



World Internet Experts Series

**Ted Ciuba LIVE On
The Radio About How
To Make Money
On The Internet**

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Interviewer: For some time now, computers have been outselling television sets, and people are using them. A lot of people are resisting using them. They're not using them too much, but a lot of people are using them at least a little bit, for email and for occasional surfing and that sort of thing.

My own experience with computers is not too limited. I do get out and check out websites, and things like that. But there's a lot of things I don't know. I'm pretty much self-taught.

One thing that people are interested in is making money off the internet, because they've heard about big prices on Ebay, money made on websites and everything. And we've got somebody to talk to about that. His name is Ted Ciuba. He is a speaker and co-creator of the World Internet Summit seminars. He also offers a book called *How To Get Rich On The Internet*. You can check it out on Amazon.com. And we're going to talk to him about that.

Ted, thanks for joining us, first of all.

Ted: Hey, glad to be here. Thank you, Nick.

Interviewer: So what's the potential for an individual? For arguments sake, let's say that he has moderate experience with the internet, limited to moderate experience. What's the potential for making extra money or making a living, or whatever, on the internet?

Ted: Well, Nick, that's what we specialize in is showing people how to do that. So we've seen it dozens and hundreds and thousands of times, really.

The potential, if a person will apply themselves with the same interest that they'd apply towards anything that they were going to be making money on, is actually very, very good. Because, in a nutshell, it costs very little to market, it costs very little to open your store on the internet. You can do it for less than \$100. And the world is your market.

Interviewer: At your seminars, you pick out people and show them how to do this, don't you?

Ted: We sure do. In fact, we've got what I call the "Internet Challenge." And it is simply to demonstrate how easy it is. That challenge goes, "Give me a willing person, loan me a laptop computer with an internet connection, and within 72 hours that person will have a product, a website and money in the bank."

So basically, that's what we do. During those World Internet Summit challenges, we invite someone chosen by random. There's usually a preacher in the crowd who will draw the ticket. We bring them up onstage. And in front of everybody, we're onstage, we show them how to brainstorm and create a product, how to write a sales message, how to put it up on the internet, how to hook it up for ecommerce processing – that is taking the credit cards – how to market it. And then, of course, they don't need any help deciding how to spend the money.

Interviewer: You had one of these people, some lady from Australia, named Margaret Berman. Tell me about her.

Ted: Okay. She was very much an interesting case, because she came into the show – which is not cheap, by the way – while we were in a luxury hotel in Sydney, Australia, she is sleeping in a backpacker’s hostel a couple blocks away because that was all she could afford.

Her number is drawn out of the tub. And, boy, you talk about someone pleased and happy! And all of a sudden, she comes bouncing up onstage and she says something to the nature of, “I never believed it would happen to me. I am your guinea pig.”

Basically, we brought her up, myself and we had a couple of other professional marketers. And basically, we helped coach her into creating an information product. It was a recording, so she could do it pretty quick, pretty easy. Helped her write the sales copy. Again, we had some professionals with us. We helped her market the product for free. There was no money involved in marketing the product.

There was, like I said, about \$100 to get the website up and running. And basically, before the 72 hours was up, and it’s a lot of fun because we count every few hours, we log into our stats and see, but 72 hours was up and she raced past the 72-hour mark at \$11,431.

Now, that's, of course, incredible. But she also said, "You know, I have an advantage now." Because now she had customers, she had buyers who had bought from her. She had a list, following all of the principles that we had built in and helped coach her on. She said, "I'm going to do another promotion to my list." And within the next week, she had made another approximately \$4,000. She brought the total up to \$16,009 within 10 days. So she was off and running.

I do not, Nick, pretend to profess that anybody, anytime can do that within 72 hours. But what we do demonstrate is that process itself is simple enough that we, who are experienced and know the ropes, can show you how it can happen; not only build it, but make money within 72 hours. And therefore, if we can do that, we're kind of showing people, "Hey, 1.) these are the steps; 2.) it's not as hard as you thought, even though it may take you more than 72 hours to get going.

Interviewer: Let's continue with Margaret here. How much knowledge of computers and internet did she have when she came up?

Ted: She's a perfect case. She was sending and receiving email. She, of course, did know about Ebay because Ebay and Yahoo are the top sites. And she was surfing. She did her surfing. She bought her plane tickets online.

But other than that, she really didn't know much about it, and she didn't know much about marketing on the internet, which is a little bit different.

Her idea was you've got this corner grocery store and you put what we call a business card up on the internet and say, "Hey, come into my grocery store. If you come in this weekend, I'll give you a free six-pack of soda for every \$10 purchase." She thought that was it, right?

She didn't know about AutopilotRiches.com, which is the ecommerce system. And again, we helped her. We did help her. A regular person would have to learn about ecommerce.

But, the whole fact is that we revealed, for her, all the tools. And we said, "Margaret, would you like us to help you on this and we'll hook it up for you? This is what we'll do."

Now, the question is has she continued? Yes, she has continued, and she's still got her website up running, making sales at eSecretsGold.com.

Interviewer: You said she started with an information product. Was that specific advice to her or something more general that you give to everybody?

Ted: That's something that we recommend. You've got to understand, we're all entrepreneurial-oriented. We're not really working with the Googles and the South Central Bells of the world.

We recommend everybody create information products, because it's something that 100% of the population has access to creating in their own area of interest, what in marketing we call a niche.

So that was not unique to her. It's universal. We say, "Hey, if you get up, for instance, and you interview an expert in your field, whether that be skateboarding," in her case it was internet marketing, "whether it be quilting, there are experts. You can interview them. Normally, they will interview for free. You can then sell that as a product, and it costs you free to sell it.

So you've got free creation, free selling, free delivery costs. There's no delivery costs on a recording that's put up on the internet.

Interviewer: So, what you're basically selling is probably something that could be emailed to them or something like that, or downloaded?

Ted: Emailed, downloaded, or listened to what we call "streaming online." And again, most of our users who have listened to an audio have encountered this. It's technology that's now about a year and a half, two years old. They can just listen to it from their computer. They turn the speakers on and they just listen in while it's happening.

Interviewer: We're talking to Ted Ciuba, and he's author of *How To Get Rich On The Internet* and presents shows on that topic, how to get rich on the internet. That's at Amazon.com, by the way, if you want to check that out, *How To Get Rich On The Internet*. We're talking to him about that very subject.

Tell me a little bit about some of the other people that you do this challenge with.

Ted: Well, every one's interesting. So far, we've done it three times. The first one, we had, like I said, a preacher draw. Doggone if this person that this preacher – who was a lady – drew wasn't the preacher who was sitting next to her. They didn't come together, but they found each other.

So he was a preacher. And he comes bouncing up. Actually, he bounced out of his seat like the cork popping out of a champagne bottle. He said, "I won!" We counted the number off the ticket.

And basically, he came up and we guided him, too.

Now, his first comments were, "My wife has been working on a book about relationships for the last six years, and we'd like to get it up on the internet. It will be ready in, we think, about two or three weeks."

Well, of course, that is a legitimate product and that is an information product, right? You can sell it as an ebook and it won't cost you anything to deliver.

But right off the bat, we said, "We've got to do something quicker than that, because we can't wait three weeks for results. We've done this publicity challenge."

So basically, the same thing. We get him, we call it the hot seat. We sit him down and there's a group of three to four marketers, and we start hammering him, guiding him, guiding his thought process. "How do we brainstorm a product? How do we create it? What do we say to make a sale?" In the profession we call it copy, otherwise people outside the profession call it advertising. Every web page that intends to make a sale has advertising.

We had to hook it up again, so that he could take the money and he could send out thank you notices and stuff that if you try and do manually is gruesome. But if you do it with the systems, it works easy.

Again, we created the product, got it up, did some marketing, and he created \$4,372 in 72 hours. \$4,737, excuse me, in 72 hours.

By the way, you can see the progression. He was the first one we did. We had never done it before. We had every confidence it would work, because we deal on the internet every day, we do promotions every day, we do websites, and we're teaching and working with hundreds and even thousands of people over the course of a year.

So we knew it would work, we just didn't know how much we'd make.

But the first one, with him, we helped him make \$4,737 in 72 hours. The next one jumped up to over \$10,000. It was \$10,622. And that lady, by the

way, has gone on and started doing some consulting with Neiman-Marcus on their website.

The third one was \$11,431. So who knows what this next one will be coming up.

Interviewer: So what's the brainstorming process, in terms of coming up with something marketable? I mean if you walk in the door, it seems to me some guy's going to say, "Gee, I don't know anything. What do I know that I could write about and sell?" What's the brainstorming process like?

Ted: Well, the brainstorming process is really just finding out if there is anybody looking for what you would potentially like to sell. Ideally, it's done that way. For instance, there's a site called GoodKeywords.com. Just like it sounds, GoodKeywords.com. You can download a little software, and you can type in a keyword and it will go and search Overture's database, which is a pay-per-click search engine, and it will tell you how many people are searching on that and how many people are searching on related terms.

In other words, if you went in and typed in "real estate Fort Myers," it would come up and tell you that maybe there were 21,623 people searching on that. And you go, "Okay, that's great." But it would also tell you "real estate Tampa Bay, real estate Miami, real estate Florida, and other things, too.

For instance, apartments for rent, residential homes. In other words, I don't understand the logic, but it's smart and it gets related keywords and it tells you are there people searching for this term.

Now, this goes back to the whole secret that I was telling you about. On the internet, we're in a global market. We're not only in, as my first example, real estate Fort Myers. In fact, the very people that are most likely to be interested in information about real estate Fort Myers are probably people outside of Fort Myers who are thinking about moving there. Right?

Interviewer: Right.

Ted: So it's logic. If you, therefore, are a real estate agent in Fort Myers, you say, "That's good, now I'm going to offer a free report." And there are a lot of techniques, but one of the techniques that's basic is using a good, strong headline.

One of the headlines that really works is, "Warning: don't contact any real estate broker in Fort Myers before you get this special report that reveals the seven ways you're likely to pay too much when you use a conventional real estate broker."

Now, if someone's thinking about moving to Fort Myers or thinking about buying a house, are they going to be interested in saving money also? And presumably, that report would be guided to, "Hey, I happen to be the guy

on the white horse, the guy who really cares about you, the guy who knows that these others are out to gouge you.” This is all marketing talk.

“Therefore, be my client. I’ll find what you want and I’ll start right now, even though you’re not coming for six weeks.” It’s a way to make contact and get the relationship going.

Now, that went from online to offline, but the report was delivered online at no cost.

Interviewer: So you’re basically identifying a market first, and then brainstorming what you can offer them, that would be of value to them?

Ted: That is correct. That is correct. That’s the intelligent way to do it.

You’ve always got to deliver what people want. Hollywood does this, too. We ask ourselves, “Why is there so much violence on TV?” Because we know it’s training our kids, giving them bad images. Why is all the news bad news? The reason why is people go to sleep and turn off airy-fairy movies; no guns, no violence, no sex.

Same thing on the news. Good news channels always fail.

So basically, whatever market you’re in, you’ve got to go with what the people want. For instance, something that’s real obvious, the real estate broker we just used the example on says, basically, “I can save you money.” That is the interest of the potential buyer or client. It doesn’t say,

“Lord, help me out. I’ve been having a hard time. I got my first Cadillac repossessed. I’m a payment behind on my house. I need your business. Please, help me!” That’s not what’s going to help the customer, right? That’s not what the customer’s thinking about, anyway.

So there’s a lot of these principles that, as you do learn to market, you can learn real quick and real easy because a lot of it’s common sense. It’s just things that if you’ve never thought about, then you’ve just never wrapped your mind around it and you don’t have those kind of thoughts.

Interviewer: We’re talking, again, to Ted Ciuba, author of *How To Get Rich On The Internet*, which is on Amazon.com, if you want to check it out. He has a website, www.WorldInternetSummit.com. And we’re talking about basically how to make money on the internet.

Sooner or later, whenever you get involved in something, you start thinking, “Is there a way I could make some money off of this?” And the internet is definitely a rich ground for that.

Let’s say you’ve got some guy that comes in, has no idea how to use the internet. What do you tell him?

Ted: Well, if we get someone who really and truly has no idea and no way how to use the internet, doesn’t know how to turn on the computer, those people we truthfully say, “Hey, you’ve got to have basic skills.”

It's just like if I'm advertising for a delivery driver and someone comes up that has never sat behind the wheel, doesn't have a license, I tell them, "You've got to have basic skills. You've got to go get a license, get some experience."

So one of the best things and easiest things you can do, and everyone's situation is different, you can start, a lot of times, in-house. You've got a daughter, a niece, a son, a spouse, community colleges, a lot of them have courses.

I've seen a lot of people turn around with a one-semester course. And I've seen a lot of people get going at CompUSA. They buy a course and then they buy the eight or the 16-hour training they've got. And that's really the basic skills that you need. It's not too much.

For instance, I saw one guy one time, that came up and they said, "Okay, we're going to show you how easy this can be to create a web page." And they said, "Okay, type the word dear." The guy'd never looked at a keyboard before. He didn't even know where the letter D was.

And then, of course, the letter E right after that.

There's got to be some level of competence that anybody expecting to make money on the internet understands and works with.

The good news? The bar is very low. Basic typing, computer usage, surfing skills to start with.

Interviewer: And the thing about computers, another thing you mentioned, you were talking about computers, availability of instruction, you can get some online, too. Although it might be easier to have somebody actually show you. And that sounds a little backwards, but libraries often have computers that you can get on. They're already signed up and signed on. You can go ahead and do it in the library and get comfortable surfing and everything, a little basic skill there, and you see how easy it is.

Ted: Exactly. Plus, at the library, they've got staff there that are dedicated to helping you.

Interviewer: Again, we're talking to Ted Ciuba, author of *How To Get Rich On The Internet*, a number two best-seller on Amazon.com, by the way. His website, www.WorldInternetSummit.com.

Tell me a little bit about your book.

Ted: Well, the book is really powerfully-packed. And the reason why is it's not just a theory of one individual person – i.e., Ted Ciuba, the author. I picked other people and invited them in to tell us how they do it. So you see great commonalities.

For instance, Terry Dean, we were talking about 72 hours, he did a challenge and earned \$33,000-some-odd in 72 hours.

Robert Allen, who many people may know from his *Nothing Down* real estate days, the internet came along, he decided, “Hey, I’ve got to get on here,” and he sent himself a challenge to earn \$24,000 in 24 hours.

Interviewer: I interviewed him one time.

Ted: Cool! Then your listeners probably are aware of him. Of course, he didn’t make that \$24,000 in 24 hours. He really made \$95,000.

Now, that’s what I call rich. And that’s not the standard everybody has to have. A lot of people, making \$3,000 to \$5,000 is going to absolutely change their lifestyle.

So we had people like him, T.J. Rolleter, multi-millionaire mail order marketer turned internet. We had Ron LeGrand, Carl Galletti, Randy Charach, Armand Morin, who a lot of people who are interested in marketing would know. So we had all of these people together, and the basic question I, as “the investigative report” was asking, “Okay, how do you get rich on the internet?”” That was it.

So these 17 people revealed how they did it. For the benefit of our listeners, there are certain commonalities, which they would find in that book. And a lot of them relate to getting an information product, because your margins are outrageous, to building a list of clients and customers that you can go back to with a second promotion. When you sell one book – for instance, in my case *How To Get Rich On The Internet* – you can offer

them another product, i.e., the How To Get Rich On The Internet Home Study System.

So you find these certain themes that come up.

Now, the whole thing about it, these 17 experts, every single one of them are doing it – even Robert Allen – from their home. In fact, Robert had the TV cameras in on his home during the event.

So that's what's so phenomenal, and the internet's made it perfect. We've taken the internet, all of us little guys get on, and for us to make \$100,000, \$200,000, \$300,000, sometimes up to \$1-million, is phenomenal. And to us, it means a lot because we have mostly information products – low overheads.

Whereas if the power company earns that, they have high overhead because they've got these lines that they have to keep up. And they don't charge you extra when a hurricane or a storm comes through and knocks down telephone poles. That's costs that they have to eat. They've got personnel and payroll.

So it's different dynamics of being a little person with a little skill on the internet with an information product that you learn to nurture customers with, develop a following, that can really make you quite literally, as the book says, rich.

Interviewer: Well, my guest has been Ted Ciuba, author of *How To Get Rich On The Internet*. You can find it on Amazon.com. It runs \$19.95. If somebody buys a lot of books, that's a very reasonable price, I know.

You can also check his website at www.WorldInternetSummit.com.

Ted, thanks for being with us today, talking about *How To Get Rich On The Internet*, your book.

Ted: Thanks for having me. I appreciate it. And I hope we helped your listeners there.

Interviewer: Thanks, a lot.

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