I don't have time right now, in a brief 60-second spot, to go into them. But that's all on the website. So refer to the link of the person who sent you this e-mail, who got you to the call.

If you absolutely have lost that, you can always go to [WorldInternetSummit.com/UK](http://WorldInternetSummit.com/UK). But remember, there are affiliate commissions involved. So if you go directly there, there is a text box that lets you tell us who referred you.

I could go on and on and on. I'm just going to say, "Hey, get to the web page. See that."

I do want you to know we've got a newbie's day, starting at 12:00 p.m., that is absolutely free. It will teach you how to use FrontPage, how to make these websites, how to do the things that Martin's talking about.

Summing it up, the bottom line is at the World Internet Summit, you'll discover what to do to make money online. There will be a dozen experts of the same caliber as Martin. How to do it, why to do it, when to do it and, of course, the thing we all like, is how to do it with minimal effort, risk and out-of-pocket expense.

Okay, Martin. Got the commercial out of the way. Was that low-hype enough, or did I overdo it?

**Martin:** A little bit. A little bit.

**Ted:** You've got to understand, I'm trying to learn.

**Martin:** I've got to get you face-to-face before I can teach you how the English under-hype.

**Ted:** Well, good. One of the favorite English expressions that I love, because it's always so understated, is, "That's a bit overstated." A bit.

Anyway, let's get right down to the money and how we make it.

Again, going off of what we were talking about, you were talking about writing articles and posting them so others could take them and use them. Now, that's such a killer strategy.

Where would we go to post our articles?

**Martin:** If I can refer you to a URL on my website, it's [www.kickstartyourlife.com](http://www.kickstartyourlife.com). That's all one word.

Kickstartyourlife.com/ezineresources. Just hit enter after that. And it will take you to a page of resources that I've put up on that page. There's a link to a list of all of the repository places that I use myself. And there are about 40, I think, on there. So that would be quite a useful place to start.

**Ted:** Man, I would say. So anybody who's listening, who maybe doesn't have any more than – as you were saying – \$125, could actually get started by writing a few articles, post them up, and that would launch them.

**Martin:** Yeah. I think you need some way to drive the traffic to them. Just writing the articles and then not having anywhere for people to come to is not going to do you any good at all.

One thing that people won't like is if you write an article that's full of affiliate links, because someone else is going to publish that. And certainly, they would much rather have their own affiliate links in it than yours.

So you write articles that are genuinely useful, but are not trying to flog anything – to use an English term.

But use your resource box to drive people back to a web page. And it doesn't have to be anything very complicated. My own Kick-Start Daily signup page has got to be the simplest page I've ever put up. It's a very, very easy little page. KickStartDaily.com, if you want to look at it. It's just a signup page. There's nothing else there, just sign up, basically.

But that allows people to give you their e-mail address, and you cut off with them something in return, if you like. I'm not a great fan of freebies, but if you want to incentivize them to give you their e-mail address or maybe another article or special report or something, you can do that.

But the whole key to it is capturing that e-mail address. Without their e-mail address, you've really got no reference to them at all. So that's really what you have to try and aim to do. That's what your articles are about. Drive people to a website, get their e-mail address, and then you've got the basis of a newsletter. Because without e-mail addresses to send it to, you don't have a newsletter, really. You're writing to yourself.

**Ted:** Okay. Now, let me ask you. People go to KickStartDaily.com. As you said, they're going to see a very simple page. It's really basically just a computer screen. If you printed it out, it would be one or two pages. And the only purpose of that is to get people to subscribe?

**Martin:** Yes. No other purpose, whatsoever. Once they've signed up, the form that they fill in on that page sends an e-mail directly to my autoresponder, and the autoresponder immediately bounces them back a message to say, "Thank you very much for subscribing," and, of course, asks them to confirm that they have intended to subscribe. These days, you have to double-opt-in people. It's too easy to get accused of spam these days.

So the autoresponder says, "Somebody else \_\_\_\_, then ignore this e-mail and you won't hear from us again. But if you really mean to subscribe, just click on this link and it's ordered automatically."

And then following that, they then get their first issue, which is just a welcome issue. And then they go onto the list and get the following day's issue, as normal.

**Ted:** So you do most of your selling by referrals and references that you make from your e-zine articles, and obviously they have to be in context.

What I'm trying to get to for the benefit of our listeners is that you get people onto your e-zine. Again, I encourage everybody to get on KickStartDaily.com. There is nothing a person could buy.

So then you obviously must do your selling through referrals that you make in your web page, if that's your main medium of communication.

**Martin:** Yes. It's basically building a relationship. I don't want their first contact with me to be me trying to sell them something. That's not what Kick-Start is about. And it's not what I want them to see.

So their first e-mails from me will be, "Hello, how are you? Thank you for subscribing." There's no selling whatsoever involved in there, until they get their first regular issue of Kick-Start. If there happens to be a recommendation in that, they will see it. Because I don't put recommendations for things in every day, chances are it will be a day or two before they actually get a recommendation from me for anything.

**Ted:** And do you archive your back issues, in case people want to...?

**Martin:** Yeah. Yeah. I have to, these days, because of the problems of getting through the spam filters, the number of bounce-backs that I get. For those who don't publish newsletters, that's when you send out, in my case, 4,500 newsletters and only 3,000 get delivered because various ISP's decide that whatever it is you're sending is spam. For whatever reason, they elect to decide that. Usually, no reason whatsoever. And quite often, they'll send you a message to say, "We haven't delivered this e-mail," and they might give you a reason or they might not.

But you get a rough feeling, therefore, for how many of your list are not being sent out. It's getting more and more. It's getting harder and harder to get newsletters through. So you have to find other strategies to reach people.

So one of the strategies that I have is that every time I send out the daily newsletter, it's simultaneously published on a website of its own.

Hopefully, by the time people realize they haven't received the Kick-Start, they can look back at the last issue they did get. There will be a link in every issue of Kick-Start that tells them where to find today's issue online.

So my website gets quite a lot of hits from people who are maybe with AOL or Hotmail, who for some reason decide not to deliver anything that day. And those people know that if they don't get their e-mail through on time, they just write to me if they don't get it online, they know that they can go to the website and find it and read it there. It's more convenient for them.

I use other methods, as well. I have a little piece of software which I've re-branded it as the Kick-Starter Letter. It's a tiny little program that sits down in the area by your clock, on your computer screen, and it monitors websites. And whenever anyone visits one of those websites – in background, you don't see it doing it – whenever it knows something's changed on one of those websites, it flashes and tells you so you can go to that website and get related updates.

So 300 or 400 of my readers have downloaded that software now. So whenever Kick-Start is posted online, their little alert flashes and tells them that they can go read it there, they don't have to wait for the e-mail, which may or may not arrive.

This is the development, really, of newsletter marketing as a way of reaching people.

**Ted:** Nobody would have suspected it would come to this, because you're dealing with people who opted-in. You're dealing with legitimate stuff. This is not the Viagra that, for some reason or another, seems to get through more often than we want.

**Martin:** Yeah. And I think there's so much politics now involved that the ISP's are blocking stuff, not necessarily because it's spam but because they block what they think is easy to block. They use these black list companies like Spam Cop, Spam House, who really blacklist people for very spurious reasons. I think my Kick-Start's on their list. It shouldn't be because I have an IP address similar to another IP address that is used by a spammer. That's like saying nobody called Smith can open a bank account because once someone called Smith robbed a bank. It's just crazy stuff.

But the ISP's need to be seen to be publicly doing something, so they can say to their subscribers, "We're doing all we can to fight spam on your behalf." The truth is it's just PR.

**Ted:** Let me ask you this. And I don't want to fly by it. You just really talked about a great strategy with the Kick-Start Alerter. Anybody who is seriously considering an e-zine today just flat-out has to consider the way the world is today, not the way they want it to be, not the way it was in 2002 or 1999.



This Kick-Start Alerter, where would someone go to be able to get a program like that or to get that specific program and offer it to their subscribers?

**Martin:** If you download the Kick-Starter Alerter at my own one, there's a link on it. It says, "Powered by Don't Miss A Thing." Click on that link and you go to the page where you can buy your own version to re-brand. You can buy one from [www.KickStartYourLife.com/alserter.htm](http://www.KickStartYourLife.com/alserter.htm).

**Ted:** That's interesting. I want people to see what's happening. I asked you where you could find something, because you described a tool that worked. This is your whole strategy.

And then you had what I would assume amounts to a sales opportunity. Is that correct?

**Martin:** I guess so, yes.

**Ted:** That's your strategy, as I understand it. You're providing value. And boy, anytime you can turn this equation around where instead of being – actually, it's a derogatory term – being a peddler. We call that people standing on the corner, slamming a drum, "Here, come buy my stuff, it's the greatest snake oil in the world." But you're saying, "Here's some information you need," and you drop it right there.

And then, you've got people coming to you. "Where can I get this? How do I get this?" A brilliant strategy.

**Martin:** Well, it's not brain surgery. It's obvious to me that if I'm going to recommend products, I should recommend ones I like. I don't want people coming back to me and saying, "I bought that product and it was rubbish!" I don't want that. Life's too short to have dissatisfied readers and dissatisfied customers. Why not speak with the happy ones?

**Ted:** That's good. Speaking of dissatisfied customers, and it's just one of the issues I would think that would come up if you're not doing business right, but even doing business right there have to be some drawbacks, some problems, some challenges that people might experience.

If someone was to be sitting down and listening to this call, they say, "Man, Martin Avis, you've pegged it, I want to put up a website, I want to offer products I believe in. I'm going to put a sign-up page. I'm going to get my hosting, get my autoresponder working, and I'm going to start an e-zine and I'm going to deliver value," what kind of challenges or problems could they expect to run into – not that would be stoppable, but what could they expect, because they always want to know?

**Martin:** The first challenge, really, if you're going to produce a newsletter you're going to have to learn to write. Sometimes, that can be a challenge. I write every day. But there are days when I sit, staring at my computer, and I haven't got the faintest idea what I'm going to write.

Eventually, ideas come. I'm a great believer in the concept that ideas are floating around in the air. It's just whether we've got the door open in our

mind to allow them to float in or not. You just have to get your head into the idea of the ideas coming to you. And they do. Eventually, they do.

I don't believe in writer's block. I just think there are just temporary \_\_\_\_.

The second thing you've got to get used to is there are going to be people who don't like what you write. When you first start, they can be very \_\_\_\_, because some of these people tell you, in no uncertain terms. I get some very nasty e-mails from people saying, "Take me off your list." I won't say what they did say, but they say some horrible things.

Live with it. There are some very disturbed people out there. And rather than just click on the button that says, "Unsubscribe," they would much rather cause all sorts of trouble. I think they do it just for the fun of it. And they hope that they can upset you.

Eventually, you'll come to realize that \_\_\_\_ you're not writing to the people who don't want to read you, you're writing to the people that do want to read you.

**Ted:** That makes good sense. I'm glad you brought that up, because that would be a definite common problem. Everybody has to get used to that and accept it, don't they?

**Martin:** Absolutely. And it's part of doing business on the internet. Even if you have a forum, I have a forum on my website now because that was,

again, another strategy I decided on to keep me in touch with readers who maybe couldn't get the e-mails through.

So I started a forum, and that's grown quite nicely and developed into quite a good Kick-Start family. People ask each other questions and help each other out.

But every once in a while, you get idiots who come on there, who just want to put all sorts of profanity on the forum. You just delete them and move on. Don't react to them.

**Ted:** I'll tell you what I've done. And again, it's that same thing. I can hardly open up one that has all of that stuff without getting some kind of twinge. I just put someone else in my office to open up the e-mails and sort and sift. It's a secretarial function, but every now and then one of those comes in. And I don't even have to know about it.

**Martin:** No. One thing I do do, every time somebody writes to unsubscribe, normally with the newsletter, there's an unsubscribe link in the e-mail, that they can just click on the button. They go back to the autoresponder and it takes their name off the list automatically.

But I set the autoresponder up so that everyone who does that, and there are a few a day that do that, everyone gets an e-mail that says, "I'm glad that you tried us out. I'm sorry that you've decided to move on. But would you mind taking a couple of minutes to tell me why you've decided to

unsubscribe? Not for wanting to keep you against your will, just maybe so I can make Kick-Start better for the people who are still subscribing.”

I guess about one in eight, one in ten bother to write back to me. And sometimes, I can learn from it. People say, “Well, I thought maybe you were talking too much about internet marketing, and that’s not what I’m interested in.” Or, “Maybe I thought you were talking too much about motivation, and I’m really only interested in marketing.”

So you can learn, even from the people that don’t want to read you.

**Ted:** That’s interesting. In fact, that reminds me of a person who’s living in the UK right now, Ted Nicholas. Multi-millionaire. He said he had started 17 businesses and most of them were successful. But he had some failures in there, too. And quite literally, he said, “Hey, I learned more from the failures than I learned from the successes.”

**Martin:** That’s absolutely right. And we all have failure. Everyone who unsubscribes is a failure to me. It’s my failure because I didn’t keep them.

But if I can learn a little bit about why they went away, then maybe I can do something about keeping all the other ones happier.

**Ted:** True. But for instance, let’s say that you have chosen to have an e-zine that focuses dominantly on motivation and self-improvement and a little bit about internet marketing. And someone, for some reason, got on your list, maybe because it’s called the Kick-Start Daily, because they’re a

Harley rider. When they unsubscribe, that is no failure. They were not in the right place to start with anyway.

**Martin:** No. But that does teach me something. It teaches me that maybe I should have written my sales letter for the newsletter a little bit clearer.

**Ted:** Touché! You got me on that. Okay. Listen, we're winding down to the very end, and I'm going to kind of give a summary of what you've done. But first of all, I want to do two things. Number one is how can people contact you?

**Martin:** They can contact me, ideally, by subscribing to the newsletter, at [www.KickStartDaily.com](http://www.KickStartDaily.com). There's contact addresses in every issue.

But if anybody wants to e-mail me direct, they can e-mail [Marketing@KickStartDaily.com](mailto:Marketing@KickStartDaily.com), and that will get straight through to me.

**Ted:** Fair enough.

**Martin:** That's the easiest way.

**Ted:** Any closing thoughts there, Martin?

**Martin:** My closing thought really is don't sit around thinking, "I might be able to do this one time in the future." That one time in the future never seems to happen. Internet is very fast, it's very now, it's very immediate.

Things change. But the only way to get on top of it is to get on top of it right now.

So I say this to my readers. I say this to anybody I talk about. Get out there, get started, and get making money. We can all sit around and talk about it, but that doesn't pay any bills.

**Ted:** Truer words were never spoken. And, as you said, you don't have to start perfectly, which I think is one of the things that holds people up. You were saying you learned your craft while you were in motion, right?

**Martin:** Oh yeah, yeah. And my first newsletter didn't make money for months. Let's face it. When you start a newsletter, you don't have any subscribers for a while. It builds up slowly. And you don't make any money, but you're learning a trade. You're learning to craft articles. You're learning to craft a newsletter. You're learning the internet. Because, as we said earlier with the delivery problems at the moment, things are changing all the time.

So think of it as an apprenticeship. And if, at the end of three months, you're starting to turn a profit, then you're doing really well. Over the following three months, it will be exponential. Because once you start to learn how it works, you just won't know how to stop.

**Ted:** Love it. Martin Avis, thank you for taking time out of your busy evening today.

**Martin:** You're very welcome.

**Ted:** And folks, I'll tell you what, Martin has really shared a lot with us. Fortunately for you, if you couldn't get everything noted down, these are archived at the same place you're listening to it, at WorldInternetWebcast.com. That's WorldInternetWebcast.com.

But indeed, Martin shared the secrets to an e-zine fortune, talking about how he can make several thousand dollars a day if he recommends a good product, talking about how he does not overwhelm them with sales opportunities or beating them over the head with too much hype.

He gave us the real outline for what he does, and does daily, which you convert it however you want. But you put together a few sections and you fill in the blanks.

He talks about the liberty that publishing gives you, the prestige it can give you real quickly, the reach, and how you can make a real good income with a small amount of people.

He told you how to get started, all the way from \$100 or 60£, to getting your autoresponders up and getting your hosting going for a few bucks, using a free program, TextPad, to write your e-mails. That's pretty affordable.



He talks about how to just get started with just doing it. In fact, those were his final kind of words there. He's an evangelist for action, I think was the exact words he said.

So folks, you've learned a lot, and you can listen to this again. This interview, along with all of the interviews in the World Internet Expert series are brought to you by the World Internet Summit. I would encourage you, if you want to hear more and get more and get up close to Martin Avis, that you attend the World Internet Summit UK this October 28<sup>th</sup> through the 31<sup>st</sup>. You can check it out by referring to the link of the person who referred you to the call.

And, again, if you don't have that link, if you misplaced the e-mail, you can go straight to [WorldInternetSummit.com](http://WorldInternetSummit.com). But do, please, if you register – and this is not high hype – if you do, let us know who sent you because we do want to make sure, as you would respect yourself, that everybody who deserves an affiliate commission gets one.

So I'll tell you what, folks. On behalf of myself, Ted Ciuba, Brett McFall, Tom Hua and Allen Forrest Smith, the promoters of the World Internet Summit, and our special guest today, Martin Avis, we'd like to say, "Folks, it's easier than you ever imagined. And you've just got to get started. Why not today?"

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