



**World Internet Experts Series**

**How Anyone Can  
Make A Six Figure  
Working From Home  
On The Internet**

**Featuring Phil Gosling**

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**Ted:** Alright, folks. Good evening, UK. Good afternoon, USA.

Welcome all points between.

Our special guest Phil Gosling is with us today, on the World Internet Experts. And basically, what we're doing here is we're taking and getting the best experts on internet marketing that the world has to offer. Each one of them has something unique.

It is our position that no one person has the whole show. So that fits in with our guest today. He's going to be talking about how anyone can make a six-figure income working from home, on the internet.

I'll tell you what, folks, we're jumping right in because we're here to get the most meat to you. And in the US, people who are tuned in, both on the teleconference and on the website at [WorldInternetWebcast.com](http://WorldInternetWebcast.com), are during their working hours.

Now, it may not be a working day, if they're an internet marketer. But a lot of people calling in, it's around lunchtime on the Pacific coast. Got a lot of Californians and Oregonians who like to listen in.

So we're going to jump right in. We will put a brief infomercial on the World Internet Summit, who sponsors this event, about halfway through the hour. Of course, we've got two of them coming up immediately: World Internet Summit UK, which Phil is featured in, and World Internet Summit USA. And more on that.

Right now, I would like to welcome our guest, Mr. Phil Gosling.

**Phil:** Hi, everyone. I don't know what time it is anywhere else in the world, but it's 8:00 in the evening in England, here.

**Ted:** Alright. We actually made this call specifically for the English audience, because 8:00 is definitely a good time to dial in, if you're going to dial in on a phone call. Don't you think?

**Phil:** It's a good time. It's a good time. They've had their dinner and everyone's cool now. I think it's stopped raining now, which is quite good.

**Ted:** Well, speaking of which, you're going to have to go a long ways out to beat what happened to the Floridians here, with hurricane Charley a couple days ago.

**Phil:** You get real weather there. WE complain about the weather about 24 hours a day in England, but our weather doesn't kill us. But often, in America, you have some serious weather.

**Ted:** Serious, you said it. And our blessings go out to all the people who were affected, of course.

**Phil:** Absolutely.

**Ted:** So listen, Phil, you have been on the internet for a number of years. You had a successful life before the internet came along. But as frequently happens, we're introducing you now on the global stage, so a lot of people don't know your story.

Can you kind of give us the quick sketch on who you are, how you got started on the internet, and how you arrived at where you are today?

**Phil:** Okay, that's fine. I started home publishing, as I call it, about 15 years ago. I've been in JOB – just over broke – for most of my life. I didn't enjoy it. I didn't like any of the jobs that I did.

So one day, when I found myself out of a job, I thought this is an opportunity to put into practice the many things that I thought I'd like to do, one of which is to write and make money. Sounds so easy.

So, for the first part of that time, around 15 years ago, was a long time ago internet-wise. I don't think the World Wide Web was even thought of before 1992.

**Ted:** It was not.

**Phil:** That's right. The progress it's made since then is just absolutely unbelievable.

**Ted:** So that's when you started, 1992, in your home publishing?

**Phil:** Well, it started before that, actually. I can actually trace my roots back to the 70's. It was the start of cheap computing that made me turn into home publishing, because then I could print my own books on a suitable laser printer and actually sell them a hard copy.

What I used to do, I used to concentrate on niche markets. I realized that by selling hardcopy books and delivering them through the post and having

to use direct mail to sell them, it was a very expensive way of doing things. And that was reflected in the price of the book.

So to get more money rather than sell books, I sold courses; which, of course, are 12 books back-to-back. You can make more money for a course than you can for a book, because it's a lot of marketing. So I did that very, very successfully for a number of years.

**Ted:** So you were in what you would call conventional mail order, originally, is what you're saying?

**Phil:** That's conventional mail order, almost exclusively, or magazine advertising. And that was almost solely in the United Kingdom, simply because the postage rates were so crazy, and printing and postage and weight and packing across the world.

**Ted:** And they still are, too.

**Phil:** And, of course, the other thing was in order to let people buy my stuff, I needed to let them know I was here. So what do I do? Do I put an advert in the *Washington Times* or the *New York Post*? We're talking serious money if you're not even in America.

So I stuck to Europe and I stuck around here.

Then, of course, the internet exploded. I almost discovered it by accident. I wasn't particularly keen on the internet. It was getting pretty hairy, at times. It was all full of sex and rubbish and whatever.

But then, as it grew, which it has done, it's developed and it's evolved, I saw fantastic opportunities simply because you can contact so many people so simply, so effectively, and so cheaply.

The idea of newsgroups, the idea of Google, the idea of so many websites, I can't even hazard a guess at how many commercial websites there must be. There must be trillion, rather than just millions.

**Ted:** There may very well be, by this time.

**Phil:** You can type anything popular into Google and you're going to get 11-million websites straightaway.

**Ted:** Yep.

**Phil:** And that's just picking a fairly popular niche market at random.

And I certainly realized, "This is my epiphany, as they say. I certainly realized that there were these millions and millions of websites out there, who were commercial websites. They want to make money. They want to make money honestly and decently, selling honest, decent products. There were so few product creators.

Now, I don't regard myself as a product creator in the sense of software. I've managed to make my living doing a bit of writing. For the last 15 years, I've been trying to coach people to do what I do, and I know that some people take to writing like water and some people don't.

So I don't regard myself as a writer. I regard myself as a product creator. And my secret for creating wealth on the internet, which anyone can do – I do seminars on this, anyone can do this – is to get away from the idea of selling someone else's stuff so much and start thinking of being a product creator.

If you add that to the idea of letting others sell it for a profit and you just take half of that profit, then you're going to become very wealthy.

I know a man, who I respect and admire, creates software products and he sells them himself. He does extraordinarily well after that.

But I found, in my own little niche, I find it far easier to create something that I know a lot of people are looking for and then offer it to the website already servicing these people.

For example, a very, very simple example would be this: I don't know how many people in the world at any moment in time are interested in dieting. But it must be hundreds of millions.

**Ted:** You've got that. And that is a topic that's related to sex. It's always there.

**Phil:** Okay, there are a million diet books out there. So it's perhaps not a particularly good example.

But if I created a book on some aspect of dieting, like 50 top tips in dieting or the 50 hottest dieting tips in the world, how food allergy can change your metabolism, this sort of thing. If I created one e-book, that's not



difficult. Creating the e-book isn't the difficult bit. It's how do you market it? And the days of dial-up now, we're talking serious money to try and market something.

Now, all I have to do is to type the word. This is my secret, I'm giving my secret away, folks. Please do copy this. I want more people to do this. It's so simple.

First of all, I think of a niche market. It can be anything from dieting, one of my hobbies is archery, so it can be a hobby, it can be a sport that you do, it can be something that's worrying you, it might be a skin condition, it might be psoriasis, it might be anything. Something that is of interest to you will also be of interest to millions of people.

So let's think of this subject. Let's say, for the sake of example, let's say archery. I will type the word "archery," or whatever the subject is that I've thought of, into Google, followed by the word "newsletter."

Now, I could choose the word "e-zine." I could choose "online newsletter." But for sheer simplicity, I just type in the word "18-century warships" – it doesn't matter what it is – followed by the word "newsletter."

And what that will do in Google, as a fine example, is to bring up every website in the world that has the word "archery" and the word "newsletter" on their web page. And nine times out of 10, you can be fairly certain that that particular website that may be devoted to archery also has some kind of online newsletter.

Now, I used to edit a newsletter. I've edited newsletters for over 10 years, so I know the difficulties that newsletter editors used to have. But one of the difficulties that they had was what do you write in the next one? You just sweated for a week to put a newsletter together, and you sent it out to your people.

At that point, you're physically drained. You have no idea what to write next week or next month, or whenever it might be.

**Ted:** You're right. And it keeps coming. If you're doing it weekly, in the next month you've got four of them coming up, don't you?

**Phil:** Yep. Yep. You've got to start putting your thinking cap on. It's so stressful, at times, thinking about what's new. Okay, if you enjoy writing newsletters, that's fine. But you're always interested in seeing new news items.

So put a couple of these ideas together and what have you got? Well, if you know that these editors of newsletters are available on the internet, they're looking for news to give their readers. That's fact number one.

Secondly, these guys \_\_\_\_, and they can make money on this. If you've got product that's available, that they can offer their people and they make money off of it, provided it's honest, decent and truthful and it's a good product, then why don't you both make money?

So what I do now, almost exclusively, I've turned completely around from direct mail. I \_\_\_\_ twice a year, to do seminars and local stuff. But the rest

of the time, I'm going on the internet with a particular subject in mind. My personal forte, at the moment, is self-improvement.

I go onto the internet, I'm typing in the word followed by the word "newsletter." I look at all of these websites, I create an e-book that covers that subject, and then I will write. I won't actually e-mail these people, I will write to them on paper. This sounds strange when you talk about the internet.

But I actually write to these people on paper saying, "I'm an author. I would like to offer you this e-book," and I give them a copy for free. "Do you like it? I hope you do. If you do, why don't you offer it to your people and I'll give you 60% of everything that they buy?"

Because of OneShoppingCart.com and merchant accounts and whatever, the newsletter does nothing. All they do is put a comment in their next newsletter that's going out. "Ted Ciuba's got this fantastic new book. We've read it and we think it's very good. Click here for more information."

And when they click the link, it's simply an affiliate program that takes them to the site. People buy the book, the site owner gets their commission, and so do I, as the author.

The thing about the internet is even the tiniest niche market is huge. You think of a tiny subject that most people are not interested in – I've tried this with some of the weirdest subjects on the planet – and you'll still get about a million people that are interested. It's amazing.

I typed in the word Romans a few weeks ago, to test something. How many people are still in Romans? Well, of course, I didn't get a million sites, but a lot of those sites were museums and schools and universities.

**Ted:** You're talking about Romans as in Rome, Italy?

**Phil:** As in Roman Legions.

**Ted:** Roman Legions.

**Phil:** Caesar Augustus and that lot.

**Ted:** Yes, yes.

**Phil:** So I typed in Roman. It depends on the day, of course. It depends how active the internet is. But you can quite easily get a million websites up there for Romans, most of which are not commercial.

But if you look in between, you'll find Roman groups. This is amazing. The first Roman Legion is still in Italy. The second or third Roman Legion is still in this place called Botanicus, which I happen to be calling from now. And believe it or not, the 16<sup>th</sup> Roman Legion is in the USA, which is pretty cool. Because how did they know when they were around, what, 1,000 years before Columbus? That's pretty cool.

There is actually a market of well over 800,000 people who are directly interested in Roman stuff. And, of course, the first thing that we looked at was to get a book out there that was of interest to these people. And that's all that I and the guys that I associate with do all the time. We find these

niche markets. We type that niche market, whether it be Romans or whether it be archery, or whether it be self-improvement, or whether it be whatever. And we'll type those words into Google, followed by the word "newsletter." And it's the newsletter people who take up the bum. They're interested in selling my product.

**Ted:** Exactly. That's why you're interested in newsletters, because they are the people who can offer your product to their public.

**Phil:** Yes. This is why it's so wonderful as a home publisher. The biggest problem, I'm sure you'll agree, Ted, for a newcomer that's starting up is he has no subscriber base.

**Ted:** Yeah.

**Phil:** Yeah. He starts with nothing. It's alright having a product. How do you start selling it? Well, most people will go to Google and try Ad Words, or they'll go to Yahoo and they'll try that, and whatever, and they'll try to build their subscriber base. And it builds it fairly slowly.

Yet, you and I both know websites with not just hundreds or even thousands of subscribers to their online newsletter, I know one website that's got 11-million subscribers. I realized all I have to do was to persuade that website owner with 11-million subscribers to their biweekly newsletter. All I had to do was to persuade this guy that I've got a book that is of interest to those 11-million readers.

It doesn't have to be something world-shattering, it just has to be of interest to those 11-million opt-in subscribers. And all he's got to do is send one e-mail. All he has to do is to mention it in his next newsletter, which you and I both know is just an e-mail that goes out to these people. And sure enough, it could say something like, "Phil Gosling's got this book on that or whatever, and we think it's quite good. If you want to have some more information on this, click here." And they don't have a problem.

**Ted:** So he sends an e-mail...

**Phil:** From a subscriber base of nothing simply 11-million at your site.

**Ted:** And anybody who orders from that promotion that the other marketer did, now they come into your domain and now you have a list. Is that not correct?

**Phil:** Instant database.

**Ted:** Yeah.

**Phil:** Every buyer is yours. Every buyer is yours. So you'll have a database, as well.

**Ted:** So in addition to making 4,000£, 5,000£, 6,000£, 7,000£, 10,000£ or dollars or rubles, or whatever it is, you then build a business for the future for your next product for these people, too. Correct?

**Phil:** In fact, Ted, you said something very, very important there, because people think I get this wrong. If you've got one successful book on say

archery, and you were to get 10,000 sales or 100,000 sales on that, what's your second book going to be about? Archery, too.

**Ted:** You've got it.

**Phil:** What you're going to do, I know someone who did a great book on holidays. It really was a very good seller. And I said, "Bring out Holiday II." The person concerned didn't. And they went and wrote a book about raising cats.

So they were just reinventing the wheel all the time. Once you've got the database, you can virtually sell version two of your book, or the sequel to your book, with one e-mail. Those people who have bought version one, most of those will probably be interested in version two straightaway. Or offer it back to the same websites that sold your book in the first place, and they'll snap it up.

**Ted:** Let me ask you another question. Your marketing method is ingenious. Absolutely ingenious. But I've got to sit here, pretending that I'm a listener who's listening to what you're saying. And they say, "Okay, I understand the marketing, but you just tossed off the cuff writing the e-book, no problem. Well, it is a problem!"

**Phil:** Yeah. Actually, it's less of a problem than you think. Obviously, to do this kind of home publishing, I'd say you need to have two skills in place. And I say skills in sort of inverted commas.

You need to be, obviously, reasonably healthy with computers. You will, at the end of the day, be creating your own website and setting up things like ClickBank or ShoppingCart.com, or whatever. And you need to be comfortable with the keyboard and you might even need to get some extra skills together to make sure your computer skills can keep up with it.

I'm not a techy, and I've never regarded myself as a techy. Everything I've learned is on a need-to-know basis. Buy you need to know how to buy a domain name, that sort of thing.

When it comes to writing a book, the phrase I use is you need to be comfortable with the written word. This does not mean that you need to be Charles Dickens. It means you don't have to be a writer. I read in the *Reader's Digest* some years ago, that something like 72% of people would like to write this thing, this book that's inside of them, and so few people ever do because they never get the chance.

There are a lot of writers out there, people who are happy to put pen to paper. And most people put pen to paper every day. Perhaps not physically, a physical pen to physical paper, not with the idea of e-mails anymore. But in the meanwhile, you're writing something.

**Ted:** Yep.

**Phil:** An e-book is no more than a long letter. You have to be happy with the idea of writing something. And you can improve your skills as you go along.



Some of the e-books that I've seen, and I can't mention names because they're online, are written by some very, very powerful and successful people. The virtual quality of the e-book is dreadful. I've seen spelling mistakes, grammatical errors, all sorts of things.

**Ted:** Well, and we've all seen e-books that were 18 pages long.

**Phil:** Yep. The length, I normally keep mine to about 50 to 80 pages. You don't want to read *War and Peace* in an e-book. But by the same token, five or six pages and you've paid \$40 for that, forget it. People do have, I believe, an idea that a book should be a certain size. I think people do judge a book by its cover.

So mine are 50 to 80 pages long, which is long enough to print out without wasting too much paper or having to go through 30 ink cartridges to do it.

**Ted:** And your experience has been that's pretty good and decent?

**Phil:** Yeah. When you've got some white space, I double-space paragraphs, I make the margins fairly large, I put a few graphics in just to break up the reading, make it easier to read. Use a nice, simple font.

These are little tips that you pick up as you go along. I was thinking about writing a book called "How To Write E-Books," but there are so many out there already, I think I'd be lost in the crowd somewhere. I believe that you can even buy e-book trader software, which virtually does it all for you.

But you asked about how to write an e-book. Style and content is one thing. The question is what do you put in it? Well, here's a perfect example, and I love this as an example.

There is a website out there, I think it's called eDiets.com. I'm only using them as an example.

**Ted:** Okay.

**Phil:** The website out there called eDiets, that has 11-million opt-in subscribers to its health and wellness newsletter.

Suppose I wanted to write an e-book that might be of interest to 11-million people? How about my joining eDiets, say? How about my going through back issues of the same newsletter, reading 10 or 20 or even 30 back issues, which are all free to me, making notes of all of the hot points, and then writing an e-book saying, "50 Hot Tips On Dieting," or "The World's 50 Top Tips On Dieting?"

And all I've actually done there is go on the internet and check either newsletters or other websites to pick up what I believe are 50 top tips.

Now, 50 top tips is a specific number. I've chosen 50 specifically. 50 top tips is one tip per page. In a 58-page e-book, or something like that, you've got a cover page, you've got an index page, you've got an index page at the beginning, and you have a couple of pages at the end about who you are and whatever. But the gist of it is 50 pages. That is one tip per page.

**Ted:** That's getting simpler than I imagined.

**Phil:** It is. It's very simple.

**Ted:** Because truly, we all could write a couple. Now, let's break it down into two to three to four paragraphs.

**Phil:** If I said to anyone, Ted, "I've got a gold bar here. It's worth about \$100,000. How about a solid gold bar? I'll give it to the first person who goes out on the internet and gets me 50 top tips on any subject they want."

I do have the proviso they have to write about something they're interested in. So I happen to like a specific kind of archery. I like primitive archery. But that's beside the point.

If you opted to write about gymnastics, I wouldn't have a great deal of interest in that. But nonetheless, if I type the word "gymnastics" into Google, I would find hundreds of thousands of websites. And a lot of those will be free information. And I can just make notes. It might take me a week or fortnight. It could even take me a month. But I could make notes of all of the best information that's out there.

If nothing else, they can go to Amazon.com and buy two or three books on the subject. Read the books and take notes. If I can't get 50 tips from doing that in just a few weeks, I think everybody can. Would you give it a go for \$100,000?

**Ted:** Jump on it, my man!

**Phil:** Yeah. The point is this: it's worth a lot more than \$100,000. \$100,000 in the e-book business, as you know full well, Ted, is peanuts. You can make that in a day.

**Ted:** It's sometimes hard to get other people who haven't had that experience to understand and believe that.

**Phil:** It shocked me. It shocked me. I was walking around, scratching my head. And when it first happened to me, I made \$100,000 in one day. Now, this is Pounds Sterling, this is not dollars. So double the amount in dollars.

**Ted:** Exactly. About double.

**Phil:** In one day. I'd been used to quite a reasonable income. But that, in one day, was just, "Wow! I can't believe this!"

I'm sure for someone like Armand and other people, this would be quite normal. But for me, at the time, it was stunning. I thought, "Wow! This must be a fluke!" And it isn't.

**Ted:** Let me ask you a question there, because \$100,000 for one day, my complements, is very good for anybody.

Now, I wouldn't say that where we're talking about \$100,000 in a year.

**Phil:** It might have stretched over two days.

**Ted:** Okay. It's very good. So I want you to get the victory there. But I'm sitting here with my reader's cap on, listener's cap, and I'm saying,

“What market was that in? Because that might be where I want to write my first e-book.”

**Phil:** Well, I won't give the game away, but if you type the words “self-development” into Google, look how many websites you've got.

**Ted:** Okay.

**Phil:** I'll tell you something else. This is purely personal.

I've just written a book called *Success Engineering*, which is the first book that I've published since I started doing e-books, under my own name.

I've got about five different pseudonyms, not even necessarily English. I know it sounds crazy, but I'm fairly shy. I've given over 25 business seminars in my time. But I'm actually quite a fairly shy person. I like to go shopping in t-shirt and jeans, without anybody knowing who I am.

**Ted:** Which you can't do if you're some big guru.

**Phil:** I don't actually want to be well-known, as such. So I've been publishing my books under pseudonyms. There's another reason for this, and it is purely personal. This is a kind of English mentality. The Americans, I don't think have this mentality. The Americans are much more success-oriented, and I salute them for that.

Over here, we're almost frightened of being successful. And that's a fact. And I suffer from it the most. I had this notion – call me crazy – if you are successful on the internet, I thought that I would attract hackers and virus

creators and people who just wanted to bring the whole site down just because I was well-known. They do it with Microsoft. Obviously, I'm not Microsoft, but they try and take big sites down all the time.

I thought it was far easier to make a lot of little clients under different names, which quietly are pumping at the money tree, quietly pumping away.

So I tend to use pseudonyms all the time. I keep doing that.

**Ted:** Let me ask you, you didn't just say you had a pseudonym, you said you were creating a number of them. I think you mentioned five.

**Phil:** Oh, yeah. I've got about seven at the moment.

**Ted:** Seven? Okay. Do you not need the continuity or do you maintain the continuity and publish your second book under the...

**Phil:** They're all on different subjects.

**Ted:** Different subjects?

**Phil:** There's continuity within the subject.

**Ted:** Continuity within the subject? Okay. So if you use John Smith for your first archery book, your second archery book will definitely be John Smith?

**Phil:** Absolutely.

**Ted:** But it will be with a picture of your neighbor, not a picture of you?

**Phil:** You can put a picture of anyone.

**Ted:** On the internet, nobody knows you're a dog.

**Phil:** There's a smiling, handsome fellow, and it's nothing to do with me. Of course, I'm not doing this to do anything illegal or to hide and not give refunds or anything. I am selling an honest product, in an honest way, in an open market. And the idea of using a pseudonym has been used since the beginning of publishing.

**Ted:** Oh, absolutely. For those who have not done a copyright application, at least in the USA, it's standard form. Right on the form, "Are you publishing this under a pseudonym?" And you don't even have to give your real name, you just have to indicate whether it is a real name or a pseudonym.

**Phil:** In the opening, whatever you write, if you just write the word "copyright 2004 John Smith after it," that's fine, as long as you can prove that you are John Smith.

**Ted:** Oh yeah, it's the same thing in the US, except for as we being America, the world's most litigious society.

**Phil:** I thought it was Europe.

**Ted:** I know you are, unfortunately. I'm not happy about that. But the only way that you can get damages and lost wages and heartache, and this kind of stuff, is if you've got a filed copyright. If you have not filed it, you're the owner and you can stop anyone from using it, but you can't go

and get some of the other stuff, pain and suffering, that you might be entitled to.

That's not what we're in it for, anyway.

**Phil:** I used to write litigious stuff in the past. And I was getting ripped every five minutes, and people were a bit upset about what I was writing. I'm talking about 15 years ago. It was local.

I don't write litigious stuff now. I've written this latest e-book, the only one publishing, that I know, is Success Engineering. That's a whacky book. I don't think it's going to upset anybody. I hope not. There's nothing in it to upset, it's just information. It's just new and researched information that I hope people will like.

If it was actually a book on a health subject, cure your headache or cure your backache, then I don't wish to have to put, as well as the copyright, I'd have to put in a disclaimer that you must consult your medical practitioner before you do any of this.

What I do, which is equal, I'm sure, to someone in America, but over here, with your website, you must have your terms and conditions printed on your website. And in my case, if you're going to order anything, you have to click through the terms and conditions in order to get to the order page. There's no argument about it.

And I actually write, within the terms and conditions, that is a condition of sale that you must contact your whatever it is, your medical practitioner,



before doing any of the exercises in this book. And then you cover it. Because if they didn't do that, it's their fault. It was a condition of sale. And if they did do that and they did speak to a medical practitioner, then they can sue him.

So don't have a pseudonym in order to hide from litigation. I have a pseudonym in order to hide my privacy. That's the only reason.

**Ted:** Gotcha. Well, speaking of that, there are probably, if you can make \$100,000 in a single day in self-development, there are probably some people on this line right now, who are interested in how they could get the book *Success Engineering*.

**Phil:** If they go to [www.Success-Engineering.com](http://www.Success-Engineering.com). That's Success-Engineering with a little minus sign between. That's just been launched. In fact, I was working on that, putting a couple of items on the web page even today, before I called in. That's due for launch in September, but the site is up. There's a special pre-issue price on the website. Please go to it. There's a great, big preview of the book that you can read. It's a PDF file. You can read that. I'd like people to tell me what they think.

It's a bit different. There's been about two years research on this. So it's better than usual, in the sense that it took a great deal of time and trouble to put it together.

**Ted:** Now, why did a book that you said you normally could do in a week to a month... And I love your research, you go to the newsletters and get from them what you're going to give back to them.

**Phil:** Those are the people who are going to sell the book.

**Ted:** Yeah. They're the ones who are going to buy the book.

**Phil:** It's their information.

**Ted:** That's smart, man, to go where they are expressing their concerns and find it.

**Phil:** It's a joke. It's a bit like going to a newspaper, which has an \_\_\_ where people write in with all of their problems, and Auntie Margery will reply. And you just look for those over the last couple of years, and you've got all the answers to all of the problems. You just put it together in one book.

**Ted:** And it doesn't have to be anything new, novel, groundbreaking, breathtaking.

**Phil:** If it's new, novel and groundbreaking, that's great. Then you've really got something that will fly magnificently. Yes?

But generally speaking, it doesn't have to be. If all you're doing is to save people hours and hours of trying to find the answer over the internet, because you know how difficult it can be, personally I find that more than half an hour on the internet and I go slightly goggle-eyed, I think just staring at the screen all the time.

**Ted:** Trying to read those e-books on the screen is a killer for a lot of people.

**Phil:** Well, make them 50 pages. They can print them out.

**Ted:** That's cool.

**Phil:** And I don't write expensive e-books, either. A lot of mine are just in the \$5, \$6, \$7 mark. So like at the checkout at the supermarket, you see it there and you buy it. Impulse buying.

**Ted:** That's interesting. Okay. So why did it take so much longer with Success Engineering than you're saying it would take you for an archery book or something?

**Phil:** That's because it's an original idea. Let me give you an idea about the archery book.

I am interested in what is termed in America as primitive archery, which is basically wooden bows rather than modern, technical bows. I like playing with sticks.

**Ted:** No sights, no crossbows.

**Phil:** No, no crossbows. Crossbows are perfectly valid. No one's done that yet. So if anyone out there is interested in crossbows, get in there. There's lots of crossbowing. Type "crossbow newsletter" into Google and see what comes up. It will be about 30,000. Now, 30,000 websites. Heaven knows how many people they've got.

But in my case, it was actually longbows which I was interested in, the medieval longbow.

By accident, I was looking at the internet, just for some more information for myself. I wasn't thinking of writing a book on it. And I discovered this particular website, which had copies of Victorian books, books written around about the year 1880, 1870. They'd been converted. They'd been scanned, basically. They'd been scanned. So you can actually read them onscreen.

Of course, a lot of the old Victorians used to write in a totally different style in 1870 than we do today. Nowadays, it's all short sentences, simple words.

**Ted:** Right.

**Phil:** In those days, it was very long sentences and very long words, and \_\_\_\_, if you can.

**Ted:** Exactly. I've read some English stuff. I have an English major.

**Phil:** It can get very heavy.

**Ted:** I think it was James, that one single paragraph would run three and four pages.

**Phil:** Yes, exactly. Exactly. One paragraph was pages.

Nowadays, if you have more than three sentences in a paragraph, you're considered to be boring. So all I did was I thought, "These guys are extremely good with these wooden bows." They were fantastic.

They were getting scores which are better than some of the guys today, and certainly the average archer. Far better than some of the guys can get today, using modern technology. People are buying their scores now, by buying \$4,000 bows and arrows that are \$50 each, and laser sights and all this kind of business. And sure, they're getting better scores. Some of these guys in the olden days were getting better scores than them.

So what I decided to do was to put a book together where the Victorian secrets are revealed. But I didn't actually rewrite it, I translated it from old English to new English. And instantly, the book became one-third the size. It became about 58 pages long. And it all developed from there. We're still working on that one, and it's very, very good.

And that's typically how an e-book gets created. I just found all of the research in one simple place. And all I had to do, at the end of the day, was to read an old book and translate it into modern language.

**Ted:** And that was your book?

**Phil:** That was the book. With a little bit of good copy on the website, that's it. That's the book.

**Ted:** Let me ask you this. That makes me think of something, because earlier you said you encourage people to create their own products, not to get resell rights or duplication rights.

**Phil:** I do encourage them, yes.

**Ted:** But when you take a product that's already out there, such as this book that you're talking of, which was obviously in public domain, any changes you make to it, that is your product. Is that not correct?

**Phil:** Well, because the book was written in the 1800's it's so far out of copyright, just to be in public domain. And quite frankly, there is no copyright problem if you read several books and create one of your own using the notes that you made, so long as you write it in your own words, you have not infringed any copyright.

The nearest you might get to having a problem is if you accidentally or purposefully steal someone else's what I call intellectual property or intellectual idea. Then that could be a problem.

There isn't a textbook written, if you go to the back of any textbook, any book that proposes to give you information on something, go to the back of it and it will have a thing called a bibliography at the back, which basically is a list of all the books they've also read in order to research the one that you're reading.

They \_\_\_ is what you do. But what he didn't do was to repeat all of those other books in his book. He didn't copy and paste great chunks. He read them, took notes, and then he wrote it again in his own words. That's all that they do. It's so simple.

**Ted:** That's what a lot of people don't understand. It really is just a matter of doing your research, learning, and then you can write anything. The

ideas are not copyrighted, it is the words, the written expression of the words.

**Phil:** In very rare circumstances, an idea can be someone's intellectual property. You know?

But it's so rare, I can't even think of one, to tell you the truth.

For example, the Theory of Relativity is unquestionably Einstein. If I started to write that out and put my name after it, if Einstein or his dependents are still alive, I'm sure they'd have words with me about that.

But the real thing stopping me, even to this day, writing out the Theory of Relativity as I understand it and explaining it to people, then there's no problem.

**Ted:** Well, the truth is, of course, Einstein has the idea. And to rewrite it, you wouldn't to steal his words.

**Phil:** No.

**Ted:** And it would be your product.

**Phil:** The thing is you're giving him the credit, anyway. I might say, "In 1922, Einstein brought out this theory, in which it says this, this, this, this and this." And I've said it in my own words, so there's no copyright infringement. And that's all I've done, I've repeated it.

There's no copyright anywhere that can stop somebody, for example, if there was a nice website out there that you like the words of and you read it

carefully, and you just repeated the words on your website and just inserted your product instead of theirs, that would be a breach of copyright because you've copied it word for word. You've copied and pasted it.

But if you just like the theme, the way it sounds, as long as you rewrite it in your own words, that's fine.

**Ted:** Great.

**Phil:** The very act of writing copy conforms to certain rules about headlines and sub-headlines, and those rules are not anyone else's property as such, they're just the rules. You haven't stolen anything.

**Ted:** Yeah. And I wanted to get into a little discussion on that, because that's where a lot of beginners have questions – you've seen it, I've seen it – where people take someone else's work, whether that is a website or whether that's an e-book, and just put great big pieces in. And I have to believe they're honest, right? They come and say, "I didn't know that you couldn't do that. He's on the web."

It doesn't matter whether it's on the web or not, you know?

**Phil:** No, no. It's copywriting, no matter how it's published.

**Ted:** Cool.

**Phil:** In fact, over here now, the copyright laws have been extended to the point where, if I wanted to, I no longer need to put the word "copyright" or the little circle with the C in it. I don't need to actually put that in a written



document anymore,. So, long as I can prove I wrote it on a certain day, that is copyright.

**Ted:** So in the world today, the way you and I – who are neither of us attorneys – the way we understand it because we are both writers and marketers, is that unless it's published before a certain date – which in the US is before 1923, when you can definitively know it's in the public domain, you have to either do some specific research because there are exceptions. One of those exceptions being a lot of government work.

But basically, anything that is created, you can't copy. You've got to do your own research. You can read it and rewrite it.

**Phil:** You're allowed to copy 100 words of anything for I forget the phrase.

**Ted:** Review phrases. Reviews.

**Phil:** Yeah, for review purposes. That's one thing.

But the idea of finding an old book that was written in the 1930's or '40's or 50's and then scanning the pages with an OCR scanner and just basically converting it into text and then claiming it's yours, that's out of the question. You don't do that.

I wouldn't even do that even if it was legal.

But there's nothing stopping me reading it with a little notepad by my side. "Oh, that's a good idea, I'll make a quick note of that idea. Oh, that's another good idea."

And before I've finished, I've read two or three books. I've got a notebook full of little notes.

Then I just jumble the notes about, and I don't even look at the original books anymore. I look at the notes and I rewrite it according to the notes.

**Ted:** By the way, that's a good strategy to keep you from inadvertently copying somebody. If you're so immersed in their language rather than your notes, which are second-generation, you could actually pull some off.

The basic story is the written expression of thoughts is what is copyrighted. This is violated very often, because if anybody wants the words to practically any song, which they call lyrics, you can go up to the internet and just pull them down.

**Phil:** Yeah. Technically, that's a copyright infringement. Somebody could have a go at you with that. And, of course, if you just decided to rewrite the words in your own words, the song would lose its flavor.

**Ted:** Yeah, it would.

**Phil:** As an e-book resource, that really is not a problem. At the end of the day, you pick a subject. And I don't care if it's gymnastics or horse racing or skin allergies. I don't care. I could go to Amazon.com immediately. I

could type that in to Amazon. There would be 15 or 16 books available. I could buy the top three. That's going to cost me what, \$5, \$10, \$15, \$20.

I can spend a weekend reading those three books and taking notes. An by the following Friday, provided I was doing it full-time, of course, I could have the book written, just 50 pages. And it's a fairly big print. There's not a lot of words. 50 top tips or 50 anecdotes or 50 ideas that came from those books plus the internet, and I've not committed any copyright infringement whatsoever.

**Ted:** That's good. That's good. You, of course, are running around saying, "Anybody can do this! Anybody can make a lot of money." Be straight with us, because we really want to know, everybody on the line right now or on the webcast at [WorldInternetWebcast.com](http://WorldInternetWebcast.com), what are our startup costs and what are our chances for success?

**Phil:** Your startup costs, I'm assuming that you have a computer. You don't even need a printer, for heaven's sake. If you have a computer that goes on the internet, you're going to need a website.

Now, I just simply create my own. I have a little web designer who only charges me a very small amount of money for one web page. And what I do is I take that web page as a template, so all of the pages look the same, they've just got different words on them. That's a nice way of saving money doing a website. Don't get someone to do your entire website, get someone to give you the first page.

**Ted:** And you just fill in the words on every single page.

**Phil:** Right. Just keep that template. Change the words and that's page two, change the words and that's page three, change the words and that's page four.

**Ted:** So when you go to FAQ, that's page five.

**Phil:** You know, you might want to change the colors yourself. It's entirely up to you. But basically, all of my website pages are the same, just with different words on them.

So that's a nice, cheap way of putting a website together. Or buy FrontPage or Dream Weaver and learn how to do it yourself. It's not a big deal to put a website together.

**Ted:** Okay.

**Phil:** You're talking about costs. As I say, the way that I do it and the way that I recommend it, do your own website. The cost of the domain name is about \$15. If your book is called My Book, then you want the domain name MyBook.com, or ThisIsMyBook.com. If you want a book on gymnastics, we chose as an example. If your book was called *50 Top Tips For Gymnasts*, or *How To Teach Your Kids Gymnastics For The Olympic Games*, or whatever it might be, take the title of the book and try to get the dot-com.

So if *50 Top Tips For Gymnastics* is the book, then you want 50TopTipsForGymnastics.com, if you possibly can, or as near to it as you can get.

I never choose co.uk. It has to be doc-com. Perhaps dot-net, occasionally. It has to be something generic. It has to be something that's not linked with a particular country. Dot-com used to be instantly recognizable as American years ago, but it's just an international extension, dot-com. So I try to find dot-com every time.

**Ted:** And .co.uk is definitely a country-specific, which is, of course, the UK.

**Phil:** If someone's writing a country-specific book, *How To Evade Income Tax In Great Britain*, it's actually a roadmap. *How To Evade Income Tax Legally In Great Britain*. What a difference a word makes.

There's no point in my trying to offer that in a worldwide stage. I might as well have it `HowToAvoidIncomeTaxLegally.co.uk`. Because it immediately tells people which country we're talking about.

**Ted:** And, in that case, that could be very good because they would want to know, with subject matter of that, that they were dealing with someone who's specifically tuned in to the UK.

**Phil:** Yeah. But I don't do that. I say to myself, "Hold on, hold on. There are 65-million people in the UK. There are 265-million people in the US of A. Why don't I go for the biggest market?"

**Ted:** And since anybody in the UK would be surfing the US market also, you combine both markets in that one strategic move.

**Phil:** So I've literally written, to this day, a book. I did it in courses in the olden days. All of my courses were UK-based. But now, when I write an e-book, as far as I'm concerned, it's for the English-speaking world. And quite frankly, it can go beyond the English-speaking world. And I'm now toying with the idea of actually translating some of my stuff into Chinese and other nationalities, just to try and increase sales.

So I could very well, at some point in the future, have a Chinese website.

**Ted:** By the way, when you do that, you can get Tom Hua to give you some advice.

**Phil:** I would absolutely do that. It's a huge, expanding market. And people, I'm sure there are I wouldn't say as fast to learn, I'd say they're a lot faster to learn than a lot of people. The information is out there. Why not print it in their language?

**Ted:** That's cool. Let me ask you another question about e-book writing. And I want to get your ideas and opinions on this and see if you've ever used it.

Some other people have talked about using a microphone and a home recorder, and speaking your e-book. A lot of people get backed up when they think about sitting down and writing, because it never was fun in school.

But everybody talks. Just record it and send it off to a transcriptionist for \$20 an hour, and he or she transcribes it.

**Phil:** Yes. That's fine. I'm just mean. I don't want to pay a transcriber.

**Ted:** \$100,000 a day, and you don't want to.

**Phil:** I'm sure you know what it's like, Ted, when you've not got enough money in your pocket to pay things that you needed to pay for.

**Ted:** Unfortunately.

**Phil:** There are many people who have been in that situation. I remember those days. So I pick up paperclips. I'm just mean.

I think the secret to business is not the sales price, it's what it costs you to make it. That's why I love e-books. At the end of the day, an e-book costs very, very little. I can do it for nothing. If I just looked at the internet and picked up the ideas from there, and didn't buy another research book, I just had to search the internet for a week and I made notes and write the e-book, then it's cost me nothing, just time.

**Ted:** It costs you nothing.

**Phil:** Marketing.

**Ted:** Yeah, and then marketing. That was my next thought. Marketing also is done for nothing, the way you're describing it.

**Phil:** If I had a new e-book that was really good and you liked it, and I said to you, "Ted, why don't you offer this e-book to anyone on your database in a very, very simple and easy way? Between the lines, you're

going to get 60%.” If someone offered that to me, I’d say yes; that is provided the book was good.

But the point is there are so many newsletter-based websites out there, or just websites, commercial websites out there, who are already selling books anyway, who already have online newsletters, and you have a good recipe, they’ll take it.

You do not need to be Charles Dickens or Jane Austin. You can always have your grammar checked. In fact, I insist that you have your grammar checked by someone who knows what they’re doing. But never have it rewritten.

The worst thing I ever did was to give one of my books to an English professor, who insisted that the English was so bad that he insisted on rewriting it. And he gave this book back, and it lost all of its power. It lost all its quality. It was perfect English, but it had no oomph. You know?

**Ted:** Yep.

**Phil:** All you want is the spelling to be corrected. All you want is any obvious grammatical errors to be corrected. And here’s the wonderful thing. I’ve never taken a lesson in grammar in my life. Even in school. I honestly cannot remember a single day when I was actually taught what was a noun or adjective or what the perfect tense was. I’m sure I was, I just can’t remember it.



I failed in the UK. I mean in America. But in the UK, when I was 11 years old, I had to take an examination to decide which school I went to. And I failed that.

When I was 16, I had to take an examination which is now called the GCSE. And in English, I flunked that, as well.

So my grammar was not that good. And all that's happened over the years, it's not that my grammar's gotten any better. It has a little bit, because I've actually bought books now and I've learned how to do it. But everybody else's grammar has become blah, if you understand my drift. The world is now much more happy to accept simple English.

**Ted:** Yeah. I've had people come back to me and telling me something was wrong. The basic response was, "Right or wrong, that's the way I chose it because that's the idea and effect I want."

**Phil:** I'm absolutely convinced a lot of people do not attempt to do any writing because they're afraid. I know I was. They're afraid of the feedback they're going to get from people. "Oh my God, this is dreadful! I've never seen such bad English in all my life! You've not got the apostrophes in the right places, this, that and the other."

It doesn't happen. It doesn't happen. You might get one or two in a lifetime. Don't get me wrong. I'm sure I do get people telling me that in line four, paragraph three, the one word's been spelt wrong. And I just take that in good spirit and change it. That's free advice, as far as I'm concerned.

**Ted:** Yeah.

**Phil:** Don't worry about it. Just get the words down. Put it together. Just do this thing. So many people are frightened of even starting such a little thing, and it's so straightforward. I try to encourage people, all the time, to do this. I'm doing two seminars within the next month, I've been invited to attend. And all I'm going to say to them is, "Will you please do this thing?"

People are desperate to have more information on a zillion subjects, and there's nothing stopping you from doing it. It's just what's inside yourself.

**Ted:** Wow! Those are really good words to wrap up this interview on.

**Phil:** I wrote *Success Engineering* because I've spent a lifetime trying to persuade people to do their own thing. And they effectively got in their own way.

*Success Engineering* is about getting out of your own way. That is specifically why I wrote it.

So many entrepreneurs have done from a position where they originally had their backs against the wall. I can name half a dozen entrepreneurs, very successful people who, at some point, were out of work and broke. And they moved forward from that position. I can name 1,000 people. I can name probably 10,000 people, if I researched all the names that I've got down, of people who had a job and they were reasonably comfortable

in it. They didn't like it, but it paid the bills. And because they had that fall-back position, they never did anything.

**Ted:** Yeah. Yeah.

**Phil:** Please, please, if you're listening out there, I don't care if you're from the USA or from Chitman or Singapore or Stuttgart. Would you please just do it? Isn't that the Nike logo? Just do it! Or it used to be, for Nike.

**Ted:** Yes, Nike.

**Phil:** Yeah. It's the best logo. Just do it. What have you got to lose? A bit of time? To start an e-book, a website, assuming you've got the computer and just a weave of the software, to set this all up would cost you less than the price of a meal. And you could make \$100,000.

**Ted:** Yeah. Basically, the only expense you outlined was the cost of buying a domain name, assuming you had your hosting and your computer.

**Phil:** Assuming they have the computer, you'll need a web host. A web host can be anything from \$60 a month to \$60 a year, depending on where you go. You buy a domain name, \$15.

I don't know what software you've got on your computer. I write my books in Microsoft Word. Most people have that. I convert it to an Adobe PDF file. If you want to buy Adobe PDF, the full version, that's fine. I don't know what that costs now. When I bought mine, it was the equivalent of about \$150. But that was a few years ago.

You can now buy Adobe converting software in many places on the internet, almost for free, that will convert files into Adobe format.

So that may or may not be an expense. It's just a bit of software.

**Ted:** That is a good question, though. You make me think. There's two basic styles: doing the HTML web book, the ones that look like web pages; or doing the Adobe, the PDF, which is Portable Document Format, for those that need to know that. That style, the Adobe versus the HTML.

**Phil:** Yep. I like Adobe because the graphics come out better. That's the simple reason. I'm sure you've done that many times. If you print out a web page, the words come out fine. I say come out fine, they chop one side off.

**Ted:** Yeah, exactly. Exactly.

**Phil:** Generally speaking, the words come out fine. But the picture quality is not very good. And HTML was supposed to be low-resolution. It was never designed to do the things that it is now doing. I'm not a techy, but I know that much.

PDF, what you see is what you get. I prefer PDF files, because anyone on any computer can print it out, anywhere in the world, without any problems. They just get a different reader for their system. And it's free.

It's a great knock-off of the Gillett system, when Adobe did that.

**Ted:** Yeah, very good.

**Phil:** Gillett handing out free razors, but you have to pay for the blades.

**Ted:** That's a good marketing strategy.

**Phil:** In the olden days. So everybody got hooked. A free razor, but you have to buy the blades. And that turned Gillett, a small, tiny, little American company, into a worldwide colossus of a company, just that simple idea. And, of course, Adobe discovered that. They said, "Every have a free reader."

**Ted:** And now, they've become the leader.

**Phil:** So to convert the PDF file, you have to pay a little bit.

**Ted:** And they've become the leader. But, you know what? That goes back to another thing. People in the know, that is people who are doing it, really say it has to do with mail order. But especially, it's much more obvious on the internet, that you're only one idea away from a million dollars.

**Phil:** That's absolutely true. Just do it. I'm sure everybody out there, at some point, has this idea. But how many people actually do it?

If you have your back against the wall, and I speak from experience, at one point – I think 15, 20 years ago – I was in a job, I got fired, which is surprising because I was the boss, but I got fired. I had my back against the wall. I had a house to pay for, a mortgage to pay, I had two small children. What will I do? I had two choices: find another job – difficult, because I hated that particular area of work that I was in. I just did not like it. It's

probably why I lost the job in the first place, because you can't really do something that you dislike that much.

And I had the choice of doing this. So my good lady, who has been a great and fantastic support all my life, said to me, "Phil, we've got about six months in savings. You've got six months to do this. Otherwise, after that, you had your shot." What could be fairer than that?

So I sat down for six months and I took the biggest risk of my life. It was the biggest risk of my life, at the time. But it isn't a risk now. This is the point. In those days, you needed a lot of money to startup. You need a lot of money to send \_\_\_ out. There's a lot of risk money there.

There's no risk money doing an e-book. Absolutely none, whatsoever. You can try it. If it doesn't work, so what? You'll try again.

If you did direct mail, if you did brown mail order, in the UK the prices are like this. If you sent out a 10,000 mailing, which is nothing, it's very small, if you sent out 10,000 mailings, it would cost you about 5,000£ or about \$10,000. It's about \$1 a mailing over here.

So if it goes completely wrong, if you completely clog it up, then you've lost your 5,000£. You do that three months, you're out of business.

But if I put an e-book together tomorrow, bear in mind I know how to put a website together, I know how cheap web hosting is. It would cost me about \$50, tops. And if it doesn't work, so what? You only need one. You just need one to hit the jackpot.

You forget all of the failures. You just forget them. Just one. And it's just around the corner.

**Ted:** That's a colossal advantage you have when you don't have your life savings or you haven't mortgaged the farm to put it up and try and make something work.

**Phil:** Exactly. Exactly. It's too easy. It is too easy. The rules have changed. The internet has changed the rules completely. I can contact a website, and this website may have a newsletter that has got 100,000 subscribers. And immediately, I am in contact with 100,000 people through that website. It's a phenomenal system. You could never do this. I couldn't do this five or six years ago, because the internet hadn't evolved to this point.

**Ted:** It's pretty doggone cool when you can tune in to a 11-million subscribers just through a joint venture with an e-book. Which, by the way, curiously enough, I did note it and I didn't get to say anything earlier, you're saying to use your own product. But yet, when you go out to do marketing, you go and solicit people who are willing to not use their own product but are willing to use yours.

**Phil:** I'm doing deals with people who have large subscriber lists of their own, who probably have built up that subscriber list through their own product in the first place. Yeah? And I want to carry on the natural momentum of business. It means that they need to give new products to these people all the time.

If someone else comes along with a new product that they can have and do a joint venture with, they will do it. And they will make good money at it.

I keep calling myself e-book writer. I'm not. I'm a public provider. I'm a joint venture capitalist. That's all I do. I provide products for other people to sell. And I'll take a little bit off the top.

**Ted:** Well, that's very good. Joint venture capitalists. Alright. Phil Gosling, thank you so much for being with us this evening in the UK, this afternoon in the USA, and different points all around.

And Phil is, of course, one of the featured speakers at the World Internet Summit UK, coming up this October 28<sup>th</sup> through the 31<sup>st</sup>, 2004.

What you want to do, if you're listening in on this call, you're listening in on the webcast, follow the link of the person who advised you about this call. Go out, check out the website, because we featured Phil today but, I'll tell you what, there's a whole lot more. In fact, that web promotion, that web seminar, one of the big things we're going to do for you is we're going to be creating a product, creating a website, creating the marketing, putting it together right before your eyes, live. And you will, indeed, see how simple it can be. And that's the whole purpose of it.

There's a whole lot more going on. We've got a great lineup of international speakers you need to see. Go follow the link to the website. If you can't find that link, you can always go direct to [WorldInternetSummit.com](http://WorldInternetSummit.com). that's [WorldInternetSummit.com](http://WorldInternetSummit.com). And if you do that, in the comment section, if you order, please let us know who sent



you there, who referred you. Because, of course, as Phil was talking about in this whole marketing thing, there are affiliate commissions involved.

So folks, on behalf of myself, Ted Ciuba, your host for the World Internet Expert Series – of course – our guest Phil Gosling, and the other co-hosts of the World Internet Summit; Allen Forrest Smith, Brett McFall and Tom Hua, we say thank you for tuning in to this World Internet Experts webcast and hope you can make the next one. The next one, by the way, being about seven hours time from now, Armand Morin, from the United States.

Folks, take the advice you're getting on these calls. Take the advice Phil was so generously sharing with us today. Just do it, and success can be yours.

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