World Internet Experts Series

"How 'SMART PAGES' could revolutionize the marketing of your internet business … and have you on the fast-track to high-rankings and bigger profits"

Featuring Stephen Pierce

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Brett McFall: Good morning, Australia! Good morning, USA, and all points between! That's the phrase which Ted Ciuba usually opens with, so I say that in honor of him (Ted's sitting this interview out today).

On behalf of the organizers of the World Internet Summit, myself, Brett McFall, as well as Ted Ciuba and Tom Hua, I welcome you to another World Internet Experts webcast, brought to you live by WorldInternetSummit.com.

And welcome our special guest today … Stephen Pierce.

Let's get straight to this … and I want to assume that the person listening to this has no idea who you are. So tell us, please, who Stephen Pierce is…

Stephen: Well, Stephen Pierce is a high school dropout. I have a 10th grade education. I've had about 12 different businesses that completely failed prior to experiencing any type of substance as far as success goes.

I was running down the streets with a bunch of thugs and I got shot, at one point, and I still have the bullet in my right leg. I filed bankruptcy not once but two times. I was homeless for three months.

And then other things that happened in my past, there was really nothing that would have indicated that my life would be where it is right now. It is nowhere near where we expect it to be, as far as the ability to contribute

more to other people, add greater value to the lives that we're in contact with and, in the process, produce greater profits.

So after that, I came in contact with the internet. But I didn't come in contact with the internet for the purpose of actually making money with the internet. I was out there pretty much trying to still find myself. And I got introduced to the futures and commodities markets with Ken Roberts. That intrigued me and I got really attracted to that. I was really seduced by the whole idea of futures and commodities trading.

Then, as I got into that and started to learn how to do market analyses, I was going online and starting to communicate trading ideas that we had with other people. It became very popular. People wanted to get them all the time. And in 1997 is when we started officially giving free daily trades to people, which we still do to this day.

Even at that point in time, even while all of these people had an interest in what it was we were giving, the idea of making a profit off of it still had not been seeded yet, until a person contacted and asked if we could show them how to pick the trades that we were picking for the free trade service. We didn't have a curriculum or anything like that, but he offered us $5,000 for us to teach him - $5,000 US.

Being in the position that I was in at that time, somebody comes up and offers you $5,000 to learn something and you don't have a curriculum, I

think you kind of come up with a curriculum rather quickly. You know what I mean?

But it wasn't necessarily the $5,000 itself, it was the actual concept behind what he had offered. And then it was just like, "You know what? Why not do that on these free daily trades? Continue to give them, but don't give them to them on the level that they're getting right now. And then, to offer a premium trading service."

So we did that. We offered one of the highest-price monthly advisory services, at $350 a month US. We immediately started doing just over $35,000 a month in business the moment we made a notification to the list that we had developed.

Then, we decided to write an e-book. It was a 49-page e-book on swing trading that we sold for $49. And in 40 days, we did close to like $50,000. It was like $49,000 or something like that, in like 47 days or so.

And that was pretty much it. We just kind of went full steam ahead with the whole internet marketing. I'm not selling internet marketing products, but marketing on the internet.

Brett: In a very simple way, what you're doing is selling information on the internet just for a certain market.

Stephen: Right. Right. Selling information. We go into niche markets and then we fragment the market. A lot of people are going to a niche

market, and that's it. We go into a niche market who has markets, which are like traders and investors. We're not in the investing market, we're in the trading market. That's a niche market. But then we fragment that market down to you have stock traders, commodities traders, futures traders, options traders.

But then, you can fragment it even further and go into the day traders, the swing traders, the inter-day traders. And then you can fragment that even further.

So we kind of subscribe to the idea of not just niche marketing, but fragmenting those niches down to a point where you isolate it down to very specific people that kind of share a certain mindset, that kind of share a certain equity position as far as their financial status and what it is they believe is worth a specific investment. They kind of share certain objectives.

What day traders have in mind is totally different than what a swing trader or a position trader has in mind.

Traders, all together, think completely different than an investor who's long-term. An investor is just short-term. Investors look at financials. Traders look at technicals and charts and things like that.

So we believe going beyond the niching, while doing the niching, and actually fragmenting each of those markets.

Brett: What you're saying there – let's just get away from the actual trading for just a second to point out the real lesson – the lesson is if you can actually have a good market, a good, hot market, then you can actually go into special little subgroups and still make good income.

Stephen: Oh, absolutely. I think that's one of the strongest ways to do it. Because then you're targeting your solutions to their specific circumstances.

Everybody has a mindset of the things that need to get done. People purchase products and services on the things that need to get done type of a basis.

So when they look for things, they're hiring products, they're hiring services, or they're hiring people. And when you allow yourself to go down on a micro level, you allow yourself to focus and not be distracted by all the other opportunities, because you're specifically targeting day traders, for example, as in day traders that day trade the ___ S&P instead of day traders that trade anything. Day traders are all over the place.

So the more specific and micro-targeted your mindset is and the market is, it becomes much easier to identify, first of all, what the need is, what the problem is and what it is they want, and then to be able to either facilitate that solution, like bring it in from somebody else, or actually create a solution and bring it to them yourself.

Brett: You've told me that you've actually come from a really hard background. You still have a bullet lodged in your leg, Stephen?

Stephen: Yeah.

Brett: That's certainly not an advantaged upbringing in terms of being successful in business in general. So you've obviously come a long way. What is it today that you're considered an expert in?

Stephen: I think people feel that we're experts in marketing. We kind of hold a lot of our strategic marketing practices close to our chest, because we don't look to commoditize what it is that we do. And we actually didn't look to become better at marketing and strategies for the purpose of giving it to other people, but really for the purpose of the businesses that we were developing, acquisitions, and different things like that.

But it goes without saying, regardless of what it is you're marketing, when you become good at marketing something, you can kind of take that and market other things. And if you have some basic coaching, teaching, facilitating or anything of that nature, you can kind of show other people how to do it.

I would say that people, when they look at us – and it really depends on what group of people you're in – if you step into a crowd of traders they'll look at us as people that are really good at market timing and helping people to buy at market lows and sell at market tops.

If you go into a marketing crowd, people will see us as we're really pretty good at marketing. It depends on what crowd you're in.

Brett: Okay. I understand that. Right now, on this call, we have people listening to it who are interested in internet marketing, many of whom are actually coming to the World Internet Summit on the Gold Coast.

So what can they expect to hear from you, Stephen, or learn from you at that seminar?

Stephen: Actually, we're going to do something that's going to be interesting. I'm sure you probably read _The Whole Truth_. _The Whole Truth_ is over 200 pages and like 20 pages, about 10% of the book, dealt with something called Smart Pages.

It caused a lot of controversy, but underneath all of that controversy were a lot of incredible results that people were getting. We don't consider ourselves to be anything close to NCO experts, but we know what it is we do and we know what it is we do works.

So we decided to lift the veil, break our silence, and actually talk publicly. We have never, ever, short of any initial conference calls which we never even went into detail on, we have never, ever publicly talked about our use of Smart Pages. We never answered any of their criticism. We never answered the whole idea of Smart Pages will get you banned or Smart Pages don't work. We have irrefutable evidence that they absolutely still

work and they're alive and well. They present, actually, a huge market opportunity gap or people, once they understand how to use them and then actually go ahead and deploy them for themselves.

Actually, the presentation is The Smart Paced Path To Profits System. They're going to learn not how to get rich overnight, but they're going to learn how to set up a method of passively generating additional revenues, either adding it on to an existing business or building an entirely new business off of it, and kind of letting the thing grow pretty much on autopilot, if you will.

Or, if they have an existing business and they're not necessarily looking to add a new revenue stream but they're looking to try to add additional traffic, remember, we have these outcomes that it is we want. We have this big picture that we want to achieve. But we have to kind of keep not this tunnel vision, but have the kind of vision that allows us to see all of the opportunities; that there's more than one way, there's more than five ways, there's more than 10 different ways to get to where it is.

Smart pages aren't the end-all or anything like that. But we kind of feel that while it may not be the ultimate marketing thing, per se, anybody can have the ultimate marketing strategy if it's absent of this because these have been enduring year after year. Even after people said they no longer work and they get you banned, you still have some out that are working and pulling in traffic and revenues for like five years running.

So we're going to present to people something that's tangible, usable, and that they can actually take and get some kind of ROI off of.

Brett: Let's go a little bit deeper on that, Stephen. What is a smart page?

Stephen: A smart page is a very simple, single page that's set up with a syntax that's optimized to allow you to get high search engine rankings.

The controversy was, "Oh, you're going to get banned because the page uses a redirect." One thing we're going to touch briefly on at the seminar and I'll just talk about it here real quick, is a redirect, whether it's a meta-redirect or a java redirect, has absolutely no bearing on the page's ability to rank high or not.

So you have to ask yourself if you remove that, because that was the point of controversy, that was what people were talking about, "Oh my god, Google doesn't like java redirects."

But mind you, we also had smart billboards which didn't redirect at all, which were equally as powerful. But let's put all of that to the side.

You have to ask yourself why in the world did a smart page rank so high? It had absolutely nothing to do with the fact that the page was redirected. But if you open up a smart page and look at it, a smart page is a very simple page. So unless the search engines – including Google – ban graphics, ban text, ban the use of keywords, ban the use of all text and your graphics and very basic HTML things, the Smart Pages are going to work

forever because it uses nothing like keyword stuffing. It doesn't use invisible text. It doesn't use anything like that, that you would consider to be "illegal."

So basically, to answer your question, a smart page is what some people probably call a doorway page, a long time ago. Our has performed so long.

And here's the difference, we believe. A lot of those old-school doorway pages are gone. A lot of these new, sad-type traffic-generating packages of software programs, they come and they go.

But one thing that people have not noticed or paid attention to because they're sniffing up the butts of everybody else with the next fad. We stick with the fundamentals.

Now, people may have thought some of our pages were a fad. They were around for like two and a half years before we introduced them to people. That's the whole truth.

But they have endured and endured every single shift inside of Google, whether it was a minor shift or a major shift. While other software programs had been completely annihilated and disappeared, while doorway pages have basically gone the way of the dinosaur, Smart Pages have continued to endure and endure and endure and continue to bring traffic, continue to rank high, and continue to do extremely well without having to

make a single modification to a single page, based on any changes in Google, MSN or AOL.

Now, you've got to ask yourself, "What in the world kind of page is that?" These aren't pages that are carefully and meticulously put together with word counting and keyword densities and keyword relevancy. It has nothing to do with it. These pages are so simple, but yet they're so loveable by the search engines. They're so basic, that there's not a shift that could take place in the search engines that could get rid of them, because they use basic HTML syntax. It's just that the way the page is set up, it's so attractive that it's like a magnet to the search engines.

Brett: Let's just remember our audience. Let's assume they know nothing about Smart Pages whatsoever. Can you just explain to us, Stephen, they have their regular web page they're building. And they're coming to our seminar or they're trying to get information on the internet on how to get more people to that web page. How does a Smart Page work, and how does a beginner actually get started in actually getting their own Smart Pages?

Stephen: People with websites know they want to get traffic to their site. A lot of people have this "by any means necessary" philosophy. They want to get traffic to their site by any means necessary, I guess as long as it's legal, moral and ethical.

So you want to get traffic to your site.

Now, search engines are not the only way to get traffic to your site. There are tons of different ways to get traffic to your site. In fact, when we were at one seminar, we did an idea exchange and we generated over 1,500 different ways to generate traffic to your website. The room was like 350 people. We split the groups so it was under 200 people that generated the ideas, working collectively and using their brain power.

So by no means think you're limited with the number of traffic-generating strategies that are out there.

But with your website, of course, the objective is to make people aware of your website. You want to get them to your site. You're not trying to sell them, necessarily, before they get there but you want to have as many qualified people get to your site as possible, so you can have the maximum amount of opportunities to sell them and all kinds of great things like that, that happen at your website.

A Smart Page is one of many different strategies that you can use when it comes to the search engines, as far as getting organic traffic. You have pay traffic, which is pay-per-clicks and organic traffic, which comes from the pure search, which is the natural result that the search engines put up.

A Smart Page allows you, in many situations, to get highly visible positions in the top 10, top 20 or top 30, where you can start getting targeted traffic right from the search engines, without paying for the clicks coming to your site.

And at that point, your site has to be good to convert them to an affiliate, to an opt-in, or to a sale or to a lead, whatever the purpose of your website is.

The purpose of a Smart Page is to get you one of the things that you want, and that's targeted traffic to your site. Not garbage traffic, not traffic by the thousands in the sense of hey, you spend $97 and they'll send you 10,000 visitors or 100,000 visitors, or whatever. This is pure traffic coming from the search engines, based on people that are doing certain searches, that have an idea of what it is they want to take care of some kind of circumstances that they have, that they would like to get eliminated or eased, or whatever the case may be.

So, Smart Pages help you get traffic to your website.

Brett: Instead of having let's say one page, just your own web page, what you're saying is you might have 50 to 100 or more other pages, all pointing towards your basic web page?

Stephen: That's another thing, and we'll probably touch on this at the seminar. When we go back and we look at people's sites that didn't necessarily do well, they kind of went outside of what our original rules are.

With Smart Pages, we never really, from the beginning, subscribed to the idea of having hundreds or even thousands of pages on one domain. Many of our sites out there that have been enduring all this time, like five years

and longer, have a group of Smart Pages of like 20 or 30, and that's it. Not much more than that. But you can spread them across as many domains as you're willing to spread them across.

But the idea is to have very specific Smart Pages that are set up with keyword phrases that represent what people are looking for and that represent, ideally, 100% to what it is you're offering is.

And then when they go to the search engines and you have that optimized position, they click on it, they reach your site, and you guys get to negotiate and do that dance to see if they're going to purchase from you, opt-in, build some kind of relationship with you. And hopefully, you walk off happily ever after. They get value, you get profit.

Brett: Let's make this really, really simple, Stephen. Mr. X is out there, the average punter, and he actually has a web page. And he starts to create some Smart Pages. Let's just go through the process of how a prospect might actually find his website.

So the prospect types in the topic they're after, and the Smart Pages come up in the search engine.

Stephen: Right.

Brett: So people want to load Smart Pages, then what happens?

Stephen: Well, just like if a person were to go to a search engine right now and type something, they'd see search results. They click on any of the search results, they're taken to a page.

What happens is with the Smart Page, the Smart Page is shown as the search results. And when you click on it, we have better technology that we use with our Smart Pages. The current generation of Smart Pages are far superior to the first generation, because the first generation worked better than most things we tried and compared it to, including a lot of the popular programs that are floating around.

But with the rabbit trail aside, they click on the search results and they're taken to the page that the Smart Page is pointed to.

So the Smart Page is the optimized page. And then there's a redirect inside the Smart Page, or something else which we use, which we won't mention – you'll hear about it at the seminar – and that page takes them, teleports them, transports them, transfers them, however you want to call it, to the destination site, which is your web page, which matches the search result.

If somebody was looking for bean bags and you have a Smart Page that matches the bean bag search really close, it comes up with a search engine. They click on that, they don't actually see the Smart Page, it transfers them to your site that has the bean bags so they can look and browse the bean bag offers you have and perhaps buy some bean bags.

Brett: That's amazingly simple, isn't it?

Stephen: Yeah, very simple.

Brett: And that would save people a whole stack of money they don't actually have to pay for advertising to get people to their website.

Stephen: Right. For us, pay traffic is fine. If you spend $1 and you can make $2 or $3, that's great. Do it. But the thing is you want to use multiple strategies. You want to exhaust every possible marketing resource you have and never allow you to be highly dependent on just a small basket of strategies. You want to fill that basket with as many strategies that are bringing traffic to your site, and Smart Pages are but one.

But yet, they have endured so long and they have been so consistent, despite the different changes in the search engine. The traffic is passive. You set it out there and you just forget about it, and it comes in, it comes in, and it comes in.

And the way we use Smart Pages now, you can not only know the full conversion of the traffic that's coming in, you can know the Smart Page that was sent, you can know the search engine crawls on the Smart Pages, and everything. We can log into a site with a Smart Page right now and see how deep Google crawled or how deep the Yahoo crawled, or the MSN or whatever. You can get all of those stats. You can see all of the human visitors. You can see what Smart Page they came in from. And, of course,

if you're using tracking software, you can know precisely what the conversion of all of that is.

One thing to worry about is people are new, as I suppose many people that are going to be at the event and listening are, you want to get the meat of the issue. Don't buy into the stats of how much traffic a site is getting based on some software program. It's bogus. It's a smokescreen. You want to know the bottom-line results. At the end of the day, what did that translate to as far as dollars and sense and opt-in.

I don't care if you got 10,000 hits on a day. If you didn't make any money from that, I'm not impressed. I'll take a software program that will give me 10 extra hits that are going to convert to something that's tangible for the business, than a program that's going to give me 10,000. I'm not impressed by rankings, I'm not impressed by Google PR. That doesn't ever pay the bills. That doesn't mean profits. That doesn't mean anything.

If you want to boost somebody's Alexa, all you've got to do is send a bunch of garbage traffic to the site. And that alone will start to help accelerate your Alexa rankings.

So as far as we're concerned, we don't care about Alexa rankings, we don't care about Google PR or anything like that, in the sense that it means much of anything about how profitable your site is.

At the end of the day, when it comes to your linking strategies, if that's what you're doing, your search engine strategies or affiliates that you're linking with, you want conversions. How much of that traffic is converting to something that's tangible, that translates to a profit, which is meaningful for your business? That's what it's all about.

If somebody says, "Hey, I've got a program for you and it gives you this much traffic," and somebody says they're using it, what has that translated to as far as sales go? That's what you want to get down to. That's fine, all the surface stuff, you have all of these hits. But at the end of the day, every single person that's going to be at the event, every single person that has listened to us today knows that it's not really about the traffic.

You want traffic, but what you want is better than that. Ask yourself, again, what do you want? You say, "Okay, I want some traffic." But what do you really want? You don't really just want the traffic, you want the probabilities and possibilities that that traffic is going to give you. You don't want just eyeballs on your site, you don't want just the prospects. You ultimately want these relationships and these sales that are going to fuel prosperity for you while you're giving value to people. And you need the right kind of traffic coming to your site for that to happen.

Brett: Very good advice, Stephen. What I wanted to ask you is you're obviously very experienced. You're obviously quite intelligent. What about the average person? Have they got any chance of being able to replicate your success by using these Smart Pages?

Stephen: Here's the thing. Like with our coaching club and stuff, people that come in that basically have no traffic, they go and they get started with Smart Pages, and it becomes a cornerstone of their entire marketing strategy because it's so consistent and it's so effective.

It doesn't become the entire marketing system, because we don't want anybody to subscribe to that kind of thinking. But it becomes a good part of it, because it's something you can set up, it's fun, and it allows you to kind of float under the radar of everybody else because a lot of people don't necessarily use Smart Pages anymore. And at the seminar, we're going to show you a really perfectly good example of the marketing opportunity gap that's out there when it comes to using Smart Pages.

But as far as having any chance, in the sense of internet years, the internet is young. A lot of people out there are competing with products and services, but their whole competition is taking place with business models. How are you operating your business? What kind of model are you using with your business? What kind of strategies are you using in your business, not necessarily what products and services. A lot of people are even doing that wrong.

We're going to touch on that at the seminar, as well, as we ease up into the whole Smart Page strategy while we're out there.

But the thing is it's about your business model and your strategies. Smart Pages are part of the strategy that we feel that anybody that's using it will

get an edge. And it's so simple. You don't have to have a PhD. You don't have to have extensive technical experience in using the internet. You don't have to have had some kind of degree or anything like that, when it comes to HTML or something like that. It's rather simple.

You have to set a few things up, you have to do some keyword research. I'm kind of dumbing down the idea, but I'm not oversimplifying it. It is really something that all you do is set it up and once you have it in place you just forget about it, or you monitor it, or you duplicate it across other domains and continue to set up revenue streams.

Brett: I think one of the really important things you're sort of saying there, Stephen, is the fact that you've got to have those business principles in place.

Often, what people think is that the internet is a place to go to generate some quick cash, which gives you a bad reputation and also sells it way short because as a business medium it's a fantastic one to be a part of, but you've got to have the principles there in the first place.

Stephen: Right. The internet allows things to move much faster, but it doesn't mean people are stupid. Do you know what I mean? You can't go to the internet thinking it's going to be your quick windfall, regardless of how people try to sell you on that.

There are some elements of work that are involved. You can look at the whole cause and effect thing, but there's this delay that takes place when you set out to do something. Before you kind of experience the effects of that, there's this delay period. And many people just bail out on the delay. They go to the internet, they think there's going to be this quick cash and they're going to have this quick windfall, and that it's going to be absolutely fabulous. They look at it through these rose-colored glasses. And when that doesn't happen and their expectations aren't met, they kind of give up.

Setting up a base of success is about holding on when other people let go. I don't even think it's that difficult with the internet, but you kind of have to have a realistic expectation.

You know, you can make a lot of money on the internet, but you're never going to do it if you're not giving value to people, if you're not helping people to solve very specific problems, if you're not helping people move vertically in their life, making them move faster, stronger, more powerful, more profitable, healthy, or whatever it is they want to achieve.

We ask people the question of, "How does cash flow?" Cash flows in a very simple, easy way. It flows to those who provide value. It flows to those that solve problems for people. And it's really that simple.

We can complicate it with all kinds of other stuff to try to get more money out of people, but it's really that simple. You start solving problems for

people, and the bigger the problems you solve, the bigger the payout is going to be. Solving a gardening problem for somebody is not going to get you $10,000. But solving a legal problem or solving a financial or trading problem will command much more money than helping somebody eliminate those weeds from their garden.

So while you can generate revenues and get this cash flowing to you based on problems that you solve, you have to also be realistic because the different kinds of problems that are out there that need some kind of resolution to them command different kinds of prices.

But you can't go to a gardening market selling a $10 or $20 e-book and then think you're going to upsell them to some kind of $500 home gardening program.

Now, there may be other ways that you can get money, like helping them if they're into building a greenhouse or they want to go into organic gardening, or they want to do herbs and vegetables and fruits and you have some way to facilitate the seeding and the equipment, and all kinds of other stuff like that. Like affiliate programs, granted they're not going to pay you out a big percentage, but you can kind of tag on some things as far as revenue to the people that have come into your funnel because of a newsletter or because of an e-book that you have.

But the point is you can make money, but you have to have the right perspective on the market you're in, the kind of problems that you're

solving for people. You need to make sure you're solving problems. That's what business is all about.

If you're in business, you're in the business of solving problems for people. You need to identify who those people are, and your focus should be on serving them and serving them better than your competitors are serving them, if you want to keep that edge.

Brett: Absolutely spot-on advice, Stephen. This is my last question to you.

Stephen: Okay.

Brett: Why are you as successful as you are?

Stephen: Because I have the audacity to look at the rules, break the rules, and not listen to what other people think.

In other words, I don't care about the status quo. I'm not interested so much in impressing people. I kind of have my own ideas and I'm willing to take risks. I'm willing to lose money. I'm willing to kind of put it on the line. I'm willing to test ideas. I'm willing to just kind of do things that some people may not necessarily be willing to do. I'll calculate some risks. Some risks, I may not necessarily calculate as well as others. I'm willing to bust my butt. I'm willing to take the time to understand people. I'm willing to not just ask people for money, but I'm willing to ask people what can I do for them and not even get paid for it. I'm willing to tell people

that I love them. I'm willing to tell people that I care. I'm willing to listen to people and not try to get paid for listening to people.

In other words, I'm willing to look at what everybody else is doing and then see how I can do that 10 times better, and then do it 10 times longer.

And there's nothing wrong with this, a lot of people want to see how they can add more things to a program or a product, so they can lift the price.

But think about it. One business model that people aren't really paying attention to is how can you do it at a lower cost or structure, where you don't necessarily raise the price but at a lower price you add a significant more amount of value without necessarily raising your own price and your own cost, so your profit margins kind of remain the same.

So instead of seeing how much more money you can get from them per sale, you understand your market's pricing model, where their price feelings are, you keep it underneath that price feeling and you add so much value that it becomes insane for them to resist it.

Now, I completely believe in the high-priced model and graduating people to bigger and better products, but you have to understand your market and understand where that's going to work at.

Again, we can take the gardening market, for example. If they're price for gardening books and stuff like that is like $10, $15 and $20, if you think about that market, there's a ton of gardening books out there, whether

they're e-books or they're books that you can walk into a physical bookstore and get.

So there's an abundance of that information out there. The competition on that is very, very big. The ability to differentiate yourself is very, very small. And you can probably be incrementally better and not dramatically different than all the competitors that are out there. So you have to keep all of those things in perspective. And then, when you talk about what do you sell them next, what is that whole market about? You can't necessarily do, in the gardening market, what you could do with real estate.

Now, I'm not saying you can't be innovative and come up with some kind of gardening workshop or anything like that. But I'm saying trying to command $2,000, $3,000, $10,000 for something in gardening, that's kind of ludicrous. I'm not trying to be negative, but be realistic with the markets you're entering in an make sure you structure your offers based on where they are geographically, where they are economically, where they are socially and all that. The better you match where they are and also where it is they want to be, the better and more profitable that you're going to end up becoming.

Does that make sense?

Brett: It certainly does, Stephen. And I think folks are going to learn an absolute ton of information from you at the World Internet Summit. We look forward to seeing you there. Thank you very much.

Bonus

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