World Internet Experts Series

Web Design Secrets That Will Let You Fire Your Webmaster, Double Your Profits, and Cut Your Effort In Half!

Featuring Paul Colligan

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

On behalf of the organizers of the World Internet Summit, myself, your host, Ted Ciuba, as well as Brett McFall, Tom Hua and Allen Forrest Smith, we'd like to welcome you to another World Internet Experts webcast.

Simply, if you're on this call, you already know what a webcast is. You can listen in life, real-time, for free on your internet browser, at WorldInternetWebcast.com.

And, of course you know, if you're listening to this call, predominantly we're talking a lot about and we're celebrating the upcoming World Internet Summits that we have in the USA and in the UK.

But what we're talking about on these World Internet Experts calls is really much broader than one show that we happen to be involved with. What we're doing is bringing you experts, bringing you people who have excelled in different arenas of internet marketing. And it is a broad arena. You've got to have a big knowledge of, I guess, is the way to say it, or awareness of the whole picture, if you are an independent marketer, so you can do it. You don't have to do it all.

And what you will find and do find as you encounter experts, there are experts that have their own areas of strength and expertise, which is good for us because those are the ones we go to.

Our guest today is ready to deliver some good, solid content; is an achiever himself; is an amazing marketing maven who's making some good money with his products. And he's got some good strategies, not the least of which is he has affiliated with – and it's by being exceptional – he is affiliate with Microsoft.

Now, what do I mean? I mean Microsoft invites him to write and participate in writing their manuals, their user manuals. If you want to test me on this, go to the bookstore, get your Microsoft FrontPage manual, and see if Paul Colligan's name isn't on the front cover.

Hey Paul, welcome to the call this morning, afternoon, evening or night.

Paul: Thank you, Ted.

Ted: So Paul, did I say it right, about your relationship with Microsoft and with FrontPage?

Paul: Yeah, yeah. These days, it's no longer cool to include manuals with your software packages anymore. So I co-authored the big 1,200-page, behemoth blue books you always see in the bookstore, "Special Edition Using Microsoft Office FrontPage 2003." We were looking for a longer title, but you know…

It is the top-selling FrontPage book at Amazon. We've got nothing but five out of five reviews, and we're really, really proud of it.

Ted: Indeed!

Paul: I'm a Microsoft FrontPage MVP, which means that Microsoft has basically given me a watch and basically told the world that, "Hey, yeah, this guy actually does know what he's talking about."

I've done a number of Internet Worlds and I've done a number of Tech Edits, which is the big Microsoft event on their behalf.

I think the most interesting event I've done, I actually did Lenox World 2000 in New York City, with a Microsoft shirt on, teaching people how to use FrontPage with a Lenox server. Boy, that was a fascinating day and an interesting time. I won't say I feared for my life, but I did bring a big jacket with me to cover up the shirt during the other times.

But the company whose booth I was working out of got Best of Show and their product was just extremely exceptional.

So yeah, I've got a good relationship with the marketing team up in Restin. I'm in Portland, Oregon, which is a three-hour drive if you drive not during traffic. So I'm up there on a fairly regular basis.

It's a small, quaint little company, but I enjoy working with them.

Ted: You're so humble. Let me ask you the question, of course, that everybody wants to know right off the bat, so we get it out of the way. Do you know Bill Gates?

Paul: I do not know Bill Gates. Nope. Don't know Bill Gates. But if you look around my website, you might find a picture of Steve Ballmer handing

me a dollar. And I won't go into that here, but catch me at the World Internet Summit and I'll tell you how I got Steve to hand me a dollar.

Steve, for those of you who don't know, is the president of Microsoft. Don't know Bill, have met Steve, met a few others. Will Steve remember me? I doubt it. But I don't care, I've got the picture.

Ted: Alright, my man. I like it. I like it. Listen, and I don't want to shortchange you, we're about to get into your topic. But I know there's more to you than simply FrontPage. Do you want to give our listeners a brief summary of how you got started and some of the other things you might be doing?

Paul: I started making websites, caught a vision for the internet pretty early, started making websites professionally, started a company called Port Calm. We merged that into a company called Total Network. Used websites for quite some time. That's where I got involved with FrontPage, just fell in love with the product and, more importantly, what it represented. We'll be talking about that later in the phone call.

Went to work for an ISP for a little while, and that's where the collaboration with Microsoft came into play. What we'd end up doing is we'd do FrontPage training events where, hopefully, at the end of the event people would end up buying Microsoft software and then the internet service providers web-hosting products. That's what we ended up doing.

I spent a little time in the consulting world. I actually wore a suit five days a week and consulted with some pretty large names there. Got to see the

higher end of things, but quickly realized my passion, my love, was just doing this stuff, helping the little guy accomplish amazing things online.

So left that company, built out the home office downstairs, and just haven't stopped.

FrontPageWorld is the main website, a lot of stuff about FrontPage. Right now, it's about 80% of my revenue. But I'm working into a lot more areas, doing some training in affiliate marketing. I have a fairly large affiliate contingent myself and I've been doing some interesting things there, and then working into some different home study courses and that type of thing.

You can take a look at Colligan.com and see what I'm up to.

Ted: Cool! Again, right before we get deeply involved in FrontPage, another one of those have-to-ask questions. And that is why is a person who is so well-versed in web making, and you make it look like it's as easy as eating ice cream, using FrontPage rather than some of the other competitors? I guess the main competitor, who some purists believe is better, what would you call that?

Paul: Oh, Dream Weaver. That's the big one. People go, "How can you be serious and not use Dream Weaver?"

Ted: Yeah.

Paul: One of the things we'll be talking about tonight, when we talk about the World Internet event, is just – for goodness sakes – find the right tool for the job and make things easy as is humanly possible.

Ted, you've got Autopilot Riches. There's a lot of people out there saying, "Why are you using Autopilot Riches, when you could be using X, Y or Z out there in the e-commerce world?" You think there's competitors to FrontPage, check out the competitors to e-commerce.

The fact of the matter is Autopilot Riches was the easiest one, the most simple and, gosh darn it, one of the most powerful e-commerce things out there.

FrontPage looks and feels like Microsoft Office. Now, you can look at that two ways. You can go, "That's because the evil behemoth Microsoft has this huge monopoly and they're wanting to make us all nameless, faceless drones."

You can look at it that way, or you can go, "Hey, I know how to use Word. I know how to use Office, maybe I can make myself a website and get me a piece of this online action that I've been hearing about for so long."

I use FrontPage because it's so incredibly easy. It's so incredibly fast. It's so incredibly powerful.

Do I have a copy of Dream Weaver? Yes, I do. Bought a copy, paid full price for it. It's not on my current computer, because I haven't used it in two and a half years. If I need to, I will. It's not an issue of buying the

thing, it's just that with FrontPage I can do amazing stuff. That's the power that I want to show people out there.

Take a look at FrontPageWorld.com. I think it's a pretty good-looking website. And I can say that because I didn't design it. I had a designer design it. One of the things we'll be talking about, one of the methods that I really recommend people do, I had a designer design it and she designed the whole thing in – believe it or not – Photoshop and then chopped it up into HTML and I brought that into FrontPage. And I cut and paste and I do things just as easily as I do with Microsoft Word or Excel or the PowerPoint slide deck that you'll see at the World Internet Summit.

I'm not one of these guys. People always go, "Paul, you're such a people person, how can you be a computer person?" I can totally be both, because I don't spend that much time in front of a computer. Why? Because I've got products that do the hard work for me.

So why do I use FrontPage? Because it lets me get the job quicker than anything else does.

Ted: I like it. Listen, let's jump right in now. You've got a point here, and that line was seven points. The first point is the ice cream maker and web design?

Paul: The ice cream maker and web design. Ted, do you like ice cream?

Ted: I love it, especially during the summer, of course!

Paul: Absolutely. I like it all the time. You'll probably be able to tell when you meet me.

But do you ever have homemade ice cream?

Ted: Oh, I love that, too.

Paul: Now, why do you love homemade ice cream?

Ted: Well, you know, I really don't know. But we put in the salt and ice and stir it around. It's being with everybody, also. It just tastes good.

Paul: There's just something about homemade ice cream that just makes you go, "Wow! That ain't the stuff I've been taking out of the carton for the last couple of years."

Ted: You got it!

Paul: You eat the homemade ice cream, and you're just like, "Oh my goodness, things have changed!"

But most people look at the homemade ice cream and they look at that contraption with the crank and with the salt and the water and the plugs and the electricity, and it's heavy and only makes a certain amount of ice cream. And it does all of these things. And they look at the whole homemade ice cream process and they go, "Man, what a headache!"

Ted: "I'll just go buy a gallon."

Paul: They give up. And a lot of people have done that. I remember we went over to a friend's house and they brought out some homemade. They

live up in the Pacific northwest. Blackberries are just amazing up here. And they made us this blackberry ice cream. And it was just the most amazing thing I've ever had in my entire life. And they said it was homemade. I'm like, "Wow! It's homemade? Show me how you do it."

And then they took me into their garage and there was just this behemoth that looked like the time machine from HG Wells. And I said, "Man, that is not for me. It's just too much. I don't care how great homemade ice cream is, that is just too much."

Then, one day my wife brought home a very simple ice cream maker. Put in the ice, plug it in, push the button, it makes ice cream. Once that happened, the reason most people don't do homemade ice cream is because it's such a pain. But the second you get the right machine, the second you bring home the thing that makes it simple, quick and easy, guess what happens? You start making a lot of homemade ice cream. Probably more than you should, because it's easy, because it's simple, because it's there, because it's in front of you.

Very few people will sit down and take the time with a crank and all the things that you used to have to do. But once you bring home that really cool, inexpensive, powerful ice cream maker, everything changes. I would dare say that's a lot like FrontPage. Once you have the good ice cream maker, anyone can make ice cream. Because you've got the machine, you've got the directions, you've got the ingredients. You combine it all, you plug it in, you push the button, bam, you've got ice cream.

But here's what's really powerful. You could do it in a tenth of the time. These new machines today, they just pump out ice cream fast, quick and easy. And not only can you do it in a tenth of the time, but you can do it in a tenth of the effort.

So you're bringing home the ice cream maker. Anybody can do it. They can do it in a tenth of the time, and they can do it with about a tenth of the effort. That's where the real power is.

And I'd say it's the same thing with FrontPage. Most people go to an internet marketing event and, first of all, I'd never been to an internet marketing event where somebody from the stage actually talks about making website. Why? Because people who talk about websites love to make it more complicated than it needs to be. They stand up, "Well, if you knew the proper HTML specifications of the W3C Convention Standards 2.0," and it just becomes really annoying. Do you know what I mean?

Ted: Yeah, I do.

Paul: You've been there. And that's why people usually don't bring on the web designers for these types of events.

But people look at that and go, "That's scary! That's that contraption down in the basement. I just can't handle that. I just can't do that."

What I think I represent, what I think FrontPage represents, is when you see FrontPage in action. And really, the only way to do it is to see FrontPage in action. This phone call is not going to do it justice. This

phone call, I'm just going to give you some theories, I'm going to give you some things you can do. But really, you've got to see FrontPage in action. You've got to see it happen live.

That's one of the great things about the whole internet challenge that you're going to do. You guys are going to use FrontPage. You guys are going to use the FrontPage plug-in for Autopilot Riches. And people are going to see how fast all of this stuff happens and how easy it is to do.

And once they see a little tool that they can pick up for $150 that lets anybody make a website in a tenth of the time and a tenth of the effort, oh my goodness, everything changes from that point on. It's just like me making way too many homemade ice cream desserts, we're going to have a lot of people leaving the World Internet Summit probably making way too many of their own websites. That's not necessarily a bad thing, and it's far less fattening.

Ted: And you get them up and they make money for you.

Paul: Exactly.

Ted: But, you know what? You are right. I hadn't put it in those same words, but the entire reason why we build a website and do everything that we do within that three-hour period of time when we're opening the conference is to show how simple it can be. And it was only Microsoft FrontPage that made it that way.

I was there, as you were, when we had to hand-code everything. That would not work.

Paul: Yeah. It would be the two-month-long internet challenge.

Ted: Yeah. Yeah. It was terrible. And I remember when the first – what do they call them – authoring software? Is that what they call it?

Paul: Yeah.

Ted: I remember when the first ones came out, back in '95 and '96. We were all kind of nervous of them, you know? But that's gone. That's long gone.

Paul: Thank goodness. Actually, there's still some of them there. I've met people using the old stuff. And I think, "Oh people, wake up! Do you hate yourself that much?"

Ted: No kidding, making tables and everything. Well, very good.

Paul: So the ice cream and web design, just think of FrontPage. You're still going to have to do some work. You've still got to collect the ingredients, you've still got to put them in the thing. But the technology is so good now that for just a ___ price, anybody can make a website, and they can do it in a tenth of the time and a tenth of the effort of anybody else. And the results are quite tasty.

Ted: Let me ask you this, because this comes up very often. I have FrontPage 2000. Do I need to upgrade?

Paul: Oh, absolutely. The new version, FrontPage 2003, which upgrade is like $80 or something, the new version, I think it is the most significant advance ever in the history of FrontPage. There's some stuff in there that will just blow your mind.

Ted: And for those who don't have FrontPage right now, where could they get that?

Paul: Amazon. Amazon.com. Do a search on FrontPage. It's either $199 or $299 retail. You can always get about $50 off of it. You can go to your local Comp USA. It's a Microsoft product, so you can get it pretty much anywhere you can get other software packages.

I don't sell it. There's not enough of a markup in it, with Amazon selling.

You want to talk the power of Amazon, Ted?

Ted: Yeah.

Paul: With my book, they sent me this note saying, "Hey, wanted to let you know that as an author you can get copies of the book at 25% off." Amazon was selling it for 30% off.

Ted: What a favor!

Paul: That's just the power they have. So pick it up from Amazon or someplace like that. Definitely upgrade. Well worth it. The new version, 2003, requires Windows XP or Windows 2000 for security reasons. It

makes sense when you load everything up, but it's certainly worth the upgrade.

Ted: Cool. Well, listen, the title of your program right now is Web Design Secrets That Will Let You Fire Your Webmaster, Double Your Profits, And Cut Your Effort In Half."

Paul: How about that, huh?

Ted: So I'm interested, because I'm paying my webmaster. How do I fire my webmaster?

Paul: Oh man, Ted, fire your webmaster.

Secret number one: outsource, baby.

Ted: Outsource?

Paul: Outsource, baby.

Ted: Explain outsource, baby.

Paul: Absolutely. I've got a lot of friends who are webmasters, and you have to really be careful. But one of the things the internet gold rush did was it made a lot of people very rich because they could talk in a geeky little way that brought fear and intimidation and made people feel like, "I own you for the rest of your life, and you always will have to pay checks to me or else your life will fall apart."

The fact of the matter is you can have somebody design your websites for you.

Now, I can't design to save my life. If you see the websites that I design live, you would just absolutely laugh. I'm a terrible, terrible designer.

But the fact of the matter is there are a lot of designers out there who will design for you very, very cheaply, who like the work and who like the money. Now, they're not webmasters, they're designers. That's a totally different thing. I always tell people, "You need a designer, not a webmaster."

Ted, one of the things you're giving away as a bonus for the World Internet Summit, you're giving a disk with 5,000 fricking web templates on it.

Ted: No kidding.

Paul: That's 5,000 designs. That CD is going to contain more than your webmaster's going to e able to do in the design world for the next 50 years.

Templates are a dime a dozen. I sell templates to people like you, with these 50,000 disk templates that are taking a slight bite out of my profit. And the fact of the matter is you don't need a webmaster, you need a designer. You can either hire somebody to say, "Hey, you're here for a week, this is what I want," you can outsource it, you can go to one of these lance websites, eLance.com, ScriptLance.com, RentACoder.com. You can tell them, "Hey, I want you to build this. This is how much I'm going to pay," and people bid back and forth on it.

There's absolutely no reason why you cannot outsource your design job. Templates, designs, services, all these things, there are people out there

who want to do it for you who don't necessarily want a place at your office and health insurance.

You know, every single one of my websites, I like the way my websites look. I haven't designed a single one of them. I outsource all of them.

Ted: So you're making a big distinction between design and webmastering.

Paul: What happens is most people think it's the same thing. They think that the webmaster is kind of cyber sitting there and sort of holding up everything as it falls down, and putting things back up.

Once the design's done, it's done. Now, sometimes you need to edit it. Sometimes you need to make some changes. But that's what FrontPage makes so easy.

Once the original design for your website is done, 99% of the work is done. You no longer need a webmaster to stick around and do maintenance for you.

One of the things I'm going to share with you during the four hours, we're going to show you everything you need to know to be your own webmaster. Four hours is it. It's all you need. It's like these things where at the end, "And for more…" No.

In four hours, you're going to see what it means to be your own webmaster. I'm going to show you how to take somebody else's design, bring it to FrontPage and make it happen. It might be kind of fun to just take your

CD in and pull a random template off of it and just make that work live in FrontPage.

Ted: Hey, we'll get it to you.

Paul: The basic issue here is do you need a designer or webmaster? And most people think they're the same thing, and they're not. So you could fire your webmaster because, basically, you could outsource it.

And secret number two is basically you and FrontPage combined can be dangerous.

I know several people, well-paid people, well-respected people, who can't change a headline on their own website to save their lives. They can't change a headline on their website to save their lives, because their webmaster has clouded it in some sort of secrecy. They don't even give them the login and password because they know that, "Ha, ha, ha, I've got so-and-so for the rest of my life. Every time they want to change a word, I'm going to charge them $75."

Now, there's some cases where you might want to have somebody to do your editing for you. But as you begin to build your website, as you begin to build your web business, you begin to do things out there, there are just times where you don't want somebody else to do it.

By the way, if it takes you five minutes to edit your website or it takes you 30 minutes to explain to your webmaster how you want your website changed, come on! Just do it yourself. Fire your webmaster. You don't

need him or her anymore. You and FrontPage combined can be dangerous. Outsource your design, get rid of the webmaster. It really is that easy to do.

I don't even know how many websites I have. More than a dozen. So I have a single webmaster on staff. When we need changes, we don't hire out anything. I quickly go through, make the changes, and either publish or sync things up, depending on the type of web host I'm at, and it's done. That's not the majority of my business.

When we do the live internet challenge thing, once the sales letter goes out we're not going to be editing it, massaging it, changing it. We're going to be sending out letters and making sales.

Most people don't realize that, so they get scared. They're like, "Oh my goodness, if I get a website, I'm going to have to get a webmaster. And that person's going to be on retainer. And I'm going to have to pay that person every time I want to change. And what happens if they get sick and what happens if they get a job somewhere else?" They just get scared, and they kind of end up in a little cocoon on the floor going, "Help me! Help me, mommy!"

You don't have to do that when you've got yourself a copy of FrontPage.

Ted: Well, and the truth is, again, some listeners on the call are already advanced enough to know this, but there's some beginners.

The truth is a web page is nothing but a file. A file, just like any word processing document. You just upload it, which is a fancy term for put it in a different directory on a different computer, and that's all there is to it. Isn't that the truth?

Paul: Yeah. It's not complicated.

Ted: So, anybody can change a couple words on a file, like you were talking about changing a headline.

Paul: Absolutely. And you asked about the whole Dream Weaver thing. Anybody can change anything in anything that looks like Microsoft Word. We all know Microsoft Word. Microsoft has spent trillions making Microsoft more useable and easy to figure out, and that type of stuff.

It's when you start using CSS sheets and combined java script PHP server site-based, blah, blah, blah, that's when it starts to get a little bit crazy.

Ted: And it's not even necessary.

Paul: Oh yeah, we won't even go into that.

Ted: Now, listen, your title "Web Design Secrets That Will Let You Fire Your Webmaster, Double Your Profits And Cut Your Efforts In Half," alright, let's double our profits. How do we do that?

Paul: Double your profits. Now, let's go back to the whole webmaster mentality.

You're going to learn all about testing. You're going to learn all about different ways that you change things, you massage things.

It's funny. Just today, I was looking at one of my Google Ad Words campaigns. And it absolutely amazed me that by bringing something from singular to plural, by adding one S, by adding one S on one of my ads, I brought up my click-thru rate by 2%. It's two more out of every 100 people who looked at my ad actually clicked through on it. Absolutely amazing!

One of the things you find in internet marketing is there's this whole massaging process where you just do a little nudge, a little change, and you're able to just see a lot more results.

Now, if I had somebody managing my Google Ad Words campaigns for me, this never would have happened. I just had a few minutes, I wanted to see how my campaigns were doing. I went in, I looked at a couple of things, I massaged a couple of things, I saw some numbers. I said, "Wow! This is very, very cool." And I'm doing better for it.

If I was paying somebody else to manage this, this never would have happened in a million years.

Ted: Because they wouldn't have had the initiative to do it on their own.

Paul: They would have had the initiative to do it on my own, and I literally spent about 20 minutes doing it. And if it would have taken me,

again, an hour to write an e-mail to somebody to do it, I didn't have that much time.

And this is what happens with webmasters. If you're looking at the worksheet I gave to everybody, I have "3A: Double Your Profit," their cost to test and update.

At the very least, a webmaster is going to charge you $50 to change something on your website. It's usually going to take 24 to 48 hours, and it's just a pain in the butt, to be honest. The more people you bring in the process, it just really starts to get pretty annoying, especially when you're just doing something tiny.

When you're changing something from singular to plural or I talked with Ted, they've gotten something miss-ordered on my thing, on the sales letter, and I said, "Ted, change it," little things like that that happen all the time, if it's going to take you $50, 48 hours and e-mails going out to the door, a lot of times you're not going to do it.

But changing a web page with FrontPage, I'm going to show you how this is done during the four hours. We're going to do it live. We're going to have live internet, right?

Ted: Yes, we are.

Paul: Oh, good. Good. I'm going to show you. We're going to edit a bunch of websites live, just right off the internet. I'm going to show you how easy it is to do.

What happens is part of the whole internet marketing process is the massaging, testing, updating process. And what you've got to be able to do is you've got to be able to do that quickly and easily.

If testing something is going to take you $50, 48 hours and two hours of your time, 48 hours to wait and two hours of your time to complete, you're a whole lot less likely to do it than going in and making the change in 10 minutes, because you've got that kind of power now. And that will double your profits. Because A) you're spending a lot less. But B) you're able to go in, you're able to do your testing, you're able to do your massaging, you're able to do your updates at 10X the speed of anybody else.

When you learn at events like these, every time you do it, you do a little bit better, a little bit better, a little bit better. It's like giving yourself a raise.

It's back to that ice cream thing. It's Friday night, it's hot outside. The concept of making homemade ice cream, if you don't have one of those machines, is just downright terrifying. It wouldn't even cross your mind. You're go to the freezer, "Is there any ice cream?"

But now, you're got the little machine, you walk up the stairs and you go, "Man, throw a quart of cream in there, some blackberries," I've got an ice cream in an hour. You've got that tool. And because you've got that know-how, now you can be doing things you were never going to be doing before. And that will double, triple, quadruple your profits.

I'm able to update my websites on a regular basis, because it's me. I do it when I have 15 minutes here, 30 minutes here. Boy, the amount of websites I've updated during the Olympics!

Ted: Yeah.

Paul: I've got my laptop on my lap, with the wireless connection to the internet. I'm just making little massage here, a little change here, because I can.

If I had a staff that was doing this, it would never happen in a million years.

Ted: Never. So not only, of course, are you saving the tremendous cost that staff supposedly would cost but it just doesn't happen, what you're really doing, like this thing of just adding an S to a word and making it plural, is you're increasing the selling power of your web pages just because you can do it, and it's just so easy.

Paul: Right.

Ted: I agree. I agree. Anybody can do it.

Paul: Yeah. It's just not that complicated. If Microsoft has done anything, they've created simple software. It doesn't need to be that complicated. It just doesn't. If anybody wants to make it complicated, ask them why. "Why are you trying to make this so complicated? Don't you enjoy your free time?"

Oh man, it was just the funniest thing. I did the first FrontPage presentation at the Microsoft office in Belleview, back in '97. I was absolutely terrified. It was the first time we did it live, and we had several of the original designers of FrontPage in the audience, we had some hotshots from Microsoft. I was sweating bullets.

I did the presentation, it went really well, people were happy, buying the software, buying the hosting, the whole nine yards.

As the room's clearing out, there's this gal in the back, and she's crying. In my mind, I went through, "Okay, what did I do to upset somebody?" She was crying. I could see tears and this type of thing.

I just had to know what was going on. So I went back to her and I said, "Hey, what did I do?" Men, we're always sure that it's our fault. And she said, "Oh, you didn't do anything." She said, "I heard about HTML, I bought an HTML book, I taught myself HTML. I quit my day job because I was going to make a ton of money making websites." She said, "But what you just showed onstage, they're not going to need me anymore."

And she realized that pretty much over the course of about three weeks, she'd become obsolete. And she was sad. And I said, "No, no, no, you're missing the point here." I said, "First of all, it could take forever for this to catch on. Here we are in 2004, at the end of it, and we're still asking questions like why should we be using FrontPage versus something else."

I said, "Learn FrontPage, learn it well, and you're going to be able to go in and you know what? You can produce websites 10 times, 20 times as fast

as anybody else. Guess what? You can charge two or three times for that, if you wanted to."

And all of a sudden, the eyes started opening and the tears started to go away.

I said, "Go in there and tell everybody else makes web pages, you make websites. You're going to do management, you're going to do control." And she started to get happy, and I started to see that smile on her face, because she realized that FrontPage was the tool that empowered her to do great things, not the evil behemoth from Microsoft that no longer made her valuable.

And that's the way everybody's got to think about this stuff. FrontPage is a powerful, powerful tool, period.

Let's go to cutting your efforts in half, because it kind of fits right at doubling your profits.

Ted: It sure does.

Paul: I mentioned earlier in the call that I spent some time in a consulting agency. Maybe it wasn't this call. I've been doing some interesting calls. But I spent some time in a high-falluting, suits five days a week, Portland World Trade Center job, had a great time, great people, learned a lot.

Ted: Just a question, though. Were you making more money then or are you making more money now?

Paul: Making more money now. And having a lot more fun, I'll tell you that much.

Ted: That's what I thought.

Paul: But, you know, this company, the funny thing, was leaner than most. This company, if you wanted to make a change to the website, do you know what happened? There was a meeting. There's always meetings in companies. People would decide and we'd go back and forth. We'd go on the white board and we'd discuss everything. So it would all be good conversation, it would all be very valuable, and it was a company that did things well.

But what would happen was any change to the website represented hours and hours and hours of eternal work and effort. You know how often we changed the website? Very few times. It was one of those companies where we're like, "Oh man, it's a new year, we better change the copyright statement down at the bottom." It took so much time to make a change. It took so much time to do the update.

And that's just what happens in a large organization. That's just what happens when you have webmasters, people you have to contact and work with, and all of these things you have to do.

When you're in charge at a traditional company, do you know how many steps there are to an update? Somebody has to conceive of the update. Somebody has to write out the update. The update usually has to go to a meeting. The cost of the update has to be approved by somebody. It

usually goes to the person who's responsible for assigning the hours of the person who will make the update. And it goes on and on and on.

You want to make an update to your website, you know what you do?

Ted: Do it.

Paul: You click the FrontPage button on Internet Explorer, type in your login and password, make the change, and close out. Steps to an update: one.

Autopilot Riches, most people who are using Autopilot Riches, when they want to do a one-click buy link, they've got to go into Autopilot Riches and they type in the login, the password, they type in the code number, they type in all of these things, and then Autopilot Riches gives them this long piece of HTML code that they've got to bring into their website, they've got to cut and paste, they do all of this stuff; four or five steps.

Autopilot Riches integration with FrontPage: one step. You click the cart button, you type in the number of the product, and it does all the rest of it.

So now, the update process is one step. Autopilot Riches integration is one step. Testing and updating is one step, with no cost.

Now, you're in a position of strength that nobody else is in. Now, you can make changes and do things that nobody else is able to do. And that's going to put you in a position of strength that nobody else is in. And you're going to love it. And you could be a computer person and not spend much time in front of the computer.

Ted: You've done it, then. Those are your secrets, right?

Paul: Yeah. I can retire now. That's what I've done. I remember, Ted, like it was yesterday. I remember in my office, my buddy Eric, we were making websites together, we were trying all of the different products. He says, "Hey Paul, look at this!" I go, "What have you got?" He goes, "This is FrontPage, that program that Microsoft just bought. Let me show you a couple of things it does." My eyes opened up! I realized that it went from web page design to website design, it went from single-page management to site management. I realized that everything changed from that point on, and I just have not looked back.

And that's what your audience can do. You go to an event like this, and most people are going to go, "Wow!" They're going to take classes and they're going to learn HTML and they're going to learn specifications, and they're going to learn all these things they don't need to learn. But it can get their website up quick, easily, start the selling process, the moneymaking process. It's an expedition. It's just so much better than the path anybody else takes. I just love doing it.

Accountants teach bookkeeping, right?

Ted: Uh-huh.

Paul: The more you learn about bookkeeping, the scarier it becomes. I've got to worry about this tax law and I've got to worry about this, and I've got to worry about this. And you learn about like the search engine optimizers. I love the search engine optimizers. God bless the search

engine optimizers. But all their life, they've got to be keeping up on this algorithm, and this algorithm, and this algorithm.

Ted: And it changes every single day.

Paul: Oh, it changes every single day and twice on Tuesdays. What I show you what you do with FrontPage, you're going to go, "That's cool!"

The fact of the matter is, the four hours, we'll probably get done a little bit early, go get a cup of coffee.

I'm going to empower the audience to do amazing things they just didn't realize they were able to do before. That's the best way I can spend four hours.

Ted: Yeah, no kidding. Now, let me ask you this. Assuming you were taking the elevator down a 12-story building and someone asked you, "Oh, you're going to be at the World Internet Summit? What are you going to teach your students to do?"

Paul: I teach my students how to be their own webmaster.

Ted: You've still got 11 floors left.

Paul: Absolutely.

Ted: Oh, that's great! Are you going to teach them how to design sites?

Paul: Absolutely not. I'm going to teach people how to get other people to design the sites for them. That's not what being your own webmaster is about.

Ted: How about if they want to add a product?

Paul: I'm going to show them a software package that makes that incredibly easy.

Ted: Well, how about if they want to add another page for their newsletter archive?

Paul: I show them how easy that is. They're going to laugh when I show them how easy that is.

Ted: What if they want to link to another site?

Paul: Easy. Hit a button.

Ted: Oh. So, in other words, we know you're not going to teach them copywriting. That's a separate skill. We've got other people to do that, advertising the words on the page.

You're not going to teach them product creation. We have people who are doing that. I know you could, of course.

But once they get a product and they get their copy, you're going to teach them to get a template, get somebody to do some web design, put their website up, operate it and keep it running, and make it more profitable.

Paul: Absolutely. Absolutely. Think about it, Ted. Imagine you were in an office. Now, I know you haven't been in a traditional office for quite some time, but imagine you were. And there was a guy working over in the corner, he was just coding away, padding the typewriter. And you

looked at the screen and the screen made no sense. And you ask, "What are you doing?" And the guy says, "I'm typing postscript."

Now, for people who don't know what postscript is, postscript is the language that printers speak. It's very complicated.

And basically, what Microsoft Word does or even what Notepad does, what any program does is it basically takes what's on the screen, translates it to postscript, and sends it to the printer.

Now, if you asked that person, "Why in the world are you typing postscript," that person could say a lot of the things that you hear web designers say. "Well, with postscript I have a lot more control." "Who cares? How much control do you need? You're just doing a form."

"Well, with postscript, I can make the printer do exactly what I want it to do." You know what? I could do that with Word."

"Yeah, but I like getting to the root of the code." "You know, I like making money, being with my family." "Well, I feel it's more powerful."

If you just looked at that person, if there was a company in America today that hired a guy who programmed in postscript, you know what? He'd be locked up and sent to the loony bin. We realize there are computers that do that kind of work for us, people.

Well, that's the way it is with the web design part. There are programs that do this complicated stuff for us. Copywriting is much hard. Creating the product is much harder.

I'm not saying, "Take my class and you're going to get rich," I'm saying, "Take my class and the web part of getting rich is going to get a lot easier." That's what I'm saying.

Ted: Ironically, this is the part, as simple as you know it is because you just bing, bang, slam, jam, but that is a stumbling block for a lot of people. All they've ever done is hear the word FrontPage. They've never actually even put their fingers on a keyboard with the FrontPage software open.

Paul: Yep.

Ted: And you're going to solve all of that, because you're going to demonstrate, take questions, do everything you know how to do.

Paul: Yeah.

Ted: Cool. Cool.

Paul: I don't want to present that it's any more flash or mirrors or dancing girls, or anything like that. We're just going to show you how it's done. And most people are going to go, "Wow! I did not realize it was that easy! Thank you!"

Ted: Just like that.

Paul: And then, they're going to take their notes, they're going to go to the World Internet Summit. And when every single element of the Summit is presented, they're going to go, "I know how to do that! I know how to do that!"

When they see the Internet Challenge, they're going to think, "You know, I can do that."

The Internet Challenge, we're going to be careful not to overlap too much. There's going to be some issues there. But Armand Morin's going to talk about product creation. The amount that he's going to give to the web page that sells the product is going to be about this much time. And you need to put up a web page to sell the products. That's about all you're going to get, because his focus is product creation.

When you get your copywriting stuff, nothing's going to be about the website. It's going to be about copywriting.

So, as all of these things are done, the people who attend this part go, "Yeah, I know that. I've got it. That's great stuff."

And remember, I don't want this to be, as you said, Ted, this is not a commercial for the World Internet Summit. I'm just trying to bring all of these things in together.

The fact of the matter is go back to the ice cream maker. Every once in a while, a tool enters into your life that lets you do something that you've always wanted to do, that now enables you to do it. You can do it faster and quicker than ever before. It's so simple and so basic, that anybody can do it. That's FrontPage.

I would recommend anybody, whether or not you attend the World Internet Summit event, fire your webmaster. Outsource the design process.

Understand the difference between design and webmastering. Outsource that stuff. Get a copy of FrontPage, combine it with yourself and get dangerous from there. I recommend that you double your profits, because now your cost to test and update is nothing. A little bit of your time.

Whereas the old cost update took a lot of money and a lot of time. Your efforts to doing an update, it's one step. Adding a new product through Autopilot Riches is one step. It's all there. It really is that simple.

We're coming near the end of the hour here, but I just wanted to throw in one thing, just with number five, the bonus here.

If you add just Autopilot Riches, it's everything else. Armand will probably talk about Audio Generator – a great program. You want to integrate Audio Generator content with your FrontPage website? It's as simple as cut and paste.

You want to add ask database stuff into your FrontPage website? It's as simple as cut and paste.

You want to take the CD of templates that Ted's giving out as a bonus, and most of them are not probably FrontPage-specific templates, if you want to bring it into FrontPage, fine. It's really easy to do.

So it's not just integration with Autopilot Riches here that's a couple steps away, it's pretty much everything else on the web that's a couple of steps away, at the most, with FrontPage integration.

So regardless of whether or not you attend the World Internet Summit, fire your webmaster. Get yourself a tool that lets you do this stuff in a tenth of the time, with a tenth of the effort. Anyone can do it. You don't need a computer science degree on this.

Ted: Love it! Love it! Listen, you have, on your outline, what you get at the World Internet Summit.

Paul: Definitely.

Ted: What is that?

Paul: Number one is exactly what it looks like, too. And then there's those four lines.

Be your own webmaster. I'm going to show everybody exactly what it looks like to be your own webmaster. And at the end of the presentation, at the end of the four hours, you are going to walk away, I'm going to actually make our room divide into two camps. Camp number one, I don't want to be my own webmaster. There might be people in the room who go, "Ain't for me." And that's fine, we can still be friends.

But the rest of the room is, "I want to be my own webmaster. I want to take control of what I can do." I'm going to show you exactly what that looks like, in four hours. There's going to be very little left out.

Ted: That's incredible. Wait a minute! That's incredible. Because a webmaster, most people think that's something like some kind of

biological scientist. And you're telling me in four hours you can have me being a webmaster?

Paul: Yes, yes. Now, I'm not going to teach you how to program in Flash, but I'm going to show you how to add Flash to your website in a heartbeat. And I'm going to tell you that you probably don't want to program in Flash because there are people who do it faster and quicker, dirt-cheap for you.

I'm not going to teach you how to design your own e-commerce system. But I'm going to show you a free product that plugs into Autopilot Riches.

Ted: By the way, this would be like driving a car without a mirror or without a radio. If you don't use these other tools that are there, no, it's not better to have a person sitting in the backseat, turned around, watching the traffic behind you to advise you. It's better to have a mirror and get going, you know?

Paul: Absolutely. And it's downright silly. Once you've invested the $25,000 in the car, spend the $5 on the mirror.

Ted: Yeah. Good analogy, really.

Paul: I mean, if you're going to come to the event, stay at the hotel where the event is. The people you're going to meet in the halls, the conversations you're going to have, my goodness! Do not cheapen yourself by staying at some hotel, not there.

Ted: Well, that's false economy that people can save $40 a night, but it can cost them thousands and tens of thousands over their career if they miss the networking.

Paul: Absolutely silly. Yeah, absolutely silly. The networking – and this is coming from the speaker – the networking is the best part. You can buy the videos, if you want, and Ted will sure sell them afterwards. But it would be a lot easier for Ted to just fly us all out to Nashville, put us in a studio and make us do internet training videos, if that's what he wanted to do. But he knows the power of all of this is in the networking the conversations and the seeing it live, and the energy and the buzz and all these types of things. That's what we do at the events.

Ted: You've got it. As a promoter, that's exactly my position. I know that you cannot get it the same way from tapes, audios, videos. And I know that that's not really where it is. That's essential. That's essential. But that's not where the real money is.

Paul: Yep.

Ted: It's in the people connections, the ability, the really seeing it done.

Paul: Yep. And with 6B, the second part, those three words there, the second thing you're going to get at WIS is how it fits in what you learn at the rest of WIS. We're hoping to take time and I'm going to talk about the different speakers, and all the speakers are going to get together the night before, for a little chat, and find out what everybody's covering. And I'm going to make sure to give at least a couple of minutes to each one of the

speakers and talk about, "Okay, when Christianson talks about this, here's how it fits into FrontPage. When Cavanagh talks about this, here's how it fits."

Cavanagh's another guy who uses FrontPage that I know of, for sure. And we're going to sit there, and I'm going to show you how all of this fits into the rest of the World Internet Summit.

So it's not the World Internet Summit with a bonus FrontPage page. It's what it means to be your own webmaster and how it all fits into the rest of the World Internet Summit.

Ted: Well, not only that, Paul, but you're scheduled – and, of course, it's not going to be another four hours – in both the USA event and the UK event, you are scheduled later on in the event for a few minutes, to kind of help bring everybody back up to speed on that, too.

Paul: Good. Good. It will be fun.

Ted: I think so. Now, I know you've got a free bonus, because you're a good salesperson.

Paul: Are there any other kinds of bonuses, right?

If you go to FrontPageWorld.com/toolbar, what we have is an Internet Explorer toolbar. It's the FrontPage user's Internet Explorer toolbar. And what that is, it's just like the Google toolbar, the Yahoo toolbar. A bunch of people have different ones.

This one's kind of unique, because it does a bunch of different things. A) It has preset a bunch of links to great FrontPage websites. If you'd like to get a little better-versed on FrontPage before the event, I'd highly recommend that. Take a look at all of the links right there, on the toolbar.

But the real power of the toolbar is the search feature. Now, the Google toolbar searches – get this – Google. And what my toolbar searches, actually, Google is the default. And that's great. But, in addition to Google, it also searches Microsoft.com.

So if you want to search Microsoft.com for a specific topic, like FrontPage 2003 training, you can do that. And one of the drop-downs on the toolbar is Microsoft.com.

It will also search UseNet. For those of you who don't know what UseNet is, it's kind of like a great big internet bulletin board, where people post questions and post answers, and that type of thing. It will actually search the FrontPage UseNet groups. So if you want to find out what different people are doing with FrontPage and that type of thing, you can search it.

And then the last place it will search is FrontPageTalk.com, which is my bulletin board system for FrontPage users. Very, very popular, very, very powerful. We've got a lot of FrontPage MVP's who moderate it. And you've got the ability to search all of those things.

So if you're looking at FrontPage-related issues, Google might not be the best place for you. You can look at these, as well.

But I recommend just download it and take a look and surf around, and just get yourself a little bit more familiar with the FrontPage world. And basically, that's only going to be of interest to FrontPage users but, really, that's all I'm interested in.

Ted: Hey, let me ask you this. Does this FrontPage user's toolbar have spyware in it?

Paul: Nope. Nope. There's one thing, it checks about every two weeks to see if we've updated it.

One of the things that happens on the internet a lot is – you're familiar with it – things change all the time. So as links go down and that kind of stuff, we can update your toolbar dynamically. And it really just checks the website, does a comparison. Is the update file newer than the one I have? And it does that automatically. It's the same exact type of software you see in – what's the name of that software? Hold on, I've got it in front of me. My Install Shield is the same sort of thing.

Ted: Okay. So it just really checks every now and then to make sure there are any updates. And if there are, that gives you the word.

Now, I don't want to assume that everybody on the call knows what spyware is. Can you kind of brief us why I would even ask that question?

Paul: Sure. No, it's a very good question. Spyware is software that spies on you. What happens is a lot of people have decided to make money in illegitimate ways, by collecting logins and passwords and credit card

account information, that kind of stuff. A lot of the software you can download collects information about you that you probably wouldn't want collected about you.

Basically, if ever you see free software, you've got to ask yourself the question, "Why is it free?" It might be because of the information it's collecting.

I'll be very honest with you. The reason my toolbar is free is because it directs people back to my website that makes me money. I paid cold, hard cash to have this thing developed, and it's been worth every single dime.

Ted: In a very ethical way though, too.

Paul: Yeah, yeah. It's a win-win thing. It's the same thing, FrontPage Talk, people answer questions there all the time. It's something I pay for, as well. But it just gets people using FrontPage and thinking the right way.

You know, the FrontPage companion for Autopilot Riches, the reason that that is free, as powerful as it is, the reason that's free is because the money is made in the Autopilot Riches subscription. So it's the type of thing where it's just a tool that makes the interaction between the two software packages that much easier.

If you ever download a free piece of software, find out why it's free.

Ted: Exactly. It's kind of like the same with Gillette, I heard. And I'm not sure that's right, but that's what I heard. Gillette, way back in the 50's,

was giving away razors. Just giving them away. And boy, it was a mass phenomenon.

Well, what do you have to have to make the razor work?

Paul: Shaving cream.

Ted: And razor blades, you know?

Paul: Yeah, okay.

Ted: This was back before the disposable ones we have today. They were just giving them away.

In the consumer's mind, they saw a razor blade cost $4.98 and the razors cost 98¢. I'll take it any day.

Great. Listen, we are wrapping up. Any last comments that you'd like to share, of any nature relating to FrontPage?

Paul: On the internet, it's a new world. It's a new way of thinking. And, a lot of times, the pessimist in society wants to go, "Man, it cannot be this simple. It cannot be this easy." And there's some areas of it that aren't that simple at all. There are some areas of it that need training and experience and this kind of stuff, definitely.

But there are some areas that really are that simple.

Microsoft, yeah, they get the $199 when you buy your copy of FrontPage. But what Microsoft wants is for you to come to them for all of your

computing needs. Let's face it, they want to be a monopoly. So they've got a product that's meeting your web needs.

They're not hiding something. They want to make it simple, because they know simplicity sells.

So ask all the right questions. Certainly, find the Dream Weaver person out there, if you're confused about the Dream Weaver/FrontPage issue, and go, "Why is Dream Weaver better?" And just ask them. "How long does it take to update a page? Could you teach me how to use Dream Weaver? Could you make a website as nice as the ones Paul has made, with Dream Weaver?

Go out, ask the questions, be skeptical, definitely.

In this particular case, this program really is that easy. In four hours, I'm going to show you what it means to be your own webmaster. I'm not going to teach you how to be your own webmaster. That takes a little bit longer. I'm going to show you what it means to be your own webmaster.

But from there, you can go on and you can find the parts that you need and find the parts that you don't need. It really is something that you can do.

This is going to be a great event. The speakers Ted's got lined up are just top-notch. You're going to learn a lot about what's going on out there. And definitely, ask questions. Definitely, be skeptical. But it really is doable. It really is possible. Just find a tool to make it easy.

Ted: You are a master in that. Paul Colligan, thank you for your time this morning, evening, afternoon, night, wherever it is.

Folks, I'll tell you what, Paul has just really shared so much from the bottom of his heart. And I think that anybody who's listening to this call can feel the emotion that he has. I liked one of his closing comments, especially, is that there are people out there that say that it can't be that easy. But he, among thousands and thousands of others, do not dispute the facts, are walking, talking, living proof that it is that simple and you can learn everything you need to learn in a three and a half-day session. It's incredible.

So folks, thanks for tuning in to another World Internet Experts session, brought to you live on the internet, at World Internet Webcast.com. Sponsored by WorldInternetSummit.com.

And I encourage you, if you haven't been up to the web page yet of World Internet Summit, follow the link of the person who referred you to this call.

If you need to go direct, go direct to WorldInternetSummit.com. And in the comment section, refer to "This is the person who sent me the e-mail that I used to come to this web page," because, of course, there's affiliate commissions – which you should register and get a hold of, too. But that's a whole other subject we'll save for another time.

Folks, we're so glad you could tune in. And we are committed, at World Internet Experts, bringing you the best expert on a variety of topics. And I

believe Paul Colligan was a good example of just exactly what we're doing at this moment.

On behalf of our guest, Paul Colligan and myself as your host, Ted Ciuba, and the other co-organizers of the World Internet Summit, Tom Hua, Brett McFall, Allen Forrest Smith, we're saying you can do it. We'd love to see you do it. And let us know how you do it. Thanks, everybody.

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