

# Common Sense With Chrome Trim

The Roadmap To Internet Marketing Success

**With Frank Garon**

[www.internetcashplanet.com](http://www.internetcashplanet.com)

**Interviewed by George McKenzie**

[www.get-free-publicity.com](http://www.get-free-publicity.com)

## TAPE ONE

GEORGE: Hi. This is George McKenzie. If you do much Internet marketing, you probably know a little bit about Frank Garon. While a lot of dot.coms were going bust, Frank actually figured out how to make money on the Internet. And make a lot of it. He's now famous around the Internet as "the former New Jersey truck driver who earned "137,000+ last year." Frank will be the first to admit, though, a few years ago—before his Internet business took off—he had maxed out his credit cards and actually gone bankrupt. How times and fortunes have changed for Frank Garon!

Frank was a guest recently on my radio show, but because of time constraints, I couldn't even begin to cover all the ground I wanted. So I asked him to set aside an evening and share some of his success secrets with me while I recorded. The interview that follows is the result of our conversation that night.

G: Welcome Frank. How're you doing?

F: Hi, George.

G: It's so great to have you here. You're almost a legend on the Internet. Do you know that?

F: Yeah. That thought actually scares me, I have to tell you.

G: Just today, I was going through my email, and there in the email was someone talking about the story of "the New Jersey truck driver who now makes over \$100,000 a year with network marketing and with the Internet." I read into it a little bit, and, sure enough, Frank Garon's name popped up. That's one of the things we're going to talk about today. That establishes your credentials. The first thing I want to talk about, Frank, is what your life was like, say seven or eight years ago. Can you kind of give me an idea of what you were doing back then and how much money you were making?

F: Sure. I was driving a tractor-trailer. I'd wake up in the morning. I'd drive to work. I'd curse about the traffic. I'd get into my job. I'd curse about my boss. Drive a truck all day. Drive home, and curse about the traffic on the way home. Come home, eat dinner, watch TV, and go to bed. That was my life, and I made \$14.25 an hour for doing that.

watch TV, and go to bed. That was my life, and I made \$14.25 an hour for doing that. Now I still curse about the traffic, oddly enough, but I don't really have to drive unless I want to. Basically, I wake up in the morning when I want. I get on the Internet when I want. I work with who I want. I do what I want. I stop when I want. And I make what I want. It's pretty cool, actually. It beats the heck out of the alternative.

G: How have you managed to do that? What's been the secret of your success?

F: I think a Puritan work ethic, to be real honest with you. I'm writing this in my newsletter today, so I'm glad you brought it up. Basically, what I did – and it's funny that you I'm like a legend on the Internet. Well, I appreciate that and I'm happy to hear that. But it's a sad state of affairs that an average person who does what any other average person can do is somehow held in high esteem. I don't mean that in a bad way, George. Everything I've done to get here, everything I've done over the past six years, everything I've learned, everything I've tried, everything that brought me to this point is totally duplicatable. It's totally within reach of the average person. And it's totally within reach of the average person who does not know a lot about the Internet, who does not know a lot about business, who does not know how to go about getting free publicity. And that's actually good news.

G: One of the things one of my favorite people told me once was to be a success on the Internet, you basically have to be doing three things at one time. Number 1 is developing a list of people that you can write to, communicate with, share your knowledge with. Number 2 is you have to be developing products. And Number 3, you have to have a website. You have some products now, but for most of your career on the Internet, you have not had your own products, right?

F: I made it to the five and a half year mark without one product of my own. I was using other people's concepts, other people's products, other people's ideas to make myself a ton of money.

G: What was the most important factor for you there? I'm guessing you're going to say the newsletter, because I heard the tele-seminar you did with Terry Dean. All through that, the theme kept coming up – the newsletter, or the ezine, or the list as some people call it, is really extremely essential. Right?

F: Let me put it this way. It's so critical that the odds of you making money without it are drastically damaged—the odds are so incredibly against you making money without a mailing list that if you were my mother, I wouldn't even bet on the odds of your success. I mean, it's like saying, "I'm going to drive from here to LA, but I'm going to drive at night. I'm not going to turn my lights on, and I only want to do it with a quarter tank of gas." It's like suicide. Basically what you're saying is, "I want to make money, but I do not want to do the things that are most liable to make me money." It's sort of masochistical. The funny thing is there's a big fear. "How do I get these people? How do I find them? What do I do with them? What do I say to them? How do I get them to buy from me?"

I wrote an article...it's crazy, George...I actually have people in my business...I want to get serious for a second here. People who have been molested as children, God forbid; it's hard to even say it. People that are breast cancer survivors. People that are recovering drug addicts. People that have been injured in accidents. People that are alcoholics. Horrible things in life. Parents that have lost children. Yet they've picked themselves up; they've dusted themselves off; they've gone on with their lives, and through all that, they've found some measure of happiness and some measure of self-worth. Yet when they get on the Internet, you would think that you were asking them to do the impossible. People who are heroes, people I admire for facing the adversity in life. Yet somehow this whole Internet thing has this mystique, this unseen and unspoken horror, this nightmarish quality that says the average person can't do it. That it's too hard, too difficult. That it's not something that an average person can learn how to do. I don't buy it, and I refuse to accept it. I'm an average person, and George, I don't want to speak for you, but the word on the street is that you're a pretty average person too. Yet we've both managed to make a success of things that we didn't necessarily have a talent for from birth.

If you don't know how to build a list right now, if you don't know how to get free publicity right now, if you don't know how to build rapport with people right now, that's not a problem. They're all things that can be learned. What George and I can't teach somebody is how to pick themselves up and dust themselves off. We can't teach people listening to this tape how to believe in themselves and how to master some very basic business information that one needs to be able to do.

G: Another thing that strikes me is that I see so many people who think it's going to be easy, think maybe all they have to do is put up a website. They don't realize – here comes a cliché. You've heard the one about how do you eat an elephant? One bite at a time.

F: Yeah.

G: They don't realize how big the elephant is.

F: It's funny because when I got my start in all this...The Internet now, my grandmother, God rest her soul, knew about the Internet before she died. We've got 80-yr-olds emailing each other on AOL. You've got people with laptops, and satellites, and TV Internet connections. When I got started, Netscape Mosaic was a browser you still bought in a store. Newsgroups were the hot commodity. It was Windows 3.0, 3.1, whatever it was. 8 megabytes of memory was a lot. Autoresponders were in the future. Opt-in mailing lists were just a marketer's fantasy. All this stuff is learned, and it's an evolutionary process. It's not revolutionary.

What you need to do is get in, get in motion. You climb to the top of a mountain and you ask the guru, the Great Rangeesh, you say, "Oh, Guru, oh Spiritual One. What is the meaning of life? What is the meaning of my existence?" He says to you, "All will be revealed."

Most people get frustrated with that answer. You climb to the top of a mountain, you want to make all this money on the Internet, and George and Frank are telling you, “Just get in the car and do it.” Most people aren’t going to believe it’s that easy. Most people don’t trust their instincts and do not believe strongly enough in themselves to just get in the car and start driving. Get on the Internet and starting doing it. I’ll tell you what, people. I didn’t know anything. I couldn’t even turn the computer on. I used to have my wife Marie boot me up and turn me off that night. I didn’t know anything. And you know what? I was a truck driver. I was nobody. Nobody special. Nobody different. Nobody who knew anything about marketing. Nothing. I had no skills. I was an unmarketable commodity. I have to be honest with you. And yet, look what a person can do in six years. I’m not tooting my horn. I’m saying as a whole, as a member of society, as part of humanity, as someone who truly believes we’re all brothers and sisters. Look what you can make of yourselves through the power of the Internet. And with just a few basic, common-sense techniques that we’re going to get into detail with on this particular tape.

G: And that was what I wanted to get into next—exactly what you have going in the way of ezines and newsletters. Give people an idea of what you’re doing right now.

F: I have a website at [www.internetcashplanet.com](http://www.internetcashplanet.com). That was a shameless plug there, George, and you know what? That’s just a little common-sense marketing technique. I’m shameless—I got my plug in there. I have an opt-in newsletter. People can learn from this. If you go to [www.internetcashplanet.com](http://www.internetcashplanet.com), feel free to get into my newsletter. Feel free not to get on my newsletter list. But I have an opt-in mailing, a voluntary list, of people who said, “Hey, Frank, tell me about it. Tell me what you’re thinking. Tell me about the Internet.” People volunteer to get on my list, and four or five times a week, I send out a message. Sometimes I’ll pat them on the head; sometimes I’ll kick them in the pants; sometimes I’ll hard-pitch them; sometimes I’ll soft-sell them. Every day is an experiment. Every day I’m still learning. But you know what? Every day I make money. Every day, Frankie Garon, former truck driver and ne’er do well, has more in his bank account than he did the day before. And that’s pretty powerful, because if I can do it, anybody can do it.

G: You touched on an interesting point there, too, because you said you can try things. The Internet gives you the ability to try things without having to reach into your wallet and max out your credit card with an idea that maybe doesn’t work.

F: Well, I was late for the Internet because I had tried several home-based businesses. They all required cash, and I didn’t have cash. I actually made some poor business decisions. My eyes were bigger than my credit limit. I bought the wrong businesses; I bought the wrong programs; I bought into the wrong gurus. That sort of thing, and I did myself wrong. By the time I got started on the Internet—I got my start with network marketing—by the time I hit that point, I was broke. The great thing about the Internet... 25 bucks a month for hosting for a website. 25 bucks a months tops for what we call an autoresponder, which is something like an automatic secretary that automatically answers

people's responses when they ask for information. A list service, which I think of as automated secretary; when I send a memo to her, she distributes that memo to my entire mailing list. For 45 to 50 bucks a month, you're armed and dangerous. As long as you can think on your feet, as long as you have some hustle in you...I'm not going to say that 50 bucks a month is going to get you to the top. What I'm going to say is that \$50 is enough to get you started, and a \$50 a month, \$100 a month, maybe even as high as \$500 a month, is really all a person needs to be able to create a viable and profitable Internet business. The great thing about it is you don't need a million dollars, like a McDonald's franchise. You don't even need \$30,000 to get started. Throw a few hundred on the credit card; choose your moves wisely; and an average person can make a go of it.

G: What do you put in your newsletters, Frank? I see some people who put almost all ads, and others are mostly content. What's the combination on yours?

F: Again, I'm here to make money, so, quite frankly, where other people have an introduction...this email brought to you by Nabisco and you're on this list because of and how to remove and table of contents, I leave all that out. I go for the throat. Here's today's top pick by Frank. Here's today's tool of the day. Here's today's kick in the pants. Here's today's kiss on the cheek. I reach out and grab you.

Mediocrity is going to cost you money online. You can be bad, and get good. You can be good, and get better. Either one of those will make you money. But if you're mediocre and stay mediocre, at the beginning there's no money, and in the end, there's going to be no money. That's one thing I want to tell people. If you're not a writer, if you're not a composer, if you're not Stephen King, if you're not schooled in grammar, don't worry about it. The Internet is like one big blackboard and eraser. If you screw up today, you can start over tomorrow, and it doesn't cost you anything. That's why I like it. It's the perfect medium for somebody that's new, somebody that's trying to figure out who they are, and what they are, and what they have to offer in the marketplace.

G: How often do you publish, and how often do you think is right to publish or good to publish?

F: The defining rule is: Publish as often as you have something to say and don't publish if you don't have anything to say. Fortunately for me I'm quite opinionated. I pretty much have something to say every day. I don't have a problem. I hit my list seven days a week for almost three years and made money every day. Now it's three to five times a week. I'll probably go down to bi-weekly because my audience is so large and so loyal, decreasing the publishing rate doesn't cost me anything. I would say at a minimum, two times a week. There are a few reasons why I say that.

Number 1: You're practicing your craft. If you're only doing it once a week, bi-weekly, or monthly, you're not doing it enough to get good at it. You're going to be bad at the beginning, so you have to grind it out like pulp fiction. You have to practice; you have to get out there; you have to learn from your mistakes; you have to fall on your face; you have to develop a body of work.

The second thing is, if you publish weekly, bi-weekly, or monthly, particularly if you're new or an unknown quantity, you're not building brand recognition. I think two or three times a week in a lot of markets is appropriate. Yes, if you don't have a lot to say, don't say it. The worst thing you can do is to something to your list that is of no use to them. But if you think on your feet, and if you have any sort of a product or service that appeals to a certain, clearly-defined target market, you can find enough news to publish, maybe twice a week.

G: Once you've built this list, and you're publishing, you don't have to spend much money for advertising, do you? Do you do any at all right now?

F: I have to say I published this particular newsletter almost daily for three years. My total ad budget to date probably averaged out to a penny a day. I had no money. Literally, I had no money. Now, six years into it, three years of publishing a daily newsletter, I'm just now prepared to spend several thousand dollars in advertising. And I'm nervous. I'm thinking, "why should I spend this money?" I know I need to do it.

A little side note here – every subscriber on my newsletter list translates to an average of 8 to 11 dollars net income per year. In my pocket, on my family's table, in my bank account.

We talk about publishing. Every time I published, I made money. So I kept publishing. It's the same thing with now doing paid advertising. I got to this point without it. I did not have money, OK? Now that I do have money, now I know what a subscriber makes for me, I'm now prepared to spend money because I'll make between 8 and 11 dollars for every 10 to 15 cents I spend to generate subscribers. It's really neat. You don't need a big budget. What you need more than anything else is personality and an opinion.

G: That's been the secret to your success. I guess it's not that much of a secret. You actually make it pretty clear that your willingness to state your opinion and tell people what you think has been what has attracted a lot of people to your newsletter.

F: I would say I'm kind of an imp. I've kind of branded myself as a rascal. You want to smack me on the butt and you want to pinch me on the cheek at the same time. I want to do a little song; I want to do a little dance. I want to make you laugh; I want to make you cry. I want to make you think, and I want to make you remember me. Branding yourself is essentially free. There's only Frank Garon. There's only one George McKenzie. There's only one of you listening to this tape. That's your most precious commodity. It's your most abundant commodity, and it's the most powerful commodity you have to make money with.

That wasn't all well-thought-out. I didn't do this deliberately. I wish I would have—I'd probably be making a million bucks a year. I just knew instinctively when I got started, I didn't have a lot of money to work with. I didn't have a lot of "talent." I couldn't tell you about search engines. I didn't bring anything to the table except myself. So what did

I do with that? I ran with myself. I exposed myself. I laid my thoughts, and my heart, my beliefs, and my opinions out there, and I didn't really worry about what people thought because I was stuck anyway. If they didn't like it, I couldn't spend money to fix it. So I was at the point that I took the free resources that I had and the only tools I had to work with. I just instinctively ran with them, and it's one heck of a ride.

G: Now you said you had no ad budget at all. Yet you've managed to build a list of...how many now?

F: Right now, it's at 18,000. By the time the tapes come out, after advertising kicks in, we'll be at 40 or 50,000.

G: The question people will ask is, "How did you do it without advertising? How did you get all those people on your list? How did you get them to subscribe to your ezines?"

F: To quote an old show-business term, you make your own luck. By being in motion, by being honest, by being opinionated, by being consistent, by being out there every day, a few people took a shine to me. A few people gave a beginner a hand up. There were so few people with opinions, so few people willing to say what they thought, and because I did it, I guess I naturally attracted attention.

G: What about the technology that you used? You had a website. There are some other things you can do. People write articles to help get the word out about themselves. What are some of the things you did to help build your subscriber list?

F: Ad swaps, published articles, wrote articles, I asked people. You know what I said? I told people, "Call me. Call me and I'll give you free advice. I'll give you fifteen to thirty minutes of my brain." That sort of things...I don't know, there was a lot of things. Free reports, writing free reports.

G: And don't you ask for people to subscribe to your newsletters right on the website?

F: Yeah. That's the whole purpose of my website. Tell me who you are. Tell me what you're looking for. Tell me what kind of help you think you need. Let's build a relationship. I'm not looking to get in your drawers today, quote-unquote. I'm looking for some romance, some sort of relationship. Let's come to know each other; let's walk hand-in-hand; and then maybe there'll be some love. That's the thing on the Internet and the thing about business in general, George. People get online and they just go for the throat. There's no seduction, no romance. I'm a guy, but I like romance. I like seduction. I like intrigue. People sell. They go, "Here it is. Buy it." And it's like, wait a second. Where's the flowers? Where's the dinner? Where's the movie?

G: Where's the champagne?

F: Yeah. Can't a girl get some romance? It's crazy because all the things that work in life, in real life, work on the Internet. The mystery to me is why people get online and

forget everything that works for them in their real life. If you don't like to be sold offline, why do get online and become a salesperson? If you're working a network marketing business and you don't like to be slammed into a program, why do you think you should do it? If you don't like an MCI telephone canvasser calling you in real life, why do you act like one when you have a prospect? If you like somebody to care about you, if you like to walk in a store and be pampered, if you like to walk in a store and feel like they're rolling out the red carpet for you, why don't you do that for your customers on the Internet? People get on the Internet and they act like they're Alice in Wonderland. You know, like things don't make sense, with Mad Hatters and March Hares. This is Business 101. This is it. This is the joint. This is where the tire hits the road. The Internet is business. It's real business.

There's a myth and a mystery about the Internet that anyone can get on. And that's true. But there's a myth and a mystery and a misunderstanding that anyone can do this. And that's true. But the fine print, the disclaimer, the misunderstanding is it's true if you treat it like a business and if you treat people like you want to be treated. My personal opinion is all you can be is who you are. All you can be is yourself. All you can bring to the table is who you are right now. And you know what? In 99 cases out of 100, it's good enough. It's good enough for you to set up a basic website with an email. It's good enough for you to built an opt-in mailing list. It's good enough for you to buy a marketing course or two and tapes and figure out how to make a couple of bucks. You've got to start where you can start. My English teacher would have me say, you should start from where you can start.

Get in the car and drive. I don't care if you're selling birdhouses, life insurance, aluminum siding, arts and crafts, anything that requires publicity, anything that requires promotion. In particular, if you're a small business, if you're a mom-and-pop, if you're "statistically a small business" – whether you're an entrepreneur, a one-man show, if you've got 20 employees or even if you've got three stores. Everything begins and ends with you – your brand recognition and what you do for your customer. And I'm going to tell you, on the Internet, institutional advertising – just saying "here's who we are; here's what we do" – is not enough. In most cases, it's going to cut your throat. Chevrolet can put up a website and say "here's our midsize cars; here's our pickup trucks; here's our vans." Right? Because they are Chevrolet. Coca-Cola can do that. MCI can do that. These are institutions. You and I already know who they are. We can just go to the website and make a selection. We don't need to be romanced and nurtured. We just need the facts.

What I'm going to propose to you today, as a small to medium business, you need to be a hustler; you need to be a go-getter; you need to be engaged in guerilla warfare. It's like you're running for office. You need to get every last vote that you can. You need to seduce, and entertain, and romance, and pander to as many people's needs as you possibly can. You need to get them on an in-house list; you need to tell them what's in it for them; you need to build a rapport. Make them feel like king for a day and queen for a day. You need to have opinions, guidance, and advice for them. Over time, you will



build such a full list, such a powerful list, such a powerful sales tool that you will wonder how you ever got along without it.

## TAPE TWO

G: Let's talk about a few of the specific techniques. You've mentioned a couple already, but there are a few more I'd like to just throw at you, and you tell me, first of all, what they are for the folks in the audience who don't know what they are. And second, what your experience has been with them. Okay?

Besides the website and getting subscribers on the website, there are also things called pop-ups and pop-unders. Have you used those to get subscribers?

F: I have a pop-under on my website. Basically that's like an exit poll. It's like you already came to my website and you're leaving. Here's a free bribe or here's a free ticket to the movies to get you to put yourself into an autoresponder to put yourself on my mailing list or tell me who you are. And they work like a charm.

G: How about paying for subscribers? There are services you can go to where they'll actually give you names. Has that worked for you?

F: Yes it has, and so well in fact, that this is where I'll be spending the bulk of my advertising money. There are some different places out there – World Wide Lists, InfoWorld, ITSA World – other places like that that you can go to and say, “I have a list for bird enthusiasts. I need you to send me subscribers.” Some marketplaces are going to get you more subscribers than others. Some are going to get you less. Again, you start where you can start, and that's a great place to start. Obviously, there's minimum orders, but nothing that's going to break your bank account. A few hundred dollars spent on subscribers—you have to start somewhere. And the great thing about is paying for subscribers is such a shortcut that I think if I was to come on the market today and I had these tools and a little bit of money to work with, I could have shaved one to two years off of my income curve, off of the growth of my business. I could have taken one heck of a shortcut, and I'm excited about that because the different tools and technologies, like these different opt-in lists and pop-up windows and all, I didn't have them five and six years ago. Geez, I wish I did. We wouldn't be doing this tape now. I'd be in Aruba.

G: You mentioned writing articles a little while ago. That's a fairly obvious one, and that a lot of discussion elsewhere. But you also mentioned ad swaps. I guess the question some people want to know is how do you find people to swap ads with?

F: There are lists actually. You can go to yahoogroups.com or go to Google or Yahoo! or any of the search engines and do a search for “ad swap.” Actually, they're out there; it's like everything else—in the beginning, you have to pay your dues. In the beginning, you're probably not going to get as many swaps as somebody that's been around for awhile. So what? You build a house a brick at a time. You make one ad swap; then you make two; you make three; then you make fifty.

G: I'll share a personal story with folks. The reason we know each other is because I actually signed up for one of those ads for subscribers deals. I went out and started

subscribing to everybody's newsletters I could find through some of these deals that are out there on the Internet, and your newsletter was one that came to my attention. I started reading all the newsletters I could, and I started winnowing them down, so to speak. The ones I really liked, really enjoyed, I kept on reading, and the others I unsubscribed from if I thought I wasn't getting anything from them. But the ones I felt I was getting something from, learning something from, the ones that had a lot to offer, I just kept reading them. Then I started emailing articles out to those people, and the reason we know each other is because you responded to an article I submitted to you. Then I invited you on my radio show, and now here we are doing a tape together. That's a perfect example, isn't it, of how you build relationships in this business.

F: Let me ask this. What did it cost you for the ads that got you to this point?

G: I think it was 28 bucks, if I remember correctly.

F: Let me ask you a question. Did you starve because you didn't have that 28 bucks?

G: No, not hardly.

F: Did that 28 bucks instantly and immediately make you a millionaire?

G: No.

F: What was it though? A link in a chain. One foot in front of the other.

G: Right.

F: You were in motion. It's funny. As I say, everybody wants to climb to the mountain and ask the great guru what it's all about. Everybody wants to know how the movie ends, how the book ends. Nobody wants to read the individual pages though. Everybody wants to be retired on the beach and rich. Nobody wants to get down in the ditches and mix it up a little bit. You never know where life's going to take you. It just proves what we're saying about relationships. Let's say that 28 bucks was your last 28 dollars. Let's say that 28 bucks didn't get you any other results than for you to meet somebody like me, George. How much money hopefully and potentially is our relationship going to put in your pocket over the next week, month, year, decade?

G: It's open-ended because we can do things for each other. You talk about relationships – this is how it works. I have things you think are of value; you can introduce them to the people on your list. You have things I think have value, but some people on my subscriber list, which is about 6500 right now, may have never heard of you or they don't know anything about you. I'm going to introduce you to them. So here we go with a nice 'you scratch my back; I'll scratch yours' situation – a perfect example of how relationships work. It all goes back to that 28 bucks again. It's open-ended. There's no telling how much money we might be able to make together by the time this is over.

F: I appreciate the opportunity to get the publicity, because I am still an unknown. Frankly, I didn't even know about myself until 1998. That's how obscure I was.

Just look at that. Twenty-eight lousy dollars. You'll never miss it. And it didn't cost me anything. What I said to the service, the matchmaker that hooked us up, was, "In return for you, Mr. Matchmaker, sending new subscribers my way, I will allow each new subscriber that you send my way to place one free ad in my newsletter." I bartered. I didn't have money to work with; I couldn't pay for subscribers. Quite frankly, once I got to the point where I could pay for subscribers, I was too cheap to pay for them because I got this far without paying for them. So a Yiddish matchmaker hooked us up there, and it didn't cost hardly anything.

You're not always going to spend 28 dollars and end up in bed with Frank Garon business-wise. You're not going to spend 28 dollars and meet somebody that's going to do big things for you and that you're going to do big things for them. It's not going to happen every time. But by being in motion, by being empowered and taking responsibility for your own actions, the money is going to show up. There are so many good people out there—so many good, honest, decent people—that if you'll just be yourself...they say there's somebody for everybody. On the Internet, there are hundreds of them.

I have people now—I have Terry Dean, world-famous Internet guru. Four years ago, I didn't know him from Adam, yet last Saturday, he got up at three o'clock in the morning, got on a plane in Indiana, changed in Pittsburgh, got on a little 40-seat plane in Pittsburgh, and flew up here to northeast Pennsylvania to sit here and interview little old me—to make a tape set with me. Here's a guy that makes—I don't even want to tell you what he makes—on the Internet; he makes a substantial, substantial six-figure income, if not a seven-figure income when he puts his mind to it. The guy got on a plane, left his family on a cold, rainy, dark Saturday morning, and came to the mountains of Pennsylvania to interview me. Didn't cost me a dime.

But you know where it all started? You always look at what did you do to get to this point. It all started with me buying a list server. It all started with me having a little zip in my step. It all started with me being my own publicist, so to speak. I delivered results. I bought the guy's marketing course—it was a good course. I recommended it; I made some money. I didn't have the big picture. I didn't know it was going to lead to joint ventures with quote-unquote the name in Internet marketing. I just needed some money. I probably made a hundred bucks that first month. I thought I was a genius.

It's constant improvement; it's constant refining of your technique. You can't be an expert; you can't be rich; you can't be a guru from Day 1, Month 1, Year 1. It's like you're twenty years old and you want to be a blues singer. You want to sing the blues. Kid, you're twenty years old. Come see me in fifty years.

G: You haven't lived enough.

F: After three wives have left you, the dog bit you, and nobody knows the trouble you've seen. Don't come there and tell me that you're twenty years old and that you've lived long enough to be a blues singer. You haven't. How dare you say that? How dare you get on the Internet and figure you're going to be an overnight sensation? It doesn't work like that.

The only person that you're hurting by having unrealistic expectations, the only person that you're hurting by holding back on yourself, and the only person that you're hurting by not believing in your abilities enough to just get started and to make that first mistake, the only person that you're hurting is yourself. It's crazy.

On the Internet, there's money falling from the sky. I made \$130,000 in the last year I have full record for—we're still adding up last year's money. And you know what? That year I could have made a quarter of a million dollars. There was so much money, but I wasn't good enough. I wasn't smart enough; I wasn't far enough in my business; and I wasn't self-disciplined enough to catch all the money.

There's people listening to these tapes who've never made a dime on the Internet, and they hear something like that and can't believe it. But it's true. There's so much money, even if what we call a niche. Look at how big this niche is. Internet marketing – this niche is big enough to drive a truck through. It's not a specialty, like embalming fluids for morticians. It's not a specialty of fishing lures for fly fishermen. Or a certain kind of golf clubs for left-handed golfers. Those are the niches where the big money is. I'm painting with such a broad brush that sometimes I wish that I'd been a little more targeted and maybe appeal to blind, one-legged people who have the first name of Shanna. Any niche like that that you can speak about and have an opinion about and be passionate about is what's going to make you money.

That's what I love about the Internet. No matter what you are selling, no matter what you believe in, no matter what you're promoting, as long as you even gave it half a thought, there's a wide-open, receptive marketplace. The Internet is the perfect medium to reach the people that you want to reach. And it's so low cost, it's not even funny. And it's so duplicatable and so open to anybody and any marketplace, I would have to live a hundred lifetimes to even touch upon the beginning possibilities of how much money I could make online.

G: You mentioned ad swaps. There are other things. There's a thing called the Ezine Directory, and that's great for finding people. And there are some other directories, right?

F: Very much so. Again, just search on keywords “ezine directory,” “free advertising,” “newsletter lists,” “mailing lists,” “ezine indexes,” that sort of thing. None of us has an original thought in our head. Somebody out there is already talking to your target market. Why not find out who they are and what they're saying? Why don't you try to do a joint venture with them? You can write reviews for them; you can give them a

testimonial. You can bribe them, buy your way into their list. I mean, there are all sorts of ways to get started.

One of the most important things...when I look back on my career, I look at the host-parasite relationship. And I mean this in a good way. I don't mean it like a tick sucking the blood out of a horse. I mean it like you see on Animal Planet—these little fish that swim alongside the shark. The little fish eat the parasites off the shark and he also gets the leftovers from the shark's meal. And the shark, by sharing a little of his food with this little fish, keeps his skin nice and clean. Translate that to the Internet. If you're not big, find somebody that's big, and say, "Gosh, Mr., I just love you. Gosh, Ms. Superstar, Miss Person-that's-Marketing-to-my-Target-Market, I love you. Here's a review; here's an opinion. Let me sell for you. Let me entertain you. Let me make you smile." If you come to them honestly and openly, most decent people are going to help you.

G: You mentioned testimonials, too. How does that work?

F: I can tell you how it works for me. Let me put it to you this way. I have people send me testimonials regularly. If I write a good article, if I do a good tape, if I do a good interview, if I publish a good newsletter. It never gets old; it never gets old. Anybody who does that to me gets a pat on the head, a kiss on the cheek, and ten minutes of my time, baby. We all have egos. Even nice people have egos, and we all want to be loved. I have people write to me and say, "Frank, I like what you said there." And I might to them, "Yeah, give me a call, man. I saw in your signature file that you have a website. I took a look at it. Now let me give you ten minutes of free advice."

Isn't that something somebody could do to get free publicity, to get a hand up, to get themselves known?

I've also done it the other way. I've had people I paid my money to—they didn't know who I was. I bought their product; I bought their service; I thought it was good, and I told them. And they said, "Thank you." Terry Dean is one of them. I originally sent him a testimonial. I said, "Terry, you're a genius. This course of yours is the greatest thing going, man. It's fantastic." What did Terry do? He put me on his website: Frank Garon says I'm a genius. Not only that, he put Frank Garon, [internetcashplanet.com](http://internetcashplanet.com). He still has that testimonial up there. I still have people that come to his site, his target market, his newsletter list, for free. They come to me pre-qualified, because I sent the man a testimonial. I didn't send him the testimonial to weasel my way in. I sent it because it was heart-felt and honest.

It's all about being in motion. It's all about doing. It's all about instinct. It's all about just doing things. As long as you're not stupid, and as long as you're not real sloppy, your instincts are going to lead you to money. Your instincts are going to lead you to good people. Your intuition is going to help you evolve; your intuition is going to help you refine your business. If you're not good right now, buy a marketing course. Buy two of them; buy ten of them. Buy something that helps us, then send the author a testimonial. Ask the author, "I know you're busy. I know you've got a hundred million

other people asking you. But I'd love to get five minutes of your time. Is there any way that could happen?" If they say "no," they say no. Big deal. Somebody else will say "yes."

Little things like that, George, are arguably the things that got me to this point. Yes, anybody can do it, in any market, any niche, any type of product or service. It all boils down to common-sense. Every marketing secret, every marketing technique...you know what it is? Common-sense with chrome trim.

G: That's a great line.

F: Hey, George, I want to say here on this tape, I just copyrighted that.

G: Common sense with chrome trim.

F: All these secrets, all these new marketing guru experts – pay the guy a thousand bucks an hour so he can tell you the secret of life – it's common-sense with chrome trim...and pin-striping. That's all it is. People are paying good money to listen to us now. And that's great. I think we're really laying out some advanced techniques, some really helpful stuff. But how much of it is revolutionary? I'd like to think a lot of it, but also a lot of it is refinement and enhancement. Common-sense.

G: And doing what works for you.

F: Again, it all comes back to being yourself. I can't be George McKenzie. I can do a pretty good impersonation.

G: I don't know why you'd want to be.

F: I don't know. All I do is I can't be you. I gotta be me. There's a bad song in there somewhere.

G: I think Sinatra had something like that.

F: It was good when he sang it. It's bad when I sing it. People don't want to hear me sing. I'm not a singer. I'm me. I'm a guy that drove a tractor-trailer for a living. I married at a young age, divorced at a young age. Finally got re-married. You know, it's funny. We're all filled with so many different things. I drove a tractor-trailer for a living, and this summer will be five years working from home full-time. I still keep that tractor-trailer license renewed every three years because it reminds me of who I am and where I came from. We're all filled with different marketable skills we don't even know of.

It's funny, like with me. I'm ...I'm at a loss for the word, here, but you'll know it, George. I'm like an enigma, because you know what? I read Thoreau, I read stuff like that, Ralph Waldo Emerson, this one and that one, philosophy. I cry at sad movies and

sunsets and babies and weddings and stuff. Yet here I am. When I used to drive a tractor-trailer, I'd put my sunglasses on. I'd have my flannel shirt and my dungarees and my work boots. I looked like Mr. Tough Guy.

We all have these different hats that we wear, and all these different life experiences, and all these different things that come from our personal life. An encyclopedia of living that we can take and apply to the Internet, that we can take and apply to business. Everything I do now is something I did in my personal life. I was goofy in my personal life. I was a jokester, probably from birth. I told a joke as they were cutting the umbilical cord. I was sensitive. I was sometimes quick to anger. Sometimes irrational, sometimes too generous. Sometimes too harsh, too nice, too whatever. All that translates over into your Internet life, which is fantastic. I love it, because what it means is, you don't have to be a genius.

Mr. Tape-Listener, Ms. Tape-Listener, you don't have to be a genius. Everything you need to make money you already own and possess. The whole concept behind these tapes is about getting free publicity, about getting yourself known, about how to make yourself more believable, more profitable. That's not something some Madison Avenue place can teach you. They can try to; they can charge you an arm and a leg. Being real and being yourself and trying to find out what your prospects, what your potential customers, what your current customers really and truly want. By breaking down that wall that typically exists between client and vendor, client and solutions provider, customer and service deliverer, by breaking down that wall and getting them to relate to you and figuring out how to relate to them better, that's where the money is at. Nobody on Madison Avenue can teach you that.

G: You mentioned relationships a couple of times, Frank. Especially your relationship with Terry Dean. I've been listening to the tapes of your eight hour tele-seminar. One of the things Terry mentioned on there that I thought our listeners would enjoy, as far as getting subscribers and building up their lists. He says sometimes he will pay for advertising. But instead of trying to get somebody to buy something from paid advertising, he's just trying to get them to get a free report from it. He'll run an ad in an ezine, and he'll say get this free report on whatever subject. He doesn't even direct them to the website; all he's doing is getting them on his email list. I imagine you've talked that over and maybe even used that strategy yourself once or twice.

F: Well, I've got to be honest with you. It can work well both ways. If you have enough money and a good enough product, you can advertise to a list if you've targeted yourself properly and you can make money. One of my hobbies is trains; my background is transportation and distribution management. That's what I got my degree in. If there's a train, a truck, a bus, a jet plane, an ocean liner, whatever, I have an interest in it. If somebody came out today with a videotape or a book on a train, a railroad I was interested in, they can do the advertising. They can say, "Here's a book on the Pennsylvania Railroad. It's 100 pages, and it has colored pictures." Man, I'm going to buy it because I like it. So you can do that.



All I'm going to say to you is, in my opinion, the money is getting me on a mailing list. Whether it's a "business" or you're selling to the hobbyist or you're selling a lifestyle, something that makes people's lives better, any of this, my honest opinion, and what I've seen reflected in my bottom line, is building the relationship – not going for that sale the first time out – is what's going to make you the most money.

And I'm going to say something else to you. I call them "paying my bills" newsletters. Every week or two, I'll send out an extra edition of my newsletter that is a flat-out sales letter. "I just bought this new course from Lee Benson." "I was speaking to Andrew at [getmassivehits.com](http://getmassivehits.com) today and he was telling me he has this." This sort of thing. "I want you to go buy it now." I can get by with that, and I make sales.

But buffered on either side of that is going to be a friendly newsletter that gives people good, free advice and that lets people know I care about them. And it's great, because I can go for the jugular. I can go for the totally crass sales pitch, and I can make a ton of money from it, where somebody else can't. Because somebody else is trying to sell every time. Because somebody else doesn't understand about the relationship.

It comes back to the versatility of the newsletter, building an opt-in list. I can cash in my chips. If I wanted to make a thousand bucks tonight, I could press send and make a thousand dollars. With no overhead, no inventory, no physically tangible product or service. Just by selling a recommendation on the Internet. That's a wonderful thing, but I didn't get to this point without building the relationship.

### TAPE THREE

G: You anticipated beautifully what I wanted to talk about next, and that was how you do that without having products of your own. Let's talk about affiliate programs. I'm sure most of the folks listening to these tapes understand about affiliate programs, but maybe you could just give us a little bit of a definition and talk about how you've used affiliate programs over the years to get where you are.

F: Again we're talking about the benefit host – parasite type of relationship. I did not have products; I did not have the expertise; I did not have the knowledge to get out there and develop my own stuff. Quite frankly, even a year ago, I probably wasn't good enough to put my own stuff out in the marketplace. How did I get this far? Well, I joined as an affiliate and I went out there and said Geez, this Terry Dean guy, this Jimmy Brown, Lee Benson, Rick Benateau, all these people. In network marketing, Big Al, Robert Blackman, Joe Schroeder, these types of people. They all had good stuff. I said let me use this and let me recommend it to my list. Let me tell these people what I like about it. And boy, it sure carried me. It carried me far; it made me a lot of money.

G: For those who don't know the mechanics of it, though I think most of our audience probably does, when you recommend a product—and it ought to be a heart-felt recommendation; we can talk about that a little more in a minute—when you recommend a product and someone on your list buys it or someone buys it by clicking through a link on your website, then you're basically paid a commission. You're paid a share of the revenue for that product. That's basically how it works, right?

F: Yep, and it never gets old. I don't care if I made two bucks, ten bucks, a million dollars, from a sale. It's all good, and it all adds up at the end of the day.

G: Part of the key to the success of what you've done, though, is you choose those products carefully. You just don't recommend anything that comes down the pike, right?

F: Oh, God, no. There's no point. Anything I own, anything I do, anything I say, is something...again, talk about integrity; talk about honesty; talk about operating in good faith. Everything I recommend is something I own. I'm in a position now where people come to me and say, "Frank, I want you to sell this. I'll give you money; I'll make a deal with you." That's all well and good, but you know what? I don't care if you give me a million...no, actually, I lie to you. That's my price. If somebody wants to send me a million dollars to promote their stuff...that's the dollar figure I can be bought at, George. But up to that price point, I can't be bought. You have to provide me with a product or a service to review, and that product or service has to be of good value to me before I recommend it to my list. I can't do it any other way.

You know, it's funny. There are two schools of thought on the Internet. There's go for the jugular; sell them anything. Who cares as long as you're making money? Don't worry about the other guy. Then there's the high road. Not to get into morality here, but all I'm going to say to you is the latter is much more profitable in the long run than the

former. I have so many people that I've watched over the years go from program to program to program to program, and yet they have no success. The reason they have no success is because they don't stand for anything. Something new comes out tomorrow, something new comes out next week, that's the greatest thing. Forget about the good thing I told you last week. This one is really good, but next week I've got something even better. It's crazy.

Anything I recommend—people can go right to [www.internetcashplanet.com](http://www.internetcashplanet.com) —there are some different links on there if you poke around. It says these are the top tools that I have found to be helpful for myself. I got started in network marketing, and as an outgrowth of that, I started to have other people ask me, “Frank, how did you do so good in network marketing? Where are you getting your leads from?” So I'd tell them about Pro-Step, which is a lead generation company. “Who are you using for your autoresponder?” So I'd tell them about Aweber, which is a list server and an autoresponder company. And then they said, “Oh, I want to get one of them too.” So I'd say, “Okay. There's a link; go over there from my link.”

That's how I built my whole business. I'm not saying I'm 100% perfect; I'm not saying that I do not make mistakes, because I'm human. Nobody bats a thousand. Nobody's right 100% of the time. But again that's the great thing about the Internet. If you're honest and open with your list, you can make mistakes. You can be human; you can make screw-ups. And they're still going to love you; they're still going to want to be with you.

G: One of the things I think you do so well because of your credibility and your honesty. Terry Dean does this very well, and there's a guy in Australia named Phil Wiley who also does it very well. When you and they recommend a product in your newsletter, you write about it from the heart. You write something about it that you think up and you generate yourself, whereas I see so much stuff out there on the Internet, Frank, that's the same stuff over and over and over again. What I've realized has happened is that somebody wrote that piece of copy, probably the person who owns the affiliate program, and everybody else is just copying and sending it out. As I said, I get tons and tons of ezines, and I see the same stuff popping up over and over again. That's okay, because I know how the system works, and that doesn't bother me that much. But I think the better way to do it is the way you and Terry and Phil do it. That is to own the product yourself, write an honest recommendation, and do it from the heart. That's worked for you, hasn't it?

F: Very much so. And again, it wasn't thought out; it wasn't deliberate; and it wasn't methodical. I could only be what I was—imperfect, but honest.

People will come to me, and they'll say, “Frank, I'm not making money.” They have a website, and it's the same website ten million other people have, and they're advertising with the same ad copy. And they're saying blah, blah, blah—institutional advertising, the same thing you saw yesterday. And they want to put my affiliate link on it. I want to pull my hair out, because there's no way they're ever going to make money. What's the harm

in taking the ad copy that's provided by your vendors, by the products or services that you recommend. You mean you can't come up with paragraph to add on the top of that? Here's why I like Acme Birdseed. Because the birds' beaks are shinier and they sing louder. And by the way, here's what Acme has to say about their birdseed. I mean, duh, how hard is that? But you know what? You analyze what your competition does, George, and you do the exact opposite.

Your competition...not to judge anybody here, not to talk bad about anybody, but back to the facts. We're talking business. The average person is a follower; the average person is a sheep. That translates over to business. Nobody wants to be the birddog. Nobody wants to be the point man. Nobody wants to be setting their own pace. Everybody wants somebody else to do the thinking for them. The only problem is when you let somebody else do the thinking for you, you're not in control of the outcome, and you're tying your rope to them. You're basically saying, "I don't know enough, so I'm going to let you run my life." On the Internet, that's suicide, because most of the people you're copying from don't know any better than you. They knew just enough to get you buy or join whatever it was they're selling, they're in as much trouble as you are. That's something most people don't think about, and they don't know.

G: How do you evaluate an affiliate program? What do you look for in somebody you want to take on or maybe possibly recommend to your list?

F: First of all, it has to be something from a unique perspective. It has to be from somebody who has an opinion. I don't want plain vanilla—I want tutti-frutti. I want somebody over the top.

G: Butter pecan, Rocky Road, all that stuff.

F: Yeah. I don't want Mel Torme. I want Elvis at his best. You know, with the TCB sunglasses and belt buckle. I don't want somebody I can take home to Mom. I want somebody who's been through it, done it, and wrote a movie about it. I want personality; I want opinion.

Second thing is I want something unique. Information that has a unique twist. Unique and practical can go hand-in-hand. I don't want theory. I don't want an exercise in vanity or theory. I want practical. But you can be unique and practical, which I dare say this tape set is an example of that.

G: That's for sure.

F: Value—give me value. Tell me something I don't know. Or if you're telling me something that I know already, tell me in a way that drives the point home. Drive it right into my heart as if I was a vampire and you're putting a stake through me. Drive it right into me. Tell me why I should do what I should be doing. Don't sugarcoat it.

The best Internet marketers, you know who they would be? The drill instructors from Paris Island. If you could take those guys and get them on the Internet, it would be a beautiful thing. Because you know why? They don't take no lip; they tell it like it is; they break you down; they make you cry; and in the end, they make you love you. And you remember them and for the rest of your life, you thank them for putting you through hell. You know why? Because they affected you, they changed you profoundly.

On the Internet, that's who I'm looking for. I'm looking for this guy – Terry Dean, guy drove...a delivery boy for Little Caesar's. Now he could buy me and sell me. There's a story. He doesn't come to me as "Ooh, I'm Terry Dean. I know everything about everything." You're dealing with a guy; you're dealing with a person.

Lee Benson was a 20 or 21, maybe 18 or 19 year old kid over in England. The guy's making as much money as I am. He's making ten, fifteen, twenty thousand a month. There's a story. How does this "kid" half my age come to know so much about the Internet? Why is he so good at it? That's what I want to know about. That's what I'm interested in selling and representing.

There are millions of affiliate programs and a million courses on marketing out there, but probably only twenty or thirty that are any good.

G: I remember one of the things from the tape series you did with Terry. I can't remember if it you or Terry who said that when you like an affiliate program, sometimes you'll add one of your own products or some free reports or something just to encourage people to take advantage of what you're talking about.

F: Nice technique. But isn't that something that anybody could do?

G: Especially since most information products, once you've produced them, they don't cost anything. Right? They're electrons, for the most part.

F: It doesn't cost me to deliver anything.

G: You can add that in there, and if that's the thing that pushes somebody over the top. "I not only get the thing that Frank is recommending but Frank's going to add something on the side." That's perceived value, isn't it? They're getting more than they're paying for, and people like that.

F: And what does it cost? You know, the information is what you're buying. The information is priceless. The physical inventory, the physical assembling or compiling of the product, is minimal. It's inconsequential.

G: What do you do to create great offers? We're talking about adding some of your own products or free reports or bonuses on a particular product that somebody else is offering. You could do that with ads, too, I suppose, couldn't you?

F: You could do it with anything. On the Internet in particular, you can add so much value—free reports, free advice, free review, 2-for-1, buy this-get that. There's possibilities to make offers, and the great thing is if one offer doesn't work, make another one tomorrow.

G: That's another great thing about the Internet. We were talking a little while ago about how you can make mistakes but it doesn't really cost you anything. I think Terry brought up on the tape set that you guys did that if you printed material that you sent out in a direct mail campaign, it would cost you literally thousands of dollars. But to do the same thing on the Internet costs you a tenth of a cent for the electrons that went out over the carrier, whatever they call it. See, I don't even know the terminology myself, but I'm making money on the Internet. So, how much do you have to know, right?

F: Not to underestimate our natural-born, God-given talents here, but we're dealing with Frick and Frack. You and me—I give ourselves a lot of credit, but gee, are we solving world hunger. No, man. That's the great thing—the Internet is the ultimate enterprise. I don't care if you're black, white, young, old, rich, poor, male, female, a Czechoslovakian immigrant who loves playing the accordion, or a Native American that is from the Leni Lenape Tribe. It doesn't matter; it's a great equalizer. It's so empowering. Oh, my God, the money! And the confidence you get—woohoo!

And you know it leads you into a lot of other things. Let me give you an example about being in motion. You know, the deals you and I are making here, George, are wonderful. I helped a guy design a website—a guy that makes a lot of money a month—a real nice guy. He's always looking for investments, right? He just went in with me, \$15,000 on one investment deal, a trading deal on the NASDAQ and the S&P. He just went in with me, \$18,000, on one of my other websites, as a partner, as an investment partner.

You never know where this is going to lead you. You never know who you're going to come into contact with. You never know who and what this is going to bring you. But again, it all starts out with the basics. Be good; be honest; think on your feet; work with what you have; and offer something of value.

Talk about a rags-to-riches story. I've got a guy—we don't even travel in the same world. Guy goes to Vegas on the weekend and spends God knows what at the craps table, and he's saying, "Hey, Frank Garon, the world-class, blue-collar, formerly bankrupt truck driver, I'm going to spend thirty-something thousand doing business with you." What does that do for me and my family and my life?

It's all about being honest, getting off to a start, building a list, promoting yourself, giving it time. You know, nobody understands what compound interest is any more. You tell a guy, "Get on the Internet, and get one subscriber today. Get two subscribers tomorrow. Get four the next day." They say, "Oh, my God. That'll take me years to get rich." But you know it's like the old penny-doubling-everyday trick. At the end of the year, you have ten gazillion dollars or whatever.

G: Yeah, there are a whole lot of zeros. I don't know how many zeros, but there are a whole lot of numbers before you hit a decimal point.

F: Wish I had that much.

G: Yeah, me too.

F: Then I wouldn't be mixing it up with the likes of you. I'd be talking like Rockefeller, Baron von Rothschild and all.

G: And going to Vegas on weekends.

F: You don't want me in a casino. I've got a compulsive personality. I'd sell my gold fillings for another hand of poker.

That's the thing. You don't have to be perfect. You don't have to get it right every time. You don't have to have anything more than who you are.

It's that you attract... There are so many good people. I'm repeating myself here, but it's an important point. Getting free publicity, getting noticed, getting mentioned...

G: Branding yourself.

F: There are people on the Internet in particular that are willing to share their knowledge. Or if they're not willing to share it, they're willing to let it go. Not blowing our own horns, here, but the price for these tapes, the price I paid for Terry Dean's course, the price George sells his other stuff for, I think ... Good Lord, what that cost in the long run? It doesn't cost; it makes money.

There are so many good people who are willing to share information, so many people who'll say, "I'll give you ten minutes of my time." "I'll do an ad swap with you." "I'll show you how to do some HTML." "Call me up." It's great. You know, life's too short to deal with the jerks. The great thing about the Internet is there are so many nice people, you don't ever have to get your hands dirty with the jerks.

G: You were making a point a little while ago that I think we can use as a launching pad for something else. That is the story about Terry Dean that has been circulating on the Internet. I don't know if everyone knows exactly what the details are, but I think a lot of people know that Terry made a bunch of money in one weekend by offering his products as a package. For those people listening to this tape that haven't heard the story of how Terry made something like \$33,000 in one weekend, can you enlighten them a little bit?

F: Basically what he did in front of everybody was that he made a super-incredible offer to his opt-in mailing list, and at the end of the weekend, they did a tally, and he made whatever it was...\$33,000. He made an offer.

G: I think the challenge was at a seminar. Ron LeGrande, who was running the seminar, put out a challenge: can you make \$10,000 in ten days, I think, if I recollect. Terry went and made thirty-something thousand in one weekend.

F: Yeah.

G: And he did by packaging his products together and offering them at a discount, but still at a pretty good, I think around \$500, wasn't it?

F: I've forgotten the exact details, and you'd think I'd know this story. All he did was make a super-ridiculous offer, and again, not to give away a trade secret, but any digital information product, any type of an information product, anything you can package and deliver online is going to have a much lower overhead than a physical product or service you'd have to deliver in real life. Why can't you slather the offers and the bonuses together? I have a training package on my website; it's called "The No-Bull Starter Package." I think it's like \$399.95. I design a website for a person; they get Terry's course, Lee Benson's course, Jimmy Brown's course, Marlon Sanders' course. These are all big Internet gurus, people that you need to know if you want to make money online. Rick Beneteau's. I give you my tape set that I did with Terry Dean, which is a hundred ninety-seven bucks alone. Free consulting, my time, which my consulting rate is \$200 an hour at the time of this taping. So I give you, within reason, unlimited consulting time. I deliver 5000 visitors guaranteed to your website. I do all that for \$399.95. Now if I had to come out to your house and train you, quite frankly, you'd be paying me \$200 an hour.

G: Right.

F: If you were going to the store to buy my tapes, you pay 197 alone for that. There's no way you could get...I think it all adds up to about \$800. Why can I deliver it for 399, for under \$400? The magic of the Internet. Okay. How many people do you think buy that when I advertise it? I could make myself...honestly if I did a mailing tonight for that package I'd make a thousand, fifteen hundred dollars. We're taping this on a Thursday night; by Saturday afternoon, I would make a minimum of one thousand to fifteen hundred dollars. Just from doing that. And what it take me? What does it take me?

G: You write up a little letter, then you click send.

F: I don't even write it up. I've got three years worth of promo sheets. I keep the same thing that worked fifty other times. The great thing about Internet is if it works good once, it'll work good a second time.

G: I have a friend named Tom Antion, who you may have come across once or twice yourself.

F: Oh sure, yeah.



G: He's doing very well on the Internet, and he says the thing he loves about the Internet is you do your work once... Let me backtrack a little bit. The typical work model, the work model that most people that work 9 to 5, or whatever shift they work—the typical work model is you do the work, you get paid; you do the work, you get paid; you do the work, you get paid. What Tom says he loves about the Internet is you do the work, you get paid; you get paid; you get paid. When you send a product out to your list and somebody buys it, you've gotten paid, but you haven't done any more work. Once you've got it together, it's there. And you can sell. That's why he likes the Internet so much more than what he used to do, which is run a restaurant and fly airplanes—he was a commercial pilot for awhile. He says he likes this system a lot better, and it sounds to me, Frank, like it's working fairly well for you too.

F: I'm glad you mentioned Tom, because as I sit here, I have in my hands his tele-seminar set, *Make Money at Home with Your Feet Up*. It's Tom Antion and Judy Saba. It's a three-tape set. I don't want to speak for Tom; I forget what he sells the set for, but I think he typically prices his information at \$30 a tape. This tape is great, and I glad and freely would pay that price and see some fine value in this. Again, here's a guy talking from experience, talking from his heart, selling his knowledge. God bless him. And he's doing better on the Internet evidently than the other stuff.

G: He's doing pretty well.

F: Again, too, not to stereotype you and I, we mix and we travel among the different mediums quite comfortably. Next month, it's funny...a paid speaking gig. A senator here in Pennsylvania, somebody's putting together a dinner and a conference for him, and they hired me as one of the two speakers. I have to talk to some small business owners in his constituency about taking the Internet and marrying it to the business. You know, there's a lot of money in that. This tape is a physical product that will be delivered. You go to a conference... in fact, capitalist pig that I am, this tape set will be for sale at that conference. You can move back and forth. The knowledge you make on the Internet, you can turn it into a physically deliverable product. You can turn it into an audio product at a speaking seminar. I said I get paid \$200 for my consulting. Here's a guy who made \$14.25 an hour. People gladly pay me \$200 an hour, and I respectfully say I'm worth every penny of it. The Internet, you have to think big to tie all these different parts of it in. You use whatever you can use, and if the Internet helps you reach a physical audience, if the Internet helps you conduct a tele-seminar, if the Internet helps you promote a physically deliverable product, hey, make use of everything, man. Make use of all of it. It's fantastic. There's no real overhead in the Internet.

In my network marketing business, I used to use a lot of card deck advertising, which is like a post card mail-out. They work effectively, they work pretty good, but they've kind of seen their day because the Internet is so much better and so much cheaper. There were times when one card deck in particular—thankfully now it's no longer in business—guy used to rant and rave about how his card deck was the best in the industry. It told the greatest, it did that, and blah, blah, blah, and this and that, and the deck bombed. We must have done \$1600 to \$2000 worth of business. That card deck bombed. I could run

that same ad on the Internet. It might cost me nothing; it might cost me 18 bucks, an hundred eighty bucks. It may be free. If it bombs, it bombs; I've lived to fly another mission.

That's the power of the Internet. You can mess up and mix up. You could be wrong half the time, but as long as you're right half the time, you could still make a million dollars. It never gets old, either.

G: Let's talk about value and bundling things together, bundling products together—yours and other people's—in such a way that somebody comes to your sales page and they look at everything they're getting as part of the package you're offering, and they say, "Man, I'm really getting a lot for my money. This is a heck of a deal." One of the things you can do to boost that perceived value is to offer yourself as a consultant.

F: As a consultant, if I price my service at—again, value of the Internet—if I price my consulting fees at \$50 an hour, I'm actually under-valuing my time. I'm actually putting out a message, putting out a vibration that says, "Hey, all I'm worth is \$50." And I'm going to attract \$50 an hour clientele that are going to be more trouble, less prone to follow my advice, more prone to want a refund, less prone to apply the information I give them than I am by putting my rates at \$200 an hour. The \$200 an hour is going to decrease the range of people that will do business with me, but it is going to increase the caliber of people that do business with me. By driving up the price, I make my time more valuable. I make my time less available to the average person, then it becomes more valuable. How do you apply that to an infoproduct or a product or service on the Internet?

Let me back up a step. If you have a good opt-in list that's loyal and responsive that's truly in need of or truly passionate about whatever it is you're selling. That's a good targeted list. I'll tell you what. I'm proof-positive the \$200, \$500, \$600, \$1000 item sells as easy, if not easier sometimes, than the \$10 and \$20 and \$50 item. Because when you're selling \$10 and \$20 items—I still make money with them—but I'm telling you when you sell \$10 and \$20 items, you're playing to a \$10 and \$20 audience. And the \$10 and \$20 audience is not necessarily your friend.

I don't mean that in a bad way. I'm not badmouthing or judging. What I'm saying to you is if you're going to do the work—I'm a capitalist—if you're going to do the work, okay, you might as well make as much as you can, as fast as you can, as easy as you can. Yet at the same time, being as value-laden and helpful, to your clients and prospects and customers as you possibly can.

## TAPE FOUR

G: I think one of the things that is not obvious to people is how it is important to have quality rather than quantity sometimes. That story we just told about Terry Dean just a couple of minutes ago is a perfect example of that. Suppose Terry had put out to his list of, how many...sixty thousand, thirty something thousand people, I guess.

F: He's at like eighty now. I don't know what he was at that time; the guy is growing by leaps and bounds.

G: It was a lot. Suppose he puts out a \$37 ebook to his list and 300 people buy it. So, doing some quick math, that's about \$10,000. He got 300 people out of 30,000, so that's like 1%. If he puts out this \$500 package to his list, sixty-something people buy it. It's a much lower percentage. If you looked at those two percentages side by side, you'd say he did a lot better with the \$37 ebook. But the difference in his pocket is the difference between \$10,000 and \$30-something thousand dollars. So was he smart to do it that way? I would say so.

F: Let me give you an example. The tape set that he and I did is priced at \$197. We give you so many bonuses—one of the bonuses alone is worth two hundred and change. I mean, people physically pay two hundred and change. How do we do that? The power of the Internet, okay? So we priced it at \$197 for a couple of reasons. Quite frankly, number 1, not everybody in the world was going to buy it. To me, the information on there—if I could pull myself out of being one of the people on the tape—to me, the information, the knowledge, on there is worth five hundred, a thousand, multiplies of thousands. And I'm not just saying that, because it's the unsolicited testimonials that we provided. Even if we priced that tape set at \$800, and you took the knowledge and applied it, it's worth \$800. But what we did by pricing it at 197 was...it's the old axiom...do you want to sell one at 10 or 10 at one? In some cases, one's better than the other. Okay. What we did here was—it was easier to sell at 197 because you only needed half the people to buy as you would have if you priced it at 97 to make the same amount of money.

G: Right.

F: Am I saying it right, George?

G: Yeah, you're saying it exactly right.

F: Was the value of the tape worth \$197? Yes. Some people say it's worth hundreds of thousands of dollars. I don't think I could have sold one tape set for a hundred grand. It would have been nice. But if I sold that for \$97 I would have needed twice as many people to buy it to make the same profit we did. Another thing people don't think about. Let me ask you a question, George. All things being equal, you have 1x amount of customers at \$197; you have 2x, or twice the amount of customers, at \$97. Which of

those numbers is going to be more problem-prone? What number could more things go wrong with?

G: Naturally, if you're going to have more customers, you're likely to have more problems.

F: More people wanting refunds, more people breaking tapes in their tape machines and asking you for a replacement...

G: Exactly.

F: More people with bad credit cards. Because, you know, you collect a hundred orders, all hundred aren't going through. Somebody's card is going to decline.

G: Right.

F: Again, by adding value, by adding things to it, what we did...I'm looking at the bonuses. I've got this pulled up here; let me tell you what we've got. The tape set was \$197 at the time. Okay, the free consultation with me. You got a 20-minute consultation with me; you got a little certificate—you could schedule a 20-minute consultation with me. Okay, a free email review from Terry Dean. Terry Dean would actually review one sales letter. He'd put it through a five point checklist and tell you the good, the bad, and the ugly about it. Okay, he gave you that; that's valued at \$200. He gave you this instant website, a template in a box. A web template, so even if you couldn't design a website, he threw that in there. People paid \$49 for that. Again, these aren't fantasy figures. At that time, that was my consulting rate, what 20 minutes was worth. He broke it down. What does he charge you to review a letter? Okay. Then this website template in a box. \$49 on that. And then he gave this Killer Mini Websites, which allows you to create websites and this and that. \$249. He gave you the resell rights and everything. So you've got a tape set here for \$197, and he's giving you about...\$600 worth of freebies. Actual freebies, okay, all separately, you'd pay, what did I say...600 bucks...

G: Over 600 bucks, yeah.

F: So you're getting the tapes, which are \$197 in and of themselves. You're getting \$600 in physically...that you would pay for. It's not a theory—that's what the going rate is. You know how many of those suckers we sold? I'll tell you again—the magic of the Internet. Magic of the Internet. Particularly information products or advertising. There's no overhead. If I take a dollar in, ninety-eight cents of that is pure profit. Try doing that in a brick and mortar business.

G: No way.

F: Try to build 18,000 loyal customers for essentially nothing in the brick and mortar world.

G: It doesn't happen. I used to be in the restaurant business, so I know how that works.

F: Yeah. What would you have to do to get 18,000 loyal customers? You'd probably have to give 36,000 free dinners. Half of them come back; half of them don't.

G: Yeah, you'd have to give away; you really would.

F: You'd go broke. Who could do that?

G: Yeah. You touched on something important that I want to expand on a little bit too. A couple of minutes ago, you mentioned how sometimes you package all these products from different programs together, like Marlon Sanders and Rick Beneteau and some of the other people, and you put them together into a 399 package did you say that was?

F: Yeah.

G: That's because you have affiliate programs working with those people, right?

F: Exactly. Like when I take Terry Dean's package in there, and I added to the mix. Okay. Take this package here. Okay, I'm pulling this up on my website here. You know what—how smart I am. I don't even know what I have in my own materials.

G: As long as people can find it.

F: Yeah, yeah. Just go to [www.internetcashplanet.com](http://www.internetcashplanet.com), click on a few links, and it'll take you there, man. That's all I'm worried about, right. So here we go. Talk about pricing something. So we go 399.95. Okay, again, not to hawk my own wares. I don't care if anybody buys it. This is just to give you an example here. So \$399.95, we give you all this, okay. I give you the tape set that's worth 197 alone. Unlimited—within reason, I should put a little disclaimer there—personalized training and support. Again, I do legitimately get paid at times \$200 an hour. Okay, let's say you got three hours of my advice, which is probably reasonable. \$600 there, what people pay \$600 for. You've got 197 for the tape set. Terry Dean's course is \$97. Jimmy Brown's Profit Vault course is 49.95. Amazing Formula, Marlon Sanders' package which shows you how to put good offers together, shows you how to lay out some clear type, really simple techniques to get people to buy from you. That's \$67. E-Zine Tactics, which is Lee Benson's course on writing a newsletter, that's \$47. Rick Beneteau's Branding You Breaking the Bank, which teaches you how to brand yourself, how to promote yourself. Okay, that \$29.95. Then I'll design sort of like a cookie-cutter type website. I'll give you some visitors to your website and all this other stuff. You add it all up, not even including my consulting, basically you're at seven or eight hundred dollars.

G: Uh huh.

F: How do you do it on the Internet? You know, it's the power of the Internet.

G: Right.

F: So, I mean, again, what could you offer? Could you sell...say you're into birdwatching. You put together a birdspotter's book. Or maybe join an affiliate program that has a good birdspotter's book. Maybe Barnes & Noble or Amazon. What you do is you sign up as an affiliate, and you group together on a website all the links to entire birdspotting, birdwatcher's catalog. Then you say, "Buy this package; buy these three books in one package, and I'm going to give you a free report 'How to Tell a Red-Breasted Warbler from a Yellow-Bellied Sapsucker.'

G: I knew that was coming.

F: That's what I love about you; you take all my leads.

G: Yeah, I'm good at that.

F: Then you package that and you say, "Not only that, but if you email me three pictures of birds that you cannot identify, I will do my darndest...I'll get out my bird books and consult with my fellow bird-loving gurus and birdspotters, and what we'll do is we'll identify those birds. And that's a hundred value. This way you can add a red-breasted warbler to your checklist of birds that you've seen." You can't put a price tag on that. Just anything. A mortician. With every 55-gallon drum of embalming fluid, we'll give you some black paint for your windows. I mean, I don't know.

G: Okay.

F: Any business. Any business at all.

G: And the other thing that's beautiful about that is what we were talking about a little while ago. If you put together your package, and it doesn't do what you think it should, well, you start changing the parts. You maybe change your copy a little bit, and you try again. And what has it cost you? Nothing, right?

F: No. As a matter of fact, this No-Bull package, it sold real good for awhile, but I got to the point where I wasn't happy with it. I didn't feel that it was of value. So I pulled it off the marketplace for six months. I thought about it. I re-engineered it; I tinkered with it. I put it back online and I told people, "Hey, I pulled it off the market. It was good, but it wasn't great. Now it's better; I'm putting it back on the market." Just by saying that, that little thing. I said, "I'm putting it back on the market. I don't know what I'm going to do; I don't know how long it's going to sell; I don't know...I don't know...I don't know...It's on now."

Well, gee, you couldn't beat people off with a stick—they're so busy trying to get their money in. And again, I admitted I wasn't perfect. I think in my sales copy, I said, "I didn't know. I needed to make improvements; I didn't know what they were. So I pulled it off the marketplace." Gee, even something like that—re-packaging, re-tooling, re-

testing, re-doing. You can call it “new and improved; hey the old one was good; the new one’s better. If you own the old one, why don’t you buy the new one for this small upgrade fee?”

G: And one of the best things about it, too, and this is maybe where we should wrap up, Frank, is you can ask the people who are your clients, your prospects, your e-zine subscribers. You can actually get feedback from them on the Internet better than any other way I certainly know of, doing surveys, finding out what they really want. And then giving it to them. Isn’t that right?

F: Well, and again, that kind of intel, that kind of business information, costs you nothing. What does it cost you? Right? So you build your list, you do all this. “Hey, Readers, what do you think of my new this? My new that? New other thing? What do you need.” The problem is people try to build a product or service, then find the need for it. It get people that go, “I built a new mousetrap.” I ask, “Who needs that? We’ve already got a mousetrap.”

G: We’ve got pest control services now. 21st century.

F: Yeah. “Hey Frank. I built a new metal hanger.” I’m like, “Duh. How do you even know there’s a marketplace?” People are incredible. They’re incredulous. You get these inventor types. “Oh you don’t understand. This one is made of titanium; it’s not made of manganese.” Who cares? What you do is you built a list? You ask who wears clothes? Who is a dry cleaner? Who’s a laundromat? Imelda Marcos, she collected shoes. Maybe people like that collect a lot of clothes. What are their hanging needs? Then let me identify what product or service will fill that need. The power of the Internet. It costs you nothing. Imagine in a brick and mortar world—you’ve got all these clients, and you want to mail out a survey. Half of them aren’t going to read it. The Post Office, God bless their little souls, are going to mangle, shred, and throw out two-thirds of the other half. So maybe a third of a half of what you paid for gets delivered, then you’re happy if you get a 3% response rate. And you’re paying all this money, and you’re happy if you can get any kind of quantifiable numbers from it. If you build a loyal, opt-in mailing list, and you’ve got a vibe for what they like and what they’ll buy and what they’ll do, you put the survey out. What did it cost? One mega-micro-kilo-giga-watt of electricity? A tenth of a hundredth of a penny of electricity?

G: A couple of electrons. Maybe protons, I don’t know.

F: Come on, man. The little meter on the side of your house—one wheel turned half a knot. That’s your overhead. And if you mail something out or do any sort of a direct promotion, by the time you quantify and coagulate it and assemble into a reportable, measurable type of format, it could be days or weeks or months. If I make an offer now, and I look on my little thing and see that my newsletter went out...let’s say it’s daytime. It’s not a quarter after nine at night, George.

G: Right.

F: A quarter after nine in the morning, I hit the send. I just made an offer. Guess what? If I don't have money in my hand by five, six o'clock, the offer stunk. I can regroup. I can go, hell, man, that one didn't work. What's my next trick? What's my next act? I can regroup. And what does it cost me? Nothing. It didn't cost me anything, and I can think on my feet. We talked about being a guerilla marketer. What's the guy...?

G: Jay Levinson.

F. Jay Levinson. God bless the man. Guerilla marketer. You put on your little monkey suit, and you go out and market. You've got to think on your feet. I mean, you know, we tried to put a lot of information into this tape George and I are doing. We try to hit you between the eyes, hit you in the heart, lay it all out for you, give you some common-sense techniques, but really, really think about the power of that. Nine o'clock I make an offer, if I don't have money by five...

You know something, I just introduced Lee Benson's course probably about two weeks ago—Internet Secrets, right. I introduced it, and there was so much pent-up demand. Lee Benson only had one product, E-Zine Tactics, very highly regarded; it's been one of my bestsellers for three years. I knew he was coming out with this new product. I told people, "Watch my newsletter. Lee's coming out with a new product. You're going to want to get it. It's coming soon. It's coming soon." Pent-up demand. The guy had my credibility; had my personal recommendation, my personal endorsement. Okay. When I hit the send key, twenty minutes later, George, I made money. Twenty minutes later. Now, outside of doing an infomercial where people call in live that minute, how can a businessperson do better than that?

G: Yeah.

F: What can you do that's better than that? And what did it cost me? I didn't put together Lee's course—he's the guy that beat his brains out. He's the guy with the blood, sweat, and tears. He's the guy that's responsible for processing the credit card, for billing people, for dealing with refunds. You know, one or two, God forbid, crazy people, return good stuff for whatever reason. Somebody didn't get an email; he handled it. I made hundreds and hundreds of dollars—almost a thousand dollars, probably six, seven hundred dollars—two weeks into it from one email. And the best part is this is a monthly reorder type of a product. That means that the people that ordered this month, statistically most of them are going to reorder next month.

G: Right.

F: I'm going to add some new people next month, and this and that. What's going to happen is this one product I'm recommending to people, God's honest truth, three to six months from now it'll make my mortgage payment for me. That's pretty powerful, and again, in the brick and mortar world, you can do it, but again, good luck. The power of a mailing list. The power of an opt-in mailing list. Just being yourself and asking people



what they want and telling them a little bit about yourself before, you know, you try to hit them with the sales thing. I love it.

Yes, we started this with saying, “Oh Frank Garon is sort of a legend.” If anything, if I get hit by a Mack truck tomorrow, George, what I want you to put on my tombstone is “He was just an average guy.” That’s all, because that’s all I am—average. Average people can do this. There’s no mystery. There’s no mystique. There’s no barriers. There’s no tricks to it. The average person can do it, but you have to think on your feet. You have to put yourself out there, you have to publicize yourself, you have to brand yourself, and you have to identify a target market, and you have to develop a romance with that target market. That’s it in a nutshell.

G: And I’d just like to finish up with one thought, and you can react and get the last word. One of the things that I think is one of the best stories I’ve heard—it’s not really a story; it’s just of an example of what life can be like. Imagine if you were driving through downtown San Antonio, for instance. I don’t if you have a downtown where you are Frank, but we have one here in San Antonio. So imagine if you’re going from one end of downtown to the other, but you decided before you even started, you were going to make sure that every traffic light from here to the other side of downtown was going to be green before you hit the accelerator. You’d be there forever, right? You’d never go, because you’re going to hit red lights along the way. You’re going to hit obstacles, and you’re going to have things slow you down. But the people who get to the other side of the town, the people who eventually get it done, are the ones who start out even if they don’t know where they’re going to hit those obstacles and what they’re going to do about them when the time comes. And that’s what I think I hear you saying and have been saying all during this tape. Get out there and do it.

F: Well, let’s back up one quick step, right. I went from truck driver to Internet maven, Internet guru, right, Internet “super-star.” You know, back in my old life, when I was a truck driver, check this out. I went from driving a delivery, like a little Ford cargo van, to driving a bottled water truck, like a beer truck or a 7-Up truck or a Great Bear Spring Water truck.

G: A lot of weight on one of those.

F: And check this out. I barely knew...talk about just doing it. I went for the interview for the delivering spring water, driving this big 24-foot, thirty, forty thousand pound truck. I barely knew stick shift, but all I knew was there was more money. They were going to pay me 8 bucks an hour for driving a big truck and I was driving a van for 7 bucks an hour. I could barely drive a stick shift. I go down there for the interview anyway. The guy gets busy. He says, “You know what. You seem like an honest kid. I don’t have time to take you on a road test. Here’s the keys. You’re hired. Go drive the truck.” Bang.

G: Wow.

F: I get in the truck I'm driving. I'm grinding gears. I can't figure out how to get it in first. I'm puckered up. Is that bridge too low? How do I drive this thing? Buppa, buppa, buppa, ba." I learned as I went. The good news is I didn't kill anybody. The good news is I didn't break the truck or blow up the transmission. But you know what? Imagine if I had to sit there that day and I said, "Oh, I can't go down there. I'm not qualified. I don't know what I'm doing. My family doesn't drive stick shift. What am I thinking about driving a stick shift?"

That wouldn't have led me to that job, which wouldn't have led me to my next job, when I said, "I can make \$8 driving a beverage truck; I can make \$10 driving a tractor trailer. Let me go get my tractor-trailer license. Let me go to driving school at night. Let me get my 18-wheeler license." Which led me to my \$10 an hour job. I worked my way up...10, 11, 12, 13, 14 bucks an hour. Which led me to a driving job that I was getting paid well. Which led me to a boss that I didn't like and I wanted to strangle. Which led me to go back to school at night. Which led me to buppa, buppa, buppa, ba.

I'm telling you all that to say to you, start now and winging it from day one led me to a six-figure income living in a dream home up in the mountains of Pennsylvania. I've got a stream in my backyard. I've got deer in my backyard every morning. I've got the Appalachian Trail and two ski slopes within viewing distance. And it all started out by doing stuff like that. Not bluffing in a bad way, but being more confident in myself than I had a right to.

And if we can apply to the Internet, if I would have waited to "know" everything about everything I was talking about, I'd still be sitting there six years later not getting started.

G: Frank, before I let you go, why don't you give our listeners some website and contact information.

F: Well, sure. It would be [www.internetcashplanet.com](http://www.internetcashplanet.com). Originally enough, it's the Planetgram newsletter. People can sign up right on the homepage. People can email me at [webmaster@internetcashplanet.com](mailto:webmaster@internetcashplanet.com). Phone number is on the website and in the newsletter. And if I can, I want to put in a good word for you as well. I have your other material here. I've looked things over, and actually the reason you and I are doing business today is because I think enough of you and the value you bring to people to put my name on the same dotted line as you do. George, I want to tell people that if they don't know you and they're not exposed to your product lines and all the wonderful things you can do for them, never mind me, they need to know George McKenzie as well.

G: Frank, I appreciate it. Thanks again so much and I'm sure we'll be bumping into each other and maybe doing some more of these tapes in the future.

F: I hope so. My daughter has braces, and you know, any way I can make a buck, George.

G: That's a great place to end, Frank. And thanks so much for your time.

F: It was my pleasure. Thanks for having me. I hope some of this information helps you guys listening to the tapes at home or in your car. It's heart-felt. There's no theory here. This is all meat and potatoes that you can take and make money with, starting right now, starting now. And I hope you'll do that because you deserve it for yourself.

G: That's going to wrap it up for this program. I certainly hope you've enjoyed our two-hour visit with Frank Garon. If you'd like to find out more, once again, here's the address for his website. It's [www.internetcashplanet.com](http://www.internetcashplanet.com). Of course, you can also call Frank at his home in the mountains of eastern Pennsylvania. His number is 570-619-4215. For Frank, I'm George McKenzie saying so long and best wishes for success.

Other websites of

Academy Of Marketing  
And Advertising

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