

Insider Conversations with Internet Marketing Pros

Featuring Jonathan Mizel, Terry Dean, Yanik Silver, David LeDoux, Ted Ciuba and hosted by information marketing millionaire, Ron LeGrand

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To learn more about each of our experts, visit their websites:

Terry Dean - [BizPromo](#)

Jonathan Mizel – [Cyberwave Communications](#)

Yanik Silver – [Instant Sales Letters](#)

Ted Ciuba – [Instant Internet Marketing](#)

David Ledoux – [I Love MLM](#)

Ron: Before I get started on that – Hello everybody this is Ron LeGrand. And boy are you in for an exciting tape here. I have five of the top Internet experts in the country on the phone and we're gonna have a conversation about how you can make a ton of money on the Internet. Before I get started on that, you should know a couple of things. First of all, we just won't have time to take questions on this call. We are gonna be on the call for approximately an hour and since I have five Internet experts on the call, frankly it's gonna be tough for us to get all of the information in that we'd like to get on this thing in an hour. I'm gonna introduce these individuals one at a time and let them tell you exactly what they do and how they make money and then we're gonna get into a discussion on how you can do the exact same thing. I'm gonna start with Terry Dean, one of the Internet's most prolific marketing authors and strategists, and president of BizPromo.com, and move onto Jonathan Mizel, a legend, at least in his mind, consultant to several Fortune 100 companies and owner of Cyberwave.com. And then move to Yanik Silver, one of the web's most well known copywriters and owner of SurefireMarketing.com. And then will come Ted Ciuba. Ted's a long time friend of mine, a real estate guru. Now an Internet guru and author of Mail Order on the Internet Age, and

owner of InstantMarketing.com. And then David Ledoux, owner of ILoveMLM.com and creator of a marketing plan that made \$100,000 in 100 days.

My name is Ron Legrand. I'm the world's leading expert on quick turning houses. This conversation is not about me. I'm sure this is not a time for you to hear about real estate. But you should know that I have built multi-million dollar information marketing businesses and when I want to get something done I go find the best experts in the field and pick their brains and learn what's working and what's working correctly, and implement that or have them implement it for me. And we have five of those experts on this call right now. So, Terry, I'm gonna start with you and give the floor to you and let you tell us everything you know.

Terry: Well, everything I know, don't you want other people to have a chance at this call?

Ron: Well, we didn't think it would take long for you to tell us everything you know.

Terry: Thank you.

Ron: You're welcome. Just kidding, Terry.

Terry: Well basically I started with nothing. So one of the big things that I tell people when I start teaching them is if I to where I am then you can do it, too. When I first started the market on the Internet, I was delivering pizzas.

Ron: So you had a PHD – Pizza Hut Delivery?

Terry: Yep, basically. And I started with only a couple of hundred dollars in my pocket they can start in marketing with. And basically over the past few years we've built a very large business. And that's just (unintelligible) we did at (unintelligible) just how to generate money over the Internet and generated over \$35,000 in three days.

Ron: Dwell on that just a second. What exactly – I was there, and as I recall what you did was just put a product online and during the class, a three-day bootcamp. In fact at the end of this conversation, we'll be talking about that same event that we're gonna be doing in September again. And, man, it was the most exciting thing that I've ever attended when it comes to Internet marketing, because it was action. It was literally the Internet in action and, Terry, you were responsible for that. Tell us what you did.

Terry: Well exactly, what really gave me the idea for it was people were always asking, saying they, people say that they know about Internet marketing or they make money online but they've never seen any proof. For in front of – I'm not sure how many people were there – 70 or 80 people or more, I don't know. We basically did a short promotion online. I sent out an e-mail that didn't cost me anything to my online list that I built over the past couple of years, and, as I said, we sold one product. We generated over \$35,000 in three days. That wasn't the ending of how much money we generated, but that was what we generated during the three days, right in front of everybody. And let them even see the shopping cart orders come in and we kept doing updates to see where we're at on the order status.

Ron: Okay, Terry, tell us exactly what it is you do right now.

Terry: Well, basically what I do is I tell people that the purpose of a website is for one thing, and that's to generate an email address. Whenever I consult with any business, that's always the first thing we do is the purpose of the website is to generate that email address. The reason being is the email address means money on demand. It means that you can have money, generate income, whenever you want it, just by making an offer at no cost.

Ron: So really what you're trying to say is the most important thing about marketing is the list, building a list. Because the list will make you well.

Terry: That's exactly it. You get the list, you have the income.

Ron: How big would you say your list is on the Internet right now, Terry?

Terry: We have just over 50,000 subscribers.

Ron: 50,000 subscribers? So you've got 50,000 people that are waiting to hear from you on a regular interval for you to send them some valuable information and every once in a while you offer them a great deal on some product or service as well.

Terry: That's exactly it. Not only that, but to really be straight up honest about it, we make an offer almost every week to my list and then we have the very special offers that we make every couple of months. But we still generate income from that web every week.

Ron: So in a nutshell your business revolves around building that list and making offers to them that they can't resist and making a profit because of what you've done.

Terry: That's exactly what I do and what I've taught others to do.

Ron: Okay. Well that's good. We're gonna come back to that. Next we have Jonathan Mizel. Jonathan, talk to me.

Jonathan: Well, god, hi, Ron. You know what Terry just said was absolutely the most accurate information I've ever heard which is the whole goal of marketing on the Internet, or marketing offline, is to build a list of people who are interested in hearing from you. And you know are interested in the kinds of products and services that you sell. I think it's so important to tell people that everyone's heard about all these free traffic generators and free website, you know, hit generators and things like that. Well, real traffic, real highly targeted traffic, is going up in price. And it's not cheap right now. And the only way that you can reliably get and ensure that you have traffic for as long as you have a web business, is to have a mailing list. So from our standpoint, building a mailing list is probably the most important thing that you can do online or off. It's like having an annuity. Terry, would you say that whenever you need money you just go and do a mailing to your list and you can pretty much count that you're gonna make money?

Terry: That's exactly how to do – not too long ago I was asked by another expert how would I, if I had to generate \$10,000 in ten days, how would I do it? I said, well, I'd write an offer one day, send a mailing to my list the next day and take the rest of the week off.

Ron: Sounds good to me. And I can tell you guys as mostly an offline marketer myself, the company that I founded a few years ago should hit \$25 million this year and building that list is the most important part of that process – our customer database is what makes that possible. We're always acquiring customers through radio, television and Internet and other sources, but it's marketing to those customers that is building that revenue. In fact our revenue will double this year simply because of some simple marketing strategies that I put in place over the last several months and it's all based on building that list.

Jonathan: Well, Ron, when someone hears about you and they opt into your list, you know they're interested in hearing from you again. You know they're interested in getting information about marketing on the website or investing in real estate. So it's really the one thing you can do to insure that for as long as you're in business, you're gonna be making money.

Ron: I think the key word you just said was opt in there. Keep in mind we are not spamming these folks, these people elected to get email from us. They have opted in or chosen for us to contact them on a regular basis, which makes it so much easier to market to them because they're the ones that have decided to let you come into their lives.

Jonathan: Right. And even to extrapolate that a little bit further, if you, if you need to generate traffic to your website. If you need to make money. The only effective way to do that on a continuous basis is with opt in. If you were to spam someone, which we totally don't recommend and you'll get in a lot of trouble, you might see a percentage response of 1/100th of a percent, or 1/300ths of a percent. When you start moving into the opt in realm, you start looking at conversion rates – I mean this is a conversion rate of 3%, 5%, 10%. Terry, I bet you've got some offers that have probably filled over 10%.

Ron: Jonathan, before you guys get too heavy into this, let me get this other crew online here so we can all participate in this because they're just bursting at the seams to put their two cents worth in here. Right Yanik?

Yanik: Oh, yeah.

Ron: Okay. You're up next. But guys, when we get through with the introductions I want to come back and I want us to talk about what would we do? What steps would I take if I were a beginner and I want to start making money on the Internet very quickly. So I'll give you some time to think about that, as if you need to.

Yanik: Okay. I'll give you a quick intro on me. This is Yanik Silver. And I'm probably the baby of the group here. I just started online in February, 2000. So if anyone – you know that just proves that really anyone can go at it and make a great living. I do this full time now. It's something that makes us a lot of money. We just had – one of our sites, we have about four or five sites that are all making money for us, and just one of our sites is making about \$22,000 every month right now.

Ron: No kidding?

Yanik: Yeah, and that's just one of them.

Ron: Okay.

Yanik: So that's –

Ron: How many do you have, Yanik?

Yanik: We about five, I think. Actually come out with a brand new one next week which is a perfect example of a product – it's gonna be a fitness product. Which is something – you know, I work out but I don't have the credentials for a fitness product, so I joint ventured with my personal trainer and it's gonna be an example that I'll probably share in depth at the

bootcamp of exactly how you can put together an information product when you don't have expertise in an area.

Ron: Have you got a fitness product that I don't have to break out a sweat to lose weight?

Yanik: Guess what it's called, Ron?

Ron: What?

Yanik: It's called Get Fit While You Sit.

Ron: I love it! I love it! I want one! I want one. I'll give you my credit card number when we get off. Well tell me then exactly what it is you do to create revenue on the Internet.

Yanik: Okay. I do a couple of things. It really boils down to selling information. I create information products and sell them online to different markets.

Ron: So you're an information marketer?

Yanik: Exactly.

Ron: Okay.

Yanik: From anywhere from small business owners to now Internet – people that want to get on the Internet because I just took my success story and turned it into a product and give a step by step course on how to do that.

Ron: Uh huh.

Yanik: And we have a couple of other e-books that we created. I know Jonathan loves this example, is we traded a bunch of e-books where we just had the compilation product where we had people submit their information – like one of them's called Million Dollar Email. Just had people submit information to us, their best selling emails, wrapped it up as an e-book and then sold it.

Ron: Well that sounds exciting.

Yanik: And it was quick. Quick and easy and made us lots of money.

Ron: So all of your websites – you have five different websites devoted to five different products or do they have multiple products on each website?

Yanik: One of them has multiple products, but most of them are each, they each have different products on each website.

Ron: Okay. So it's just as simple as building a website, finding quality product or products to put on there. And then, of course, when we get through with the introductions we're gonna talk about how to get a traffic to that website, which is a big key to this, to unlock this vault, isn't it?

Yanik: Right. Well, yeah, there's a couple of keys.

Ron: Well let's come back to it when I get through this.

Yanik: No problem.

Ron: And then I'm gonna let you guys just dwell on it until we get it resolved once and for all. Jonathan?

Jonathan: Yes, sir.

Ron: I forgot – I think I asked you but I don't think I got the answer on exactly how you profit from the Internet?

Jonathan: Well, we got online back in 1993 and –

Ron: You're old.

Jonathan: Yeah, I'll tell you. And we really saw the opportunity there. We started marketing our – we had a series of mail order books and information products that we were selling. And in fact when we started it was before the web. We were advertising with America Online classifieds and sending off all the sales letters and the physical products in the mail. And then we started to digitize stuff slowly about late 1993, we started our newsletter – the online marketing letter – and we've just been publishing it ever since then. We do consulting. We sell information products and we do coaching and things like that.

Ron: What's your biggest revenue generator on the web?

Jonathan: Biggest revenue generator and the best one for us is the products that we sell because when I wake up in the morning, we, me and my girlfriend run downstairs and see how much money we've made when we're sleeping. The idea of making money when you sleep is very, very real.

Ron: I kind of like it.

Jonathan: The other stuff we do, coaching and stuff, we work with clients, but I would say the majority of our money comes in from the automatic selling processes that we started.

Ron: Okay. And are your products information products or actual, tangible, hard products?

Jonathan: We switched over from tangible products about two years ago and everything we do is now digitally delivered.

Ron: So you sell information?

Jonathan: Yes. And we don't have – we got rid of our assistants to do the shipping and the mailing and all that hard work. Kinko's used to love us and now they wonder – they think I fell off the face of the earth. Cause everything we do is digital at this point.

Ron: I always thought you had to work real hard to make money. What's the problem here? What's the deal here? What's up?

Jonathan: Well, it certainly takes some energy to put together a product and a project to roll out a marketing campaign. It doesn't just fall into place. But what we do is we basically get other people to do all the work, which is the big trick and the big secret.

Ron: Are you saying then, the less I do the more I make?

Jonathan: In fact, the less you do, the more you make. That's absolutely correct.

Ron: I heard that's true.

Jonathan: Well there are people out there and they're just dying to lay out your e-book for you for \$50 or \$100. And there's people dying to make your web page for nothing, just for the experience. And there's people dying to mail to their mailing list for you for a percentage of the piece of the action.

Ron: You're absolutely correct. Every piece of this equation can be done except for one, one piece you must reserve for yourself, and that's the marketing mind to generate a revenue, and that's the job of the boss.

Jonathan: Absolutely.

Ron: And that can't be delegated.

Jonathan: That's the most important thing. Cause look, without all that other stuff, or without the marketing, all that other stuff is just irrelevant.

Ron: Well let me get Ted and David on here cause I can see right now this is gonna be an interesting conversation with all this brain power here. Ted, are you still awake?

Ted: We're still awake, man.

Ron: I want to know everything you know on how you make a ton of money on the Internet.

Ted: Well, you know, I am really the best example of how anybody else can do it because even though I had some education on my own, I was already a "middle aged man" before I stumbled on in 1993 onto the Internet. In 1994 I did my first classified ad on the Internet and wham, I quit my job in three weeks. It's just – the response was so much faster and there's so much more volume than we'd ever had offline. That was how I got started, real, the down and dirty of it.

Ron: You, too, are an information marketing expert and you do most of your marketing online, is that correct?

Ted: By all means. 85% of all of our revenues in some way touch the Internet. Which means 15%, or possibly more, is offline generated.

Ron: So you still do mailouts and such to generate revenue that don't have anything to do with the Internet –

Ted: We do.

Ron: But the Internet has become your main focal point for your marketing system.

Ted: Exactly.

Ron: Can I just interrupt just a second – Yanik, do you do any offline marketing?

Yanik: A little bit. With the Internet business, no. But we have another offline information product that we do offline marketing for, yes.

Ron: Okay. How about you, Jonathan?

Jonathan: None.

Ron: None? Zippo. Nada. You wouldn't know how to seal an envelope if you had to, huh?

Jonathan: If I can send out an email and know in 48 hours, why would I want to know in two or three weeks?

Ron: Beats me. How about you, Terry?

Terry: No, I don't do anything offline.

Ron: You're totally, 100% online?

Terry: Yes.

Ron: Okay. All right, Ted, how do you make most of your money?

Ted: Well, of course now let's continue with that other issue. That brings up one point of my (unintelligible) mail order in the Internet age, right? The reason why I like to do that is that I find that, lead for lead, even though (unintelligible) is more labor intensive, that I make more money, more net effective money, that I can mind my customer base better. It's just my experience that I can mind them better when I integrate both offline and online.

Ron: And of course I would absolutely agree with you on that.

Jonathan: Ron, can I make a comment?

Ron: You can.

Jonathan: Well I totally agree with you, Ted, and I'm sure that if you were to do offline advertising, Terry or any of us, we would make more money. It's just that the lifestyle choice that we've chosen with not having to have employees and not having to have a mail room, and not having to pay postage, printing and labor, we are willing to give up that extra revenue because we're not – we don't want to take those steps. But you're absolutely right, we are giving up revenue by not marketing, you now, with mail order as well.

Ron: Well said. Key word there is life choice.

Terry: I will say that with this I did send out postcards to my list with the purpose of generating more optimum email addresses.

Ron: Yes.

Terry: Until E-Poster.com went out of business, which they were the one that did all the mailing and everything for you right online.

Ron: You are lazy, aren't you Terry?

Terry: (Unintelligible) actually do something I didn't do it any more.

Ron: Okay. David?

David: Present.

Ron: Okay. David Ledoux, the only guy we haven't heard from yet. Tell us how you make your fortune on the Internet.

David: Well I tell you I'm really excited to be here and I wanted to congratulate anybody smart enough to be on the call tonight, or listening to this tape because there's not a sole who's tuned in tonight who, nine to 18 months from now, cannot completely change their entire life because I'm living proof of that. Nine months ago I went to Hawaii for Christmas holiday, and I was so inspired I was at Maui, which is just beautiful, and I think Jonathan's moving there shortly. I'm very jealous of that because it's just, it's heaven. It's paradise in Hawaii and I got inspired to write a book. And I decided to take the winter to write a book. And this was a particularly brutal winter. We had seven feet of snow, minus thirty temperature.

Ron: Holy cow. Where do you live, David?

David: I live in Canada. I'm about two hours north of Toronto in a town of about 500 people.

Ron: It gets cold up there, doesn't it?

David: You get snowed in and, you know, you get all gray and I grew a beard and I wrote a book about network marketing, which was an industry I've been associated with since the age of 19, for 12 years. And I decided that rather than selling that book through traditional means, I took it online March 5th of this year.

Ron: In 2001?

David: 2001. I'm celebrating six months next week.

Ron: Tell us what happened.

David: Well I built a subscriber list of 31,000 people around the world.

Ron: In what period of time?

David: In six months.

Ron: You're kidding?

David: No.

Ron: Do you know how long it takes me to get 31,000 customers offline? A whole lot more than that.

David: I traded a lot of sweat equity in the beginning because it was winter and I was prepared to pay the price in order to – I had a goal to make \$100,000 in 100 days and blew by that, no problem. The book, the cost is \$67, and has now, for example, I just sold a license, a German translation, for 5,000 copies.

Ron: No kidding.

David: That's one spin off revenue stream that has transpired. Coaching and consulting. One of my Internet consulting clients, for example, last week, his fifth week online, did \$22,000 in revenue.

Ron: Wow.

David: Completely changed his speaking and writing career. I have a lot of continuity products, like monthly pay for the month and newsletters.

Ron: (Unintelligible) products that generate revenue after you sold them once.

David: Yeah, you asked who, you know, what your biggest income stream was, and publishing information is my biggest. But my favorite is the continuity because if I'm diligent and I look after my customer base month after month, year after year, that will build and they are paying me for the right for me to coach them, educate them, and train them in my philosophies and thinking. Increasing the rapport, and increasing the value of that consumer list. And the more you communicate with somebody the more effectively you communicate with somebody, the more valuable that list becomes.

Ron: Amen. And tell us how you made this \$100,000 in 100 days.

David: Well, basically I accessed – I'm a good student. I buy Jonathan's courses, Terry's courses, everybody on this call, six, seven months ago I looked up to as a teacher, and just used and applied their techniques to my niche, which was network marketing. Then after I got some success and began to be invited to speak on that success I began to develop information products on how to make money on the Internet. And really all I am is a

21st century version of the great teachers that have gone ahead of me in direct response marketing, whether that's the Halvords, or the Kennedies, and Hadon. And they're heroes of mine. And those laws dating back to the early 1900's, you know, Claude Hopkins and advertising secrets, it's all so intoxicating on the Internet. The speed. The ability to wake up at 2:00 in the morning with an idea, type it up. By a quarter to 3:00 be back in bed, get up and pour yourself a hot cup of coffee, and see money, real money, cash money, in your inbox.

Ron: Well, you know, sometimes I think that people look at that as some kind of a dream that doesn't apply to them. And I want to make a point here – all five of you are in the information marketing business. You sell information products, as I do. So that makes six of us on this call that have made our fortunes selling information products. Good quality information products that enrich the lives of others. And I'd also to point out that, frankly, the Internet is nothing more than a marketing tool to do that with. The Internet is not a magic pill. If you don't plug it into the wall and drive traffic to it, it's pretty much worthless. Am I right, guys?

Male: Yes. That's right.

Ron: It's like a telephone sitting on a table, not plugged in, isn't it?

Yanik: And David touched on a great point which, he talked about Claude Hopkins and all those old time greats – it really boils down to direct response marketing.

Ron: Yes it does.

Yanik: That's what the Internet really is.

Ron: That's correct. The Internet is nothing more than a means to deliver the message, capture an audience, and accept an offer on a product or sell a product. It's nothing more than a marketing tool. And a lot of people don't understand that. They think it's something more than that. In fact, they think it is a product. And in fact it's just away of enlightening people about your product. Guys, what I want to do right now is I want to assume that you are a listener on this call and you're looking for a way to profit on the Internet, and I'd like to go through the steps that are involved in that process, regardless of what products you have or service you are marketing. The process of selling that product or service is pretty much the same. Would everybody agree with that?

Everybody: Uh huh.

Ron: Okay. One of the biggest, I would say one of the most important keys in this system is to drive traffic to the website. But first, we have to start with setting up the website. Now, Jonathan, I can tell you that one of the best tapes that I've ever listened to about making money on the Internet was an interview with you where you literally went through ten steps to make that happen.

Jonathan: Uh huh.

Ron: So I'd like for you to lead off this conversation and see if we can't start right with step one, and take our listening audience through those steps in the time we have remaining. I know we can't dwell on any of them in great detail, but frankly if we can just get that in on this tape, this will be a tape that should be an important part of anybody's library.

Jonathan: Well I think, first of all, if you have an idea for a product. You have an idea for an e-book, or an idea for anything. Or even if you have an existing product that you want to go ahead and start selling on the Internet and you want to know whether or not, A) there's any market for it. B) You gonna have any chance of selling it. And C), you know, whether there's any actual information that you can capture about the pricing of the information, the sources for the traffic. The very first thing that we recommend you do is look at the search engines. And the number one search engine to look is GoTo.com. GoTo is one of the, right now, secret search engines. If you want to be number one, in fact I'll tell everybody, if you want to be number one on AOL and on Lycos, and on Altavista, and on MSN, all you need to do is buy one of the top three spots in your category on the search engine GoTo. Because all those other search engines use GoTo results in order to feed to their audience. Cause search engines have never made money, right? So GoTo gives these search engines the opportunity to actually share the revenue of the cost per click.

Ron: All right. If you're gonna talk about GoTo now, first you have to explain what GoTo.com is and what it does.

Jonathan: Well what GoTo is, is it's a pay per click search engine.

Ron: In other words you pay for leads as they come in, instead of spending money on advertising and hoping they come in.

Jonathan: That's right. Instead of spending money on a banner ad and hoping that some people click on it, you decide what value you can pay per click, per visitor, per hit, per person, coming into your site. And that's what you bid and GoTo has a very easy to understand bidding system. And I'd just encourage everybody to just go there and open an account. It costs \$20, \$25. You'll figure it out very, very quickly. But the idea is to go in there

and to see who your competition is. The reason that's so important is because if you look in a normal search engine, you're gonna see all the people who are good at manipulating the search engine. If you go to GoTo, you're gonna see the people who are paying money to get visitors to their site. And when someone is paying money, you'd probably have to agree, that they would only do that if they are making money in return.

Ron: Either that or they're making enough volume.

Jonathan: Well, ideally you're gonna find a lot more examples of people who you might want to emulate or of products or of key words, anywhere else, you'll find them on GoTo.

Ron: Well you're getting ahead of me here because you're talking about driving traffic to the website, which I said is the key. First, I said, we're starting from scratch. We have to have something that we want to market on the Internet, wouldn't you agree?

Jonathan: Well, this is why you go to GoTo, because if you have an idea for a product, you're gonna use GoTo and the other search engines to find out if anybody else has a product.

Ron: Oh, so you're doing your due diligence here.

Jonathan: One of the problems we see is that people say, well, I'm gonna sell a product on how kids can get A's in school, and I'm gonna get search engine traffic. Well, there's no search engine traffic and there's no other similar product out there – this is a client we had – and I said, have you done the research to find out if there's anybody out there who is already selling a product like this. And once they did the research they realized that, at least in the traditional sense, there was no market for it. So I always say, start with the search engines and find out whether or not there's anybody out there.

Ron: Oh, I get it. So you want to find out if anybody wants this product before you go creating it.

Jonathan: If you don't have any competition, you got a lot of trouble.

Ron: And which of course, we joke about that, but that's what most people do, they go spend months creating a product only to find out nobody cares.

Jonathan: And also, do the research first. Go to the GoTo. In fact, GoTo's got a little tool. You can actually find out how many people have searched on a specific key word. And another great site to do the research is a site called

JinTools.com. They've got a whole bunch of keyword organizers.
JinTools.com.

Ron: Okay.

Jonathan: And this is gonna give people an idea of who the competition is out there. Now, what are they selling the products for? What do their pages look like? How does their sales process work?

Ron: And how much traffic is interested in learning more about that product.

Jonathan: Absolutely. Because one of the keys to getting the traffic is to not sit around and try to create it, it's to find existing traffic streams and, just as most of my friends in the advertising industry say, stand in front of them.

Ron: In other words, you want to market to a hungry crowd, as Gary Hopkins would say.

Jonathan: Yes, absolutely. And I want to know that's a crowd out there, not one or two hungry people.

Ron: But, Jonathan, I got a problem. I don't have a product. So now what do I do?

Jonathan: If you don't have a product, well –

Ron: I want everybody to intervene on this one.

Jonathan: Yeah, I would hope so.

Terry: It's even better when you find the market first, because then you can create the product that they want.

Ron: I got a better idea, guys. It's a whole lot easier to license products than it is to create them.

Jonathan: You can license them, too.

Ron: In fact, most of the people on this call right now have products that they can license for anybody listening to sell and maybe when we get to talk about our bootcamp coming up next month, we'll certainly have a bunch of them available there. I can tell you from experience, this creating stuff is for the birds. Holy cow, is it a lot of work. I've created hundreds of products in my lifetime and continue to do so, and if I had to do it all over again, I would find something that's already selling well and tap into a

marketing system that's already working and the sales pieces that are already created and just do it the easy way.

Jonathan: Well, I think everyone listening who's never created a product, should be forced to do so, so they can appreciate how simple some of the systems are that are out there and get the experience of creating an information product.

Ron: I agree. But in order to get cash flow coming in right now, the easy way is to license other people's products while you're creating yours. Create revenue now and then perhaps you will find yourself creating a product that will even add on or supplement what you licensed.

Terry: I've got an easier way to do it. And that is you can go ahead and you can license something, and then you would have proprietary rights to it. But if you really want to get started quickly, just about everybody on this call and everybody who's anybody on the Internet has an affiliate program.

Ron: Yes.

Terry: And they have proven sales letters, and they have all the credit card processing in there. They already have the product delivery system. And most of the affiliate programs are free to sign up. Someone could just sign up and start promoting a product. In fact, we tell clients if they think they can sell a product, find an affiliate program for something similar and see if they can sell that. And then, if they can't, what makes them think they'll be able to sell their own?

Ron: Amen.

Terry: I can tell you the way I actually got started online was basically what you just said. I licensed products. I didn't have a product that I created myself for I think about two years.

Ron: This is Terry Dean talking.

Terry: Yes, Terry Dean. I basically licensed audio tapes and videos and I basically licensed anything that involved, that I knew that my market would want, and then I started publishing an e-zing, where I wrote my own e-zing, just a short little, maybe 500 words, each week or so and advertising one of these products I licensed. Then after about two years I started collecting and creating my own products out of what I spent the last two years writing.

Ron: There you go.

Jonathan: Terry that is the – I hope everybody understands, that sounds so simple but that is the most brilliant thing that I ever heard. And I know of at least ten people who started out with no products, with no system. Some of them didn't have a website. They just started a little e-zing. They developed relationships with their clients. And then they started offering products that they either had a licensing deal or an affiliate program, and that's how they got their first chunk of change in their bank account so they could take it to the next level.

Terry: That's exactly – you see in the basic I licensed a couple of products, started selling them, and then after I started building that e-zing subscriber base, I would start buying products licensed to somebody and make the money back within a day. Like I licensed a product from Jonathan, made money before the day was over.

Jonathan: You know, Ron, if somebody is listening to this tape or this call, they think that money is raining from the sky on the Internet. If they want to get some perspective and spend the next three to five years building a list and e-zing list of 10,000 people. They'll generate enough cash flow in that time period to pay a mortgage, pay a car payment, put a kid through private school, save for retirement. They don't have to be buying castles and Ferraris, but if they're approaching this with enough patience, a two to five year gain horizon, and to diligently grow that list.

Ron: Well I think everybody on this call right now can, has grown that list a lot faster than that. But I know that – guys we got to get off of the first step. We got nine more to go. We're running out of time. So the first step is to license a product and/or create your own product.

Jonathan: And your own list. Start your own e-zing.

Ron: Okay. And what's the second step? I would think that if once we create a product, we're gonna have to start worrying about setting up our website, aren't we? And getting our domain name and so forth?

Jonathan: Yeah. Absolutely. You're gonna need to – in fact, Terry's got some great – can I go ahead and plug you, Terry – Terry's got some great templates. There are a lot of templates out there. If you need to get something set up, it's really, really easy now. When we were doing it years ago it was very, very difficult. You don't need – just about all the tools you would need you can download for free on the Internet. Most of the experience that you need, most of the instructions are out there. Everything is simple. It's not difficult to set up a website right now.

Yanik: And don't even get hung up on that if you can't do it. This is Yanik. And I still have no clue how to put my own web page. I hire someone to do it.

I mean, there are so many people out there on Elance.com that will put up a website for you, or your local college. You'll find tons of people that can do it.

Jonathan: Yeah, that's right. We had a client just call me and ask me a technical question and I said, I don't know. He says well don't you do that? And I said yeah. He says how do you do it? I said I call my tech and I give him \$100. But the fact is, why wouldn't I do that? Why do I need to know how to do Java scripting. You just pay somebody or you find someone who's got the experience and who wants to help you out. There are a lot of people out there who will work with you for free, just because they want to be a part of something bigger.

Jonathan: I'll do a big plug here for Elance here that Yanik just mentioned. At Elance.com you can pick up web designers. You can pick up people who will write a whole book for you, if you want. Transcriptions, everything you can imagine you can hire someone to do the work for you.

Yanik: We just had a bonus product created, a book that I hired someone off of there. So you can have information products created from there.

Ron: Okay. Guys. I've got a product. I created one or I've licensed one. I've got my website set up. Now what? I think I've got to drive traffic to it, don't I?

Jonathan: Well, wait a minute, it's my opinion that you got to make sure that that website, while it's set up, is operating at maximum efficiency and that includes –

Ron: So in other words, you're telling me that once I get this website set up I got to make sure that there's a reason for people to want to come to it and stay and come back.

Jonathan: It's a decision that you want. You got to have strong copy when you get there, you know. That's part of building the website. Pop ups that will give them opportunities to leave their email address or actually in their face, if you will, you know, lots of people don't like pop ups, but they're effective.

Ron: All right, let's get down to the basic marketing principles here, guys, on or offline. If people come to your website you should offer them something free that allows them to get enough information to make a buying decision.

Jonathan: Right, you should actually, Ron, you should have the offer right there on the website.

Ron: That's what I mean.

Jonathan: And then you should also have a free offer. We have a pop up that comes up when people leave the site if they don't buy. And the way we see it is, and I think everyone on this call would probably agree, there's only three things that someone can do when they come to our site. They can either buy something. They can give us their name, or they can leave. And if they leave –

Ron: Wait a minute – let me come back to that again, there's only three things they can do. Get on, get off, or get out.

Jonathan: Exactly. That's right. Get on the list. Get off the stub and become a customer, or leave.

David: This is the most critical thing mentioned today is, everyone listening to this needs to draw a big triangle on a piece of paper. That tiny tip is the vortex of the funnel. All we're trying to do is acquire customers that break even or slightly better. And the majority of the money is made on the back end in building a lifetime value to that customer. The whole purpose of that entire site is to acquire customers at break even or slightly better.

Ron: And, David, let me expand on that. The reason you want people to come to your site – oh it's great when they buy something, but it's better when they opt in to your e-zing so that you can continually market them with their permission. And that is how you guys build lists.

David: Ron, once somebody buys, they automatically go on our list.

Ron: They can't buy without going on it, can they?

David: No they can't.

Ron: Nor can they get good, valuable, free information without opting in.

David: That's exactly right.

Ron: Okay, that's called building an iron cage around them so that you trap them and you have – in other words if they want what you got, then they have to give you permission to contact them with other offers. It's a fair trade off.

David: My stats, that ILoveMLM.com over the last six months, is three out of every hundred visitors buy but 33 out of every hundred join my list.

Ron: Oh, say that again.

David: Three out of every hundred buy, and 33 join my list.

Ron: So you get – for every – you get a third of the people that come to your website to join your list because the information that you’re giving them on that website encourages them to join it because they want more of that valuable information. And you just said it - whoever said it – that’s the key. If they come to your website and there’s garbage on there, there’s no reason to get on your list and they will opt out and leave.

David: And they get valuable information every week for 52 weeks.

Ron: Okay.

David: Plus regular offers spaced in between.

Ron: All right, so let’s recap. We first found a product or licensed a product or created a product. Second we set up our website and have some valuable information on there to get the customer’s attention when they arrive, because you only have a split second to do that or they’re gone. And then you give them some free information which automatically makes them opt in to your e-zing list and thus the process begins. So far so good? Okay. What is the next step, gentlemen? Jonathan, I’ll go back to you.

Jonathan: Well I would say the next step, once you’ve got something up and running and you’re starting to test your numbers. In other words, you have some idea of what kind of conversion rate you have, and how many numbers of people are actually buying. At that point it’s time to start rolling it out and taking it to people beyond your own list. Once you mail your list, Ron, then you can mail it again and then you can mail it again, but you really can’t mail the same offer to the same list every single day.

Ron: Right. So when we mail, we’re talking about email.

Jonathan: We’re talking about email.

Ron: Free mail, no postage stamps, no postal guys throwing our mail away.

Jonathan: The thing that we do is, at that point, we start to identify different joint venture partners and people who we could work with. For example, Yanik and I just did a promotion. We had a product and I wanted to expand it and I wanted to get it out there, and I’d gone through my list and we’re doing all the stuff that we do. Well, I went to Yanik and I said, look, why

don't you sell it and we'll split the profits. Actually we split the whole revenue and so, because it's all profit when you market on the Internet.

Yanik: That's what I love about it.

Jonathan: You know they used to say –

Ron: Almost no marketing costs.

Jonathan: They used to say, we used to laugh all the way to the bank, and now we just laugh, right guys?

Ted: You don't need to go to the bank now.

Jonathan: Now you don't even have to go to the bank. But the idea is to get other people involved who have a mailing list, or have site traffic, that they have the same problem that you do. They've run their offer to their list, five, ten, fifteen times – I don't know, however many times. And now they need something else for that list. So that's why I did a promotion for Yanik for his instant sales letters, and he did one for my new pop up course. So in essence what we were doing is we were both cross-endorsing the products and we were both generating a lot of traffic and getting a lot of money in our pockets.

Ron: Commonly called an endorsed mailing.

Jonathan: Endorsed mailing, a joint venture. It really isn't anything new. It's been around for a long time. Direct mail.

Ron: One of the old basic standards of marketing period. Online or offline. I do a lot of it myself. And so basically you need product – you have a list, you need products, and if you have products, you need a list.

Jonathan: That's right.

Ron: So everybody wins.

Jonathan: And if you've got products, really all you need is someone with a list. And if you've got a list, really all you need is someone with a product.

Ron: Well said.

Jonathan: And so that's really the key is once you start this roll out, where you're working with different people, at that point the whole goal is just to see what the conversion rate is, is to kind of get yourself out there and to start generating a lot of traffic. I mean we did one promotion with one guy – I

won't even say his name – but he called me up and he said can your server handle the traffic? And I said, well, yeah, how much are you gonna send? He said, I don't know, 5,000 or 10,000 visitors. I'm like, oh, over what period of time? He said, I don't know, a few hours. Now, honestly, I didn't know if my server could handle it. It did handle it, but, you know, that's the kind of stuff you get into when you start doing joint ventures because once you get these partners of yours to start mailing to their list and start promoting your site on a revenue split basis, man, you can just take off and relax.

Ron: So let me recap here then. Once we got our site set up and we got some quality product going there, then probably the smartest thing to do is to find other people with lists and let them sell it for you and take a piece of the action and do nothing. Is that what you're saying?

Jonathan: Absolutely. Well there's one, there's another step in that same step, and that is to – once you know what's gonna happen and you're reasonably able to predict what kind of numbers and conversion and selling and stuff like that – how many people are gonna buy. Then you start an affiliate program and you just open it up to everybody on the whole Internet, and you allow people to join for free and I've got one friend and client and he probably generates – I don't know – 3,000 to 5,000 visitors a day. And he pays for exactly none of them.

Ron: Wow.

Jonathan: He only pays for them if the people buy.

Ron: So the exponential growth begins because you've got people telling people, telling people, telling people, telling people. Sort of life MLM, huh, Dave?

Jonathan: And it's on a performance basis. So you only pay when – you don't pay per click, you're paying only for sales that are actually occurring.

Ted: Then you automate the winners, Ron, for example there's a young fellow on the West Coast with a big two book information product. I wrote a letter four months ago – it took 90 seconds – tested it, it made money. Every month, every new subscriber on day 21 gets this offer and I make enough money from just that one automated offer each month to pay for a luxury condo in the city.

Ron: Wow.

Ted: Just one revenue stream, totally automated.

Jonathan: That's so important, you know, everybody thinks they're gonna make a million dollars on one product, and you can – it's just rare.

Ron: I have several times.

Jonathan: Yes, yes, and I've done it once, too. And, you know, maybe even a couple of times if I count some of the other promotions. But really, what I think a lot of people are looking for, is two or three different products that they can roll out that make \$5,000 or \$10,000 a month each.

Ron: I agree. And guys, we've talked about everything now. We've got our website set up. And we talked a little bit about joint ventures and, unfortunately, about as much as we're gonna get on this call. Frankly we could do three days on nothing but that. Let's talk more about driving traffic to this site, in addition to getting others to do that for us.

Jonathan: My favorite way is taking little ads and e-zings that are pertinent to my market place and then writing 500 word articles and supplying them to the hundreds of publishers out there who will run an article for you, build your credibility in your niche, and drive traffic on the back end through a Johnson box on the end of the article.

Ron: What's a Johnson box?

Jonathan: That's a fancy word for a guy 80 years ago who wrote this little – he put a box and asterisks at the front of an article. The common place now is at the end of the article. It's called a resource box. I write a 500 word article in my niche, focused on solving problems to the readers, and then I build my credibility as an intro in that little box at the end and give my web page –

Ron: Okay. So the Johnson box is nothing more than a contact box, how they can reach you to get more information.

Jonathan: Yes. And I calculated in my first 90 days, I wrote 20 articles, got published in over 200 e-zings, and drove tens of thousands of visitors to my site, all free. Because so many people are publishing on the Internet they have an insatiable demand to get information out to the readership.

Ron: So what you're saying is by giving away free information, it drove a bunch of traffic back to you by letting them know how they could reach you?

Jonathan: Uh huh. And there were literally thousands of publishers, or at least hundreds if you're in a specialized niche, that are more than willing to work with you.

Ron: Okay.

Jonathan: That's always the case and that's a lot of what I built my business from. I can even tell you that there was a specific day that I was looking at my traffic counters and we just jumped through the roof and we generated over \$10,000 in sales extra that day. And I could not figure what it was until I checked one of the larger e-zings and they had published one of my articles. They never even told me. I never submitted or anything. They had just come by, picked it off my website, published it, and generated us a very nice high figure income for the day.

Ron: All right, guys, any other thoughts on getting traffic to your website.

Jonathan: I would also have to throw in pay per click search engines, not just GoTo, there's a FindWhat.com, Sprink.com – actually there's a great site called PayPerClickSearchEngines.com. Lists, I don't know, there's probably about 120 of them right now. That and also the traditional search engines, which I would check out a site called SearchEngineWatch.com. It's getting much, much more difficult to generate traffic off the search engines, off of the conventional ones, but I still think you need to give it a couple of days and do the very basics and that. And in terms of free traffic, those are probably one of the best sources if you can get a listing.

Yanik: Yes. And getting into Yahoo, that's one of the well, I guess it would be considered a search engine – more like a directory, and there is a way to get into there. We just had a site that we developed just for Yahoo and that brings in like 1,000 visitors per day now.

Jonathan: Wow.

Yanik: And we manipulated it – we strategically positioned the domain name and a couple of things to get it as the number one site in that directory listing in that category.

Ron: Okay, so what you're really saying is that it's not difficult to drive traffic to the website, and frankly is really not – it doesn't take that much time if you do the right things, not the stupid things that most people think you have to do like spend your life trying to get your name at the top of the search engine when there's so many other ways to get it done a lot easier with the current technology and the current web producers that are out there now.

Terry: Ron, if you just throw a lot of different lines in the water. One of those, by the way, being affiliate programs. That's free traffic and you only pay when you get the sales.

Jonathan: What I was gonna say, if you just focused on pay per click search engines and affiliate – having an affiliate program, those two things are probably gonna generate 80% of your traffic.

David: What I'd like to bring up here is that biggest misconception most beginners have about marketing online is they see the traffic as their main goal. I have to say that getting traffic is easy, if you can make the sale when they get there.

Ron: Right. Amen.

Ted: It's the key to making money on the web is working on the sales process, or tens of thousands of people who will generate traffic for you if you can make money when they get to your site.

Ron: So what you're saying is it's easy to get the traffic coming, but if they're not buying anything that's your fault.

Terry: That's where you need to spend the majority of your worktime. And also is making sure that they're buying something when they get there.

Ron: Guys, do you favor having multiple websites, or having multiple products on one website?

Jonathan: I would have to say –

Ron: And this is Jonathan talking?

Jonathan: Yes. In most cases, Ron, I would say keep it to one product per site and try to get your own domain for that site.

Ron: And the reason being you don't want to drag their focus off and give them so many choices they don't make any?

Jonathan: That's right.

Ron: Basic marketing principles, yeah.

Jonathan: We've got a products page for existing customers because they already know who we are and they come in and there's a degree of trust there. But if you're just trying to make a sale – it's like would you put two sales letters in the same envelope? No.

Ron: No. Good point.

Jonathan: You know, you have their attention and they're gonna give it to you and they're gonna read it and they're either gonna say yes, no, or maybe.

Terry: Well and the whole thing about this – and now we're back to the distinct advantages that the Internet gives us, is that if you're set up and you're running a site that costs \$100, which is not really big or little, but if you could add sites to that for only the cost of registration. There's no additional fee. So you register a new name for \$15 and bingo, you've got a new site.

Ron: Frankly guys, I'm just starting and I'm trying to make money on the Internet. I'm frankly not all that savvy – I'm learning as I'm going. About how much money do I need to get started before I start bringing in revenue. Is this something that's gonna take a big investment?

Jonathan: Compared to what?

Ron: Well, compared to other businesses.

Jonathan: Sure you can buy a franchise for \$50,000 or \$100,000 and buy yourself a job.

Ron: Yeah, and you only get to work a half a day. You just have to decide which 12 hours it is.

Jonathan: Well, Ron, I've seen people get started for as little as a couple of hundred bucks. In fact, I have one client who said he was gonna start his business for free. And he just was bound and determined to do it. I wouldn't recommend it cause he had to cut some corners, but he used a free website on one of the free web hosts and he used, I think it was a I-Bill account. And he did it absolutely for the lowest possible cost and he sold an information product for something reasonable like \$29 or \$39 and, frankly, he just waited until he made enough money to go ahead and spend it on the domain name and the fancy hosting. But even if you do all that stuff, it's still hard to spend over \$300 - \$400 getting set up. Just to get going.

Ron: So what you're saying is, in fact Terry's a good example of that, I think I heard Terry say he started with \$200, didn't you Terry?

Terry: Yes, that's exactly what I said. I would have to say that even though there's a year even from when I started, my biggest expense has always been training and learning what to do, not traffic generation or anything else.

Ron: So, honestly, guys, and I mean honestly, one could start from scratch on the Internet, take the steps that we've just discussed, not get off track, not do stupid stuff, not do stuff that sucks up your time and don't have any chance of producing revenue, and literally start in the Internet business, or using the Internet to run a business, with a few hundred dollars, not a few thousand dollars.

Terry: Everybody listening to this tape knows more than I did when I started, so they can do –

Jonathan: Ron, thousands of people are doing that today, and thousands of people are gonna do it tomorrow. And yeah, tens of thousands will start it and they won't all make money, but thousands will.

Ron: And thousands are starting it by spending thousands of dollars and listening to the morons and doing all the wrong stuff, and just basically following the wrong leaders who haven't done it but love to talk about it and like to charge money for talking about it. Which is one of the reasons why we asked you five guys to get on this call. You're real doers, you're real players, you've done it, you've walked the walk. You don't just talk the talk. And I teach people all the time, guys, if you want to learn how to get rich, the only way you're gonna learn is from people that are rich.

Ted: In fact, you only have to take advice from people who are doing better than you.

Ron: Yeah. I want to play golf – I sure don't want to play anybody worse than I am.

David: Right.

Ron: Which is difficult for me to find. When I break a hundred we have to party.

David: Be able to do, if I can give one word of advice to everyone sitting out there and listening, get some guts and get an opinion. Do not go into Internet marketing if you're gonna be spineless or part of a me-too crowd – stand out. People are drawn to energy. They're drawn to opinions. They're drawn to controversy. They stick their flag in the ground. Make some noise. Get some attention. And go for it. You got nothing to lose and you can make more money than your mother-in-law can spend. You'll have more time with your kids and your family. You'll be working from home within a year to two years. There's almost no down side.

Ron: So what you're saying is you better carve out a niche, not try to be all things to all people cause you'll never accomplish that goal.

Ted: Be a specialist.

Ron: And in fact the hardest – the worst thing you can do is try to market to the entire universe. Be a specialist is the right word. Figure out the market you want to sell to and stick with that market. And that also makes your marketing efforts a whole lot easier by targetting them instead of trying to use the shotgun approach.

Terry: Well put.

Ron: Guys, I got about three or four minutes to find out what the biggest mistake you've made so far in your career is. Who wants to load in on this one?

David: I had a partner that was crooked and he had a supplier who was crooked. And I didn't do my homework and I had a bad partner.

Ron: Did you live through it?

David: Yeah. It cost me a six figure residual income, but I lived through it. Cleaned the blood and mud off and got back up and kept fighting.

Ron: All right. Who else wants to weigh in?

Terry: Our biggest mistake was not building our mailing list sooner. Because every time we do a mailing we're assured of making money. Let me just say, Ron, if you build a mailing list – I think Dave said 5,000 or 10,000 – 10,000 people on a mailing list, that's enough people to not have to work any more.

Ron: Yep.

Terry: That's enough people so that every month you know you can make \$5,000 or \$10,000.

Ron: That's absolutely true – or more.

Terry: Or more. In some cases a lot more.

Ron: Yes.

Yanik: I think it's a mistake probably not starting soon enough. I was waiting to see what was going on on the Internet, if it was actually gonna blow up or not. And I realized it's here to say.

Ron: Thought it was gonna self destruct, huh.

Yanik: I don't know what it was gonna do, but I should have got on Mizel was on in '93.

Jonathan: What were you, about 16 years old then, Yanik?

Ron: Okay, Ted, what's your biggest mistake?

Ted: Well, the truth of the situation in my case is we continue to make them every single day. Just recently I opened up a virus, which is three days of lost production. We run a letter before we changed the headline that multiplies response. You know, we lagged to get an affiliate program hooked up. The whole thing, from my whole thing, is I ready, fire, aim – you know, and I kind of cleaned stuff up backwards. But it works real well cause –

Ron: Ted you know what caused that don't you?

Ted: What's that?

Ron: Ready, fire, aim is called testosterone. Us men don't want to read the directions. That's the last thing in the world we want to do. We'll read the directions later and only then if we're forced to. Okay, Jonathan, did we hear your big mistake?

Jonathan: Oh yeah. Not building a list.

Ron: Oh, okay. Did I miss anybody? Terry?

Terry: My biggest mistake is gonna sound like I'm copying Jonathan, but it was not really focusing on email at first as much. Because we can go back right now, as I said, we have over 50,000. But we can go back a year and half and we had 7,000. So it was not concentrating on the web at first. And that was where the whole income was. When I was – when I first started online, you could have gauged how much money I made in that month by how many people were on my list.

Ron: Is that right?

Terry: I didn't figure that out for about two years.