



World Internet Experts Series

How To Get 'Welcome Guest' Access To The People Who Can Help You Make Money

Featuring Sean Roach

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Ted: Good night, good morning, and everything else in between, depending on where you are, of course; Australia, US, and dialing in all points in between.

I'll tell you what, on behalf of the World Internet Summit, this is the World Internet Experts Webcast. We've got another guest today. I think most of us who have been listening – because I myself was running a minute or two late. Sean Roach is with us. He's one of a number of experts that we are inviting in, saying, "Hey, let's share your stuff, let's share your goods. Let's see how you can help us – us being every listener on the call – make money on the internet."

And I tell you what, folks, today Sean Roach is going to tell us how to get the welcomed guest access to the people who can make you money. Sean Roach, welcome from San Diego, on the road.

Sean: Thank you very much. That's right, in between the San Diego and the LA run. I was up in LA, speaking earlier today.

Ted: Really? Were you speaking about internet marketing?

Sean: I most certainly was.

Ted: Cool! Can you share with us?

Sean: My favorite topics.

Ted: Good. Can you share with us what you were saying, kind of as a good opening and letting us know who you are?

Sean: You know, I get asked to speak all the time. I get to speak all over the world. I'm fortunate enough, for what I get to do, I love it. I love doing internet marketing and I love speaking and teaching. I probably would have been a teacher, if they only paid them more.

So getting to travel and getting to speak to a group of small business owners and entrepreneurs, we talked about internet marketing and how any business can make money online with online and offline techniques.

It's funny. Every time I speak, the same topics come up, the same frustrations come up, the same challenges come up that people are having in order to really see how to make money on the internet and what specifically to look for or how to target things to make money on the internet.

A lot of times, a topic comes up that maybe people really – online – aren't searching for. It's a good niche, but they're not searching for it. And instead, they get stuck. I talk to people all the time, they get stuck on, "I've got this idea I want to market on the internet. People aren't looking for it," or "I'm having a hard time finding that this is what people are looking for."

Instead of kind of stepping out of that – and this is where I'm known as being an expert in and finding access to where are those audiences at and how can I direct them from an offline venue to my online venture.

Ted: Wow! So you are targeting. You're directly finding the people that you think can get influenced and give you money. But you're telling me you're going offline to get them online?

Sean: Corey and I, we're business associates and friends. We've known each other for quite a while.

Ted: That's Corey who?

Sean: Corey Rudl. Everyone, I hope, knows who Corey Rudl is.

Corey's first internet marketing success was Car Secrets Revealed. It was an e-book on cars. And he wrote this e-book because everybody that has a car would want to buy this e-book.

And interestingly enough, that's the same thing I hear all the time, when I talk to people and I go out and I speak wherever I'm speaking at or I talk to people one-on-one is, "I've got this widget and everybody needs it," which is the wrong answer. You want to be an inch wide and you want to go a mile deep.

A lot of times, when people look at their topic or their product or whatever subject book, their business, or whatever it is, they're like, "But mine is broad."

Well, if it's a broad topic, you really need to look at how can I break this down into what type of segment." So if it's broad in a foot sense, there's 12 inches in a foot, so that's 12 little niche markets that you need to look at to advertise that one foot-long sandwich.

Ted: Okay. Let me ask you, and you might want to use a foot-long sandwich price for a restaurant, what do you mean by broad, in practical

terms? What do you mean by breaking something narrow out of that broadness?

Sean: I'll use this book, because it relates into another offline example. That's why I'm going to use this particular example.

So Corey wrote Car Secrets Revealed, and it's for everybody.

“Everybody's got a car and everybody's going to want to buy it, and I'm going to make a ton of money.”

When he started looking at the research, the book's broken down into different chapters, kind of like our 12 little inches that make up a foot. And what he realized was that most people were buying this e-book because they wanted to buy a car below dealer cost – inch wide, now we can start going a mile deep – or they wanted to save thousands of dollars on their car expenses. Another niche, inch wide, mile deep.

And when he started focusing on those two niches and directly marketing the book to those two niches, people bought the book even though there's necessarily maybe one or two chapters that cover that particular topic. But they bought it and once they started to consume it they said, “Wow! I didn't realize that there were chapters four and chapters eight and seven and 10 and 11, all these other different areas that they originally weren't paying for.

And in an offline sense, I had a client recently, she's written an e-book, she's in the process of turning it into a real book on car repair for women, written by a woman.

Ted: I think I ran into her at a seminar about two years ago.

Sean: Good little market. What we were looking at, though, was no one's really searching for this online. So she was really having a hard time with this. "Sean, people aren't looking for this online. We're still going to do this. We're going to do a website. But boy, from an online standpoint, we're having a hard time."

I said, "What do you mean, you're having a hard time?" I said, "Let's start looking at offline things that can bring us online business."

Ted: There you go.

Sean: "What do you mean?" I said, "Well, that's where I see even a lot of very successful websites that are making really good money start getting stuck in just online stuff and are losing huge areas of offline market.

There was an interesting kind of not study done, but they were surveying people. I just turned 33. So my generation, about 30-year-olds, 27-, 28-year-olds and above, that generation and above, we don't trust people. If we are going to buy glassware for our house, we want to buy a couple wine goblets, we actually want to see the wine goblets. And very rarely, unless we've had a lot of experience online, will we buy online. We don't trust these people yet.

So you have a huge percentage of the population that doesn't trust what's going on. Right now, they're a suspect.

So when I started looking at her book, I said, “You’ve got people that you don’t really think are looking for your topic, but we know that there are women out there that feel that they’ve been taken advantage of in car repair. So there’s got to be an offline market to be able to help you out.”

So I had her contact Saturn dealerships. And in every Saturn dealership, there’s a community room that’s part of the dealership. They have a little community room that different groups can rent or use to hold their meetings, as part of Saturn’s way of giving back to the community.

She’s in the final stages of setting up where Saturn dealerships nationwide are going to start holding seminars on car repairs for women, by women. They’re going to bring in female auto repair people and auto mechanics, along with promoting this lady’s book. And she’s also in the final stages of dealing with Craigen. Craigen auto parts owns a couple other auto part companies throughout the United States. And they’re going to start with some of their online marketing campaign that they do through e-mail promotions and everything else, start telling guys, “Hey, this is a great book to get your wife or your significant other, girlfriend, whatever it is.”

So now, all of a sudden, she’s starting to see traffic working with some of these offline partners, to drive online business.

Ted: Sean, you’ve got to address this issue. What you just announced was someone who had the drive and desire to go to the Saturn dealership and work this deal out, and go and work out and hammer this thing out with Craigen Auto Parts. You probably omitted that she went to five or six

other people. You've already admitted, just by the fact that she did this, that she's exceptional. How do you address that? Not everybody would do that little bit of offline – what do they call it – walking on your feet, I guess.

Sean: One of the things that I've been asked now for about the last two years, to start creating my own product in something that I haven't done a joint venture with. It's solely my own. And I'm in the process of working with a PhD curriculum developer on doing something to teach people how to get access to whoever they want to get access to, to benefit whatever they're working on, whether it's their business, whether it's a corporation, whether it's their own private book. Ted, what we did with Amazon.com, a perfect example.

I was with a company yesterday, that's doing some stuff with Amazon.com. And they said, "Boy, they're a nightmarish company to work with because they only want you to do stuff via e-mail and online." I said, "Yeah, if you don't know the right people."

There's the old saying of six degrees of separation. And I really believe that with today's technology and today's day and age, that we're only two or three degrees of separation from anyone in the world, as much as I travel and I experience that.

So you're right, you would think that she's an exceptional person and that she went with a gusto and everything. It really wasn't that.

One of the things I'm starting to realize with success, with the majority of people, is they look at trying to get access to Craigen Auto, for example, and they look at in order for me to do this I need to go through the front door.

In the rule of access, nine out of 10 times you never want to try to go through the front door. You only want to go through the front door if you've got a friend or an associate of the person you're trying to get access to walking through the door with you.

Ted: And I can tell you that's such a ring of truth. Here in music city, Nashville, Tennessee, you don't walk in with a song in the front door. That's the biggest joke in the whole world.

Sean: So it's always doing it from a side angle and a side promotion. That's all she did, was go at Craigen and go at Saturn from a side angle, and offered them something different that wasn't going through the front door. It was going through a side door and a back door, to where all of a sudden she got – very, very quickly – taken right to the top. And it was because she didn't go through the front door, because that's what 95%, 90% of the people out there try to do with their particular project or their book or their business, or anything else.

I see it everything from people trying to get extra funding to keep their corporation or their non-profit organization afloat, to someone who is trying to make their book a number one best-seller, to someone who's just trying to launch a product or idea they have.

All throughout the spectrum, I see it the exact same way.

Ted: Getting access?

Sean: Yep.

Ted: Side door.

Sean: There's a rule of thumb I always follow. And I learned this, in part, from Michael Gerber.

Michael Gerber wrote a great book called *The E Myth*, the entrepreneurial myth. It's actually called *The E Myth Revisited*. It's something I recommend every single entrepreneur go out and purchase and read, because it talks about most people that are entrepreneurs. And everyone on this phone call, if you're someone that's looking to do something on the internet, you're already doing something on the internet, you're an entrepreneur. And that's why I love you so much.

The problem is that people come up with an idea, and they get so caught up with working in their business, that after a couple of years they hate their business. They hate what they're doing. They hate their life. They hate the people around them.

And that's why most businesses and entrepreneurial ventures fail; whereas if they would start working about 60% to 70% of the time working on the business and 20%, 30%, 40% of the time working in their business and starting to create systems.

One of the things Michael Gerber talks about, and this is something I always recommend to people, always look at someone who's coming into your venture. There's a couple steps you want to look at.

First and foremost, they are a suspect. And once they sign up for your e-newsletter or they've gotten your viral e-book or they've given you some type of permission, maybe they want to hear from you, maybe they want to get a mailing from you, now they move into what we call a prospect.

From a prospect's standpoint, once they purchase something from you now they're a customer. And if they purchase a second product or a second something from you, or they refer someone to you, they become a client. And once they've referred a second person to you, they're now a lifelong client.

If you're selling a \$25 widget and, Ted, you buy one from me, and then you recommend three other people and they buy from me, I need to treat you as if you are a \$100 customer or client, not a \$25 customer or client. And that's what people start missing out on, on what's the lifetime value that you're trying to create with people, especially with online internet businesses.

The online internet businesses that I see that are just some of the craziest things, like people that are selling soap or people that are selling stuff to make quilts, or people that are selling stuff to make little jewelry that you would see at a swap meet or a fair, thinking, "How are these people making

\$100,000, \$120,000, \$160,000, \$200,000, \$300,000 a year? How are they doing it?”

And nine times out of ten, they don't have thousands and thousands of customers. They've got a small customer base that they're taking very good care of, and building referrals and a referral attitude that's going through.

And that's what I've taught corporations for a year. Once I got out of college and started doing stuff in the financial service industry and started doing consulting with major Fortune 500 and Fortune 100 companies, that's one of the things that I've worked with them on was starting to look at people from a standpoint of what is that person's lifetime value to us, and are we treating them that way?

Ted: Yeah. Understand there's more than one concept there. And I think the lifetime value is real important. That's the theoretical.

The practical question that a listener might be asking is, “How do I do that with my website? How do I differentiate? How do I nurture those people, so they become a suspect, prospect, they opt-in, prospect to customer, they buy something?” But we're talking about clients and the lifetime value.

You're talking about people in a niche building a relationship.

Everybody's asking, “How do I build a niche? How do I build that relationship?”

Sean: First of all, absolutely, you want to be in contact with your suspects, prospects, customers, clients a minimum of once a month. You start getting into the client area and the customer area, you want to be in contact with them a minimum of twice a month.

Now, usually any more than that, depending on also what topic you're dealing with, but usually any more than twice a month, sending an e-mail to someone more than twice a month, in today's day and age and people getting bombarded and spammed and everything else, you stand a good chance of really ticking off that person to where they may not opt-out of your list, they'll still get it, but they won't read it. They'll glance at it and they'll be like, "Oh, yeah, yeah. That's another thing from Sean or that's another thing from Sally Sue. Wow. Great." And it gets deleted, and they don't actually look at it.

You don't ever want to lose that. You don't want people, when they see your name come in, in their in-box, go, "Yeah, whatever. I'm just going to delete this."

Ted: That's a good, solid point you're making there. Very much so.

Sean: I've got a dear friend right now, he's got a great book out. His seminars are absolutely phenomenal in personal development, and he's been sending out about two e-mails a week. I know other people that are on his e-mail, that he doesn't know I know these people are on his e-mail list – and they're potentially clients of his. And I had conversations with these people over the last three or four weeks. And I said, "What do you

think about getting two e-mails a week?” They said, “Oh, I don’t even read them. I see his name now, and I delete it.”

So I go, “Why don’t you unsubscribe from his list?” “Well, no. I’m still kind of curious. He hasn’t gotten it to the point where he’s really angered me and I don’t want anything from him anymore, but I don’t read his stuff. I see his name and I delete it.”

Ted: Okay. You’re telling us to walk a fine line. Because what everybody has heard for the last several years is you’ve got to keep that relationship up with your e-mail, with your e-zine.

Sean: Absolutely. Depending on how many clients you have – and, again, this is why I walked everybody through suspect to prospect, prospect to customer, customer to client, client to lifelong client – my clients, my lifelong clients in my online ventures, I have either a high school or a college kid call them, usually about every other month, just to see how they’re doing. They know what product that they had. And they’re actually getting a phone call from them. And sometimes, it’s a quick 30-second message they’re leaving them.

You’d be amazed at that little \$100 investment that it cost me to have someone do that ten hours a month, the return that I get on them. And the phone calls I get back on that, the e-mails I get back on that. “I can’t believe that you would take the time to have someone in your office contact me, just to see, ‘Hey, how is everything going? Have you consumed that CD? Have you consumed that book? Is there something

else that we can help you with? Is there something else that you need, that maybe we don't have, that we either need to create or we need to help find?"

Because if one person has a need, statistically there's 14 to 21 people out there that have that same need.

Ted: What you're talking about is common sense marketing. Now, you've closed it like customer service. And from the prospect's or the customer's or the client's angle, it should be customer service. But it's really another sales opportunity overall and direct. Isn't it?

Sean: It is, Ted. Here's what's interesting. From an online standpoint, as online marketers – which everyone on this phone call is, whether you think you are or not, you're an online marketer – they're not doing it.

Ted: You're right there.

Sean: People rarely do it offline, in an offline business. The power of doing it for an online business is ten-fold. Any of the successful real estate companies that I've ever done consulting for or anything else, real estate companies, attorneys, mortgage people that I've been consulting with have phenomenal – phenomenal – follow-up customer service just to see and to be in touch with that person and really make them feel like you're part of a family, that's why we're working with you. That's why we're working with your finances, that's why we're protecting you in any legal ramifications that could come up.

The ones that don't really make it aren't doing that. It's interesting to see, especially with the more and more openness that's starting to happen with the internet, all the articles that you start to see in *USA Today*, *Time*, *Wall Street Journal*, *Money* magazine, *PC World*, all these magazine articles and writers are writing about, "The internet is finally starting to really become what the internet originally was for."

It went through this whole dot-bomb investor, where they were sucking money and it was great. There were a lot of people that made money and millions of people that lost money.

And now, the internet where it was always designed to share information and people to be able to search for information, there really is nothing today that I don't purchase, that I don't look on the internet.

Ted: Uh-huh. I agree with you, Sean.

Sean: Just this morning, I bought a \$2,000 video projector. All day yesterday – not all day, but most of the day – I must have looked at probably 15 different video projector companies and all have them bidding against each other to where the projector I ended up getting probably should have cost me almost \$3,000, and I got it for \$2,000 plus overnight shipping.

Ted: Bravo! Bravo! What you're talking about, of course you're an expert on using the internet, but grandmothers are doing the same thing.

Sean: Absolutely. My parents are online all the time. All the time! My dad will be like, “Don’t buy it there, I’m going to get it here. I’m going to get it here, and I don’t have to pay tax because they’re going to ship it to me.”

Ted: You’ve got it. It’s like the Canadian trips a lot of Americans make for their drugs and medicine.

Sean: Yep. It’s the exact same thing.

Ted: But you shared a very powerful technique, and its simplicity could skate right by us, but you’re really saying, “Thorough customer service, caring customer service makes you stand out by itself.”

Sean: I’ll tell you what. I know a guy – I can’t tell you who it is – he gets about 200 visitors a month to his website, and he’s bringing in between \$10,000 and \$12,000 a month.

Ted: That’s pretty doggone staggering results, really.

Sean: Unbelievably phenomenal customer service. He’s doing all the little things I just talked about, to where people are saying, “You know what? I don’t want to go anyplace else for this particular product, except to you. And I’m going to tell my friends and family members where they also need to go.”

That’s it. He’s not a number one search engine ranking. As a matter of fact, sometimes, if you don’t know, you have a hard time finding his site. If you just punch in one of the products that he offers, he’s very inch-

wide/mile-deep, very focused on what he's doing. He's not limited geographically, because he's not a store. And he's making all of this money off of this small, little niche group of people.

“Why do you work with this guy?” Have you met him?” “No.” “Have you seen him?” “No.” “Do you really know where he's located?” “No.” “But the customer service that we get from him, the follow-up e-mails that we get from him, the free information we get from him, the strategic alliances that he has set up with other companies that he knows will bring value to our lives or value to what we're doing,” that's the other thing that I see all the time.

I'll look at someone's website and they're making good money. They're making decent money. And I'll say to them, “What about this strategic alliance? Have you thought about forming this?”

I spoke to a group of real estate investors. I'm talking to all of them and I said, “I own property. My trust has property. I've got a couple of apartment buildings with 50 units, and it's in the contract that you have to have an e-mail address. You can't rent from us unless you have an e-mail address.”

I send you an automatic reminder a few days before, to let you know when your rent is going to be due. And I've set up strategic alliances with the power company, with one of the cable companies. So if you pick that cable company, every month that you're paying your cable bill, I make a little bit more money.

I've got a strategic alliance with an insurance company. You have to have renter's insurance to rent from me. You have to have it. It's part of my same policy, and then you have to have your own renter's insurance. If you don't, and I find out you don't, and I recommended the insurance company for you to go to, you're in violation of your lease and I can have you kicked out.

And I'll tell you, it's absolutely amazing. I have low turnover. My customer service is absolutely phenomenal. They know that if something goes wrong, they'll send me an e-mail or they'll call, they'll notify the manager, and then the manager usually sends me a notice – and them – so they know I'm aware of it. As an owner, they know I'm aware of something that's going on. And if it's not fixed, they know it's going to be taken care of. Everybody gets to see the records of who's been notified and who hasn't been notified.

But people don't think of using the internet that way. It's an offline area, again, you're bringing online. It's one more revenue stream for you.

Ted: I guess the thing that would come up, and I'm putting myself now in the position maybe of being an apartment landlord, being an apartment owner, is I'm not really computer literate. I'm not really advanced on this stuff. It sounds good.

Sean: With today's software, the software that we've got at the Internet Marketing Center, the software that a ton of different people have out there, it's so easy to use and there's so much automation that's out there, there

really isn't an excuse anymore for somebody to say, "I'm computer illiterate." There's free classes, there's community college classes, there's the video professor guy that's on all hours of the day, on television, giving away the free CD to learn how to operate Windows or learn how to operate Microsoft Word or anything else.

It's not like this is a fad and a phase we're going through. It's here. And there really isn't an excuse for that. It's really not that hard. And computer prices have gotten so, so inexpensive. When you can pick up a PC computer for \$300 or \$400 now...

Ted: By the way, that is a new one.

Sean: Yeah, yeah, not a used one, a brand new one. Pentium blah, blah, blah and all this other stuff.

Ted: Incredible, isn't it?

Sean: It's absolutely amazing. It's because that's where things are going. That's part of the automation of what have.

It's amazing that technology is technology to make our lives simpler. And I think a lot of times, it doesn't make our life simpler.

Ted: The learning curve doesn't, sometimes.

Sean: Right. It's a learning curve. But once you have the learning curve down and you've invested a little time in it and you understand stuff, you

know what? It takes you 15 minutes a day to do a couple of tasks and to look at it.

I check my e-mail in the morning and I usually check it again at night, and that's it. I don't look at any of the websites I've got. I'd don't look at any of the consulting stuff I have. I don't deal with any of that. My clients know that. I set up time, everything else. I've got a pretty carefree lifestyle. I enjoy what I do. I enjoy traveling around and working with people and educating people.

Rarely do I have someone come to me and give me an idea and I'm just like, "Oh, that's horrible! That won't work." I see them every once in a while. I'll have someone come to me with an idea and say, "I don't see it working. You may see it work."

With today's day and age, I think there's so many things out there that, if someone's got an idea and they've done a little bit of research to see that, yeah, there's a need for it out there, it will work. And with the right partners to pull in and make it happen, that's why I talk about you're only two or three people away from anybody.

I was doing consulting for two very well-known seminar people and book people. I came back from Europe to actually help them. There was a lady that attended one of their seminars and she had this pretty good idea. And she really felt that she needed them to make this idea a success.

And I sat Erin down and I said, “Erin, you don’t need these guys. Here’s what I suggest you do.” And that’s all I told her. “You don’t need these guys. You really can do this on your own.”

About two weeks ago, Erin sent me an e-mail. She’s now landed just over \$2-million in accounts. And this is a motivational thing that tells you motivational thoughts, that she’s working with hotels worldwide, that they’ll start hanging it in the shower. So you get up from your hotel to take a shower, you’ve got this little motivational thing that’s hanging right there. And the hotels are loving it.

Ted: \$2-million in accounts is killer.

Sean: Yeah. And she’s getting advertisers. They’re going to put a little advertising on the back of it. She’s doing some other things with it. It’s been amazing. And she started to take a lot of that offline stuff and start working it online.

When I look at people’s online stuff – and I know everything that we talked about, Ted, when you and I have our conversations, a lot of it is so online – it amazes me how many people forget about the offline market.

And right now, the offline market is a lot larger than the online market. We’re a minority. People are still searching for information. But there are people out there that are like, “Well, the technology or this or that or anything else. So you still need to reach out to those people.

Ted: Not only that, but the whole world is really an offline world. Online is a sub-sub-sub-niche of the reality, the fabric of reality, you know?

Sean: Correct. Now, ten years from now, that's probably not going to be the case. We'd have to live in a third- or fourth-world country, to where you're just completely out-of-touch and you are only an offline person.

It's starting to change, but there's still a lot of offline marketing principles that you have to apply to online marketing. A long sales letter. A long sales letter is offline principles that have been applied to online and are working very, very successfully.

Ted: Sean, we've got a question come in on e-mail. It says, "If I wanted to get access to somebody like Corey Rudl, what two or three people would I need to go through?"

Sean: One. You're one connection away. You'd have to go through me.

Corey, I love him to death. He's probably one of the most illusive people I've ever met. Corey's actually a very, very shy person. He has the heart of an absolute giant. He's actually very, very shy. He's very protective of the people that have been close to him and have been beneficial to him in his life and made his life grow. But Corey doesn't do joint ventures with people or anything else, and just kind of does his stuff.

Sometimes, it's funny that Corey and the Internet Marketing Center, we'll have a talk and get on the phone, and they'll almost frustrate me sometimes

because they're all so used to doing everything so online, they have a hard time looking at offline principles and offline marketing.

So they'd have to go through me. I would be the one person they'd have to go through.

Ted: That being the case, and I don't want to overload you with e-mails, but if you have an e-mail address that you might want to give out. Who knows? One guy here is interested, I know that.

Sean: I'll tell you what, I'll give out my traveling e-mail, just because it's web-based and it's not a site that I own. It's a company I've done consulting with, because I can control that one. And then I can give them my real e-mail address.

So if people want to send me something at SeanRoach@eKit.com. Lonely Planet, the travel company, owns that website, and Eurorail. When I was in Europe, I did stuff with them. If you know anyone that's ever traveling, it's a good alternative to Hotmail or Yahoo or anything else that you can access pretty much anywhere in the world.

Ted: Cool! Sean, actually, that's one of the things. You are, of course, a speaker at the World Internet Summit UK. You are a speaker at the World Internet Summit USA, both. That event focuses on an international viewpoint – and multi-national, I've heard some people say. And it's, of course, one of the attractions that you have for us, as promoters. That's one of the benefits that you bring to people who maybe the majority of the

people haven't really traveled widely internationally, and they certainly haven't lived or really gotten into the culture of internet.

I'd like your opinions on what that's done for you, what it can do. Of course, it's all about the people we're talking to on the phone, but what it can do for the international viewpoints for people who are getting on the web with intentions to develop \$100,000, \$250,000 income over the next several years.

Sean: I lived in Australia when I was 15, 16 years old. I was on an international swim team down in Sydney. I lived just outside of Sydney, in Perry Hills.

I've traveled all over. I was in Japan for a month. And then when I was in Europe, I was in Europe for just over a year and a half, doing consulting.

I lived in Australia, Germany and Greece. I lived on the island of Santorini, where I was a partner in a bar there.

Ted: That must have been a good job.

Sean: Absolutely. Absolutely. That's another phone call.

Ted: Yeah, I bet it is.

Sean: It's amazing how quickly the internet has opened up our world. As a perfect example of this, the terrorists. With anything, there's good and bad that you can look at. Look at how they have been able to work

through, communicate, and do all of the things that they've done all throughout the internet.

But I think one of the neatest things I like about the internet, from a world perspective, is it's opened up other people's curiosity. It's opened up different cultures and whatnot to the curiosity of what else is out there, what other thing is there, what other product is out there.

One of my biggest frustrations living in Europe, even though I was just doing consulting, I was playing around and I was doing consulting, was the lack of entrepreneurial drive that most English-speaking countries have. The United States, Canada, huge entrepreneurial drive and wanting to just create the way that they create.

I kind of thought in other countries, there were regulations holding back everybody.

Ted: In European countries, in contrast to the US and Canada?

Sean: Yeah. Well, even Australia. The people I know in Australia are very entrepreneurial-driven. And in New Zealand.

Look at Hong Kong. Majorly entrepreneurial example there.

Ted: Absolutely.

Sean: So other places that I've been, there's been a resistance or a hold-back from wanting to really be entrepreneurial-driven. But it also has opened up a curiosity of what else is out there and everything else.

I'll tell you, if you're an internet marketing person right now, you're on the phone, you're an entrepreneurial person, if you're on the phone call or you're listening over the web or you're going to listen to this from it being recorded, you're obviously an entrepreneurial person.

Ted: Nobody else would listen to a call of this nature.

Sean: Really. You don't see the people that have a job – which, in my vocabulary stands for Just Over Broke – the JOB's that are really, really listening to this, or they've got JOB but they're working on their way to get away from that, if you travel, anytime you travel, I always like to get out and experience the culture and what's going on in the area that I travel.

And I do that for two reasons: A) I think it broadens my horizons; but B) I'm always looking for what's something they have that I might be able to expose to the rest of the world. And maybe, with my entrepreneurial spirit, make some money off of, be financial prosperous over this.

I've done some great stuff. Santorini is an island that was a volcano that pretty much blew up and divided the thing in half. They make some pretty neat jewelry out of volcanic rock. I had never really seen it before.

There's two companies there, two of the little jewelry stores that are there. I've done websites with them. They make great money off of it now.

As a matter of fact, their store in Santorini, that they do a very good business off of and make great money, that's gravy for them now because they make the majority of their money off of the internet, where they had really never looked at exposing that to the outside world.

Ted: And therein is the answer. It's not a local business anymore.

Sean: No. You never are.

But when someone buys from them, one of the things I taught them was customer service. "Okay, even though it's an online sale, you still need to do stuff with them."

So what do they do? Anybody who bought from this one particular jewelry store over the last two years, they just spent – and they actually spent quite a bit of money – they sent every single person a limited edition Athens 2004 Olympic commemorative card that you could only get in Athens. And you were actually only supposed to get them if you were Greek.

These guys got a hold of them and mailed them out to all of their customers, as just a reminder.

So now, it was an offline tactic. Guess what that did? That has brought them in about ____ just in the last month.

Ted: Wow! I'll tell you what, it makes it sound like if a person will be creative and do what's in front of them to do, success can be really, really clear. When you talk about people who have taken ordinary businesses, ordinary things, local things, whatever, and they're making them better.

Sean: And even if you don't have something. Where I talked about going out and being in the culture, go out in the area that you live in. Travel away from the city that you're in and just experience the culture in the city that you live in or in a city that's close to where you live, and start looking

around. See, “Wow, this person’s got a great idea, and they’re marketing it to a small demographic area because they’re in a brick-and-mortar location and they don’t really have a website. Or they’ve got a website and they don’t really know what they’re doing with it.

Partner up with them. Say, “Hey look, if I do some online stuff for you, would you be willing to split your profits with me 50/50?” Or start out at 70/30. “I’ll give you 30% of the profits. I keep 70%. You don’t do any of the work.” Look at them as their own freestanding affiliate.

You never know what you find. Go to craft fairs. Go to art shows. Go to the county fairs that are all going on right now, in the summer.

If you’re someone that’s on this call and you’re listening and you’re like, “I don’t really have an idea, I don’t really have a project, I don’t really have a product right now,” that’s baloney. If you just start opening your eyes and paying attention, you might not have something right now but you could benefit someone else by taking the risk for them. And if you’re an entrepreneur, you’re willing to take risks.

And on the internet, if you’re working the internet and you’re doing it in a smart way, part-time, no more than 15 to 20 hours a week, no more, part-time, you should be making, on the minimum \$1,000 to \$4,000 a month. And if you’re working the internet right now, full-time – and my idea of full-time for the internet is like 30 to 40 hours – if you’re working, you’re really, really focusing, you’re working for 30 to 40 hours a week working on your internet business, if you’re not making over \$100,000 a year,

something's wrong. Something is absolutely wrong. You are lying to yourself, you're fooling yourself, and you're trying to kid yourself.

Ted: That's what I usually say to people, too. And then, all it takes is a session to get to find out what it is they're doing. People usually will reveal, within their first two statements, what their big problem is.

Sean: Absolutely. Absolutely. Maybe they're not in a good workspace. Maybe they're sitting at the chair, but they're really surfing the web, which is very easy to do. All of a sudden, you can look down and go, "Wow! Two hours have gone by that I've been messing around with all of this information," that's not necessarily work unless – as Michael Gerber says – you were working on your business and you planned those two hours to do research on something that you are absolutely going to do.

But if you're really working on your business 30 hours a week, 30 to 40 hours a week, and working on your internet business, not in it, you're not caught up in all the gook that goes on but you're working on it, there's no reason why you should not be making \$100,000 plus a year.

Ted: Truth of the matter is that's the secret for million-dollar success. And most people aren't up to it simply because they keep working in their business so much that they can't even implement what they discover in a short bit of trying to work on their business.

Sean: I had someone tell me, when I was in Los Angeles. A lady came up to me and she said, "Sean, I loved all of the ideas you gave. You've got

my head spinning. I'm in overwhelm. But I just feel that I've got so much going on right now."

The questions I usually ask, when I have people raise their hands and I ask questions, one of the questions I ask is, "How many of you are salespeople? How many of you have a business? And then I usually ask, "How many of you have a hobby?" And I'm amazed at how few people raise their hand. And I joke about it. I repeat the question like four times. I'm like, "Oh, I'm sorry. Maybe you guys didn't understand it." And I take it off the PowerPoint presentation and I show it again, and I say, "How many of you have a hobby?"

I hear the same response every time. "I don't have time, Sean. I can't work on this to improve my offline business, because I don't have time."

Here's my response to that. If you said to yourself, "For the next 90 days, I'm going to work every Saturday and three days during the work I'm going to work at night for four hours," so you've got an eight-hour day, so you've got 20 hours that you're putting into it, part-time, that's all it is. You've got a full Saturday and you've got three four-hour times at night, 20 hours, that's part-time. At the end of 90 days, that was bringing you in between \$1,000 and \$4,000 a month and was making your life easier for the other areas, would that be worth it?

There's no other answer but yes. The challenge is that most people won't do it. That's what's sad. That's what really just floors my mind, that people aren't willing to do the work.

Ted: That, and then the whole purpose, of course, of the World Internet Summit, which is not only to give people the knowledge – because there’s more than just won’t do it, most people don’t even know what to do – that is the purpose of the World Internet Summit.

And one of the things we do to combat that, because it’s a very serious issue, not doing it, is we give people the tools and give people the motivation, give them “the materials they can take home and get this thing going.”

You talked about so many things. But I’m just going to pull one example out. You were talking about there’s no excuse. If you’re not going to adapt to the internet age and get a computer, just forget it. You’re lost. You’re hopeless. That was the attitude that came across. And you even blasted computer-illiterate people.

But on the other hand, what you were talking about doing yourself, to run your own business, doesn’t require any expertise at all. Maybe illiteracy is not it. But you were saying you check your e-mails morning and night, more or less. That’s basically what you do to run your business.

Sean: And Ted, I’m not a techie guy. People ask me. A techie person will come up and start asking me techie gobbledeygook to me, and that’s not me. I’m a marketing person. I do what I like to do, and I do what I love.

I usually will hire and work with high school students or college students to do my web stuff. They love it. I find someone that it’s something that they like and everything else. And as long as they’re helping me and I’m

helping them, and that I can show them how to help other people so they're making more money, let me tell you something: it's amazing. I've helped more college students. "I'd have never thought of doing this," or "when I do web stuff, I've just been playing around."

Ted: Let me ask you this. This is a serious question. A listener wants to know, "How do I get a college student? What does a college student cost?"

Sean: Usually, I've paid as much as \$400 to \$600 to have a website that if I worked with a professional web person to do all the things that this college kid did, it would have cost me about \$10,000.

Advertise in the college newspapers, college or university newspapers. Contact the college or university. They usually have a career placement center or a career center, where college and university students go to look for a part-time job or a weekend job.

Contact the computer department. Find out, "Hey, do you have any students that know web design, that I could work with part-time and pay them some money?"

You've got to remember, \$600 or \$400 to a college student is like \$40,000 to us. That's huge money for them.

Ted: It really is. It really is.

Sean: If you contact one of their professors and you build a relationship with a professor in that particular department, you usually can help that

college student get university credit or college credit for the work they do for you.

Ted: Which makes them more willing to do that work at starvation student wages, huh?

Sean: But they're getting an education from you. They're getting a real-world education from you. It's almost like doing an internship. Most internships aren't paid.

Ted: Let me tell you this. I can't imagine anything better. This is real-world. Sean Roach is wanting a website to sell a real product. And you'll know what the figures are after it's done. This is not a textbook case study or exercise, you know?

Sean: I have never had any challenges. I have not had any problems, knock on wood. High school students, same thing. Talk to the computer department teacher. Contact the school. Find out who's in charge of their computer stuff.

I'm just thinking about this right now, kind of having a little aha here.

I'm a big advocate of Big Brothers and Big Sisters of the United States, and being a mentor to kids. Like last year, there was the Worm B virus, and it was a worm that when they finally caught the kid that did it, it was a 17-year-old high school kid that had created this destructive worm that just did a ton of damage.

You know what? I'll bet if someone in his community, an entrepreneur, someone on this phone was working with this kid to have him develop stuff that was good, that was selling, that was productive, you wouldn't see a virus. You wouldn't see the destructive stuff that you see. Those are kids, those are high school students, college students, whatever it is, wanting attention. And if an entrepreneurial person that has a vision, that knows marketing, that knows real-world experience is willing to work with those people...

Can you imagine taking one of those kids to the World Internet Summit, bringing to the UK and letting them experience a network with all these other people? Can you imagine what that would do to a young man, a young woman that is at that stage? That's all they need.

My senior year in my high school, my senior year and my freshman year in college, let me tell you, I'm in the final stages of a movie script on it. I was a rebel to the Nth degree.

I'll tell you, if I had had someone working with my energy to really, really hone me in, none of the stuff that I did that now I'm going to end up flipping for good probably would have ever happened. That wouldn't be a whole chapter in my life that that happened.

Ted: It's so true. You're just really bringing it around, and I appreciate that. When you really are successful – and it's what Abraham Maslow calls “actualized,” you begin to be able to contribute and think the entire thought such as, “Hey, not only is this getting cheap labor, this is helping

students. And not only is it helping students, which a couple bucks would help them, but it's developing things, real-world experience. I appreciate that.

Sean: Absolutely. That's huge. When I got my university degree, I took real-world experience over in-classroom experience any day of the week. I loved it. It challenged me. It made me think. It made me look at things from a different angle.

If you've got a kid that that's their talent, doing web design, and they're really, really got it, maybe they don't have a product. But how great would be in four years or two years or in a year, they have their own product plus they're helping other people? And you were the one who kind of launched that kid.

Ted: I like it. Any closing thoughts, Sean Roach?

Sean: You know what? If there's anybody that hasn't signed up for the World Internet Summit, you need to. Going to these events is such a great opportunity to be able to network and meet with people.

What's so great about your event, why I love your event, it's networking on a worldwide and global level. I absolutely love that. And keeping in contact with those people and being able to do strategic alliances and joint ventures with people, that's what creates access. That's why I tell people, "You're only two to three people away from anyone in the world." You really, really are. That's why I'm known as the access guy, because I know how to work that.

So I'm giving that secret away for free. It's not silly networking, it's building these strategic alliances. And you never know, when you talk to someone, who that person knows that will open the door to your next big venture.

Ted: You know what? That's exactly why, when people say, "No, I think I'll wait. When the DVD's come out, I'll get them for half-price. I won't have to travel and I won't have to buy plane fare and a hotel." That's exactly why that's fallacious, isn't it?

Sean: On all levels, going to one of these conferences, I met a guy that has become a very, very dear friend of mine. He set me up with a girl that I've been dating for a long time now. It's amazing how all of this stuff ties together and it works together. And that's what's so phenomenal.

And if you buy the DVD's when they come out, you don't experience that. And anyway, you pop a tape in, yeah, you listen to it, but you're not really actively participating. You're not using all of your senses and everything else to really just suck in and absorb all this information.

So, in fact, go out and start doing it. You start doing the part-time thing, where you're making \$1,000 to \$4,000 a month. You start doing the full-time thing, where you're making \$100,000, \$200,000, \$300,000, \$400,000. Whatever it is, you're doing it.

Ted: And easy to do. Sean Roach, thank you so much for being with us today.

And folks, I'll tell you what, thanks for tuning in. We appreciate it. Everybody's got a busy life, whichever side of the Pacific and the Atlantic and the Indian Ocean you're on. Thanks for tuning in. We will see you again back here, same time, same place. Other than that, you can always tune in at www.worldinternetwebcast.com

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