



# Success Stories: 12 Doers Share Their Secrets

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By Martin Avis

*'I never met anyone so ignorant  
that I couldn't learn something from  
him,' said Alice.*

*Lewis Carroll*

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**E**-books share many similarities with paper and ink books. They convey information in page form, using familiar words and pictures.

Indeed, an ebook can easily be printed out to make it a paper and ink product.

If you do wish to print out this book, I recommend printing 2 pages per sheet. The text will remain perfectly legible, but the resultant hard copy will be far more manageable. And, you will use a lot less paper and ink. This book has been formatted to American letter (8.5 x 11 inches) size.

However, printing out an ebook will remove the main advantage over more traditional printed offerings – that of connectivity.

This ebook, like many others, is filled with hyperlinks.

Wherever you see underlined text in blue – [like this](#) – a single left-click with your mouse will take you somewhere else.

Once you have followed a link, it will turn mauve – [like this](#). You can still click on it any time you like, but it changes color to show you that you have already checked out the information at the other end.

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In this book, there are three kinds of links:

**Contents links.** These appear on the contents page and will take you to the start of any section or chapter that you choose. The Bookmarks panel in Adobe Acrobat will do the same thing.

**Internal links.** Many of the names or products referred to in the text have been set up as hyperlinks to a special resources section at the back of the book. Here, you will be able to check out the many free programs and resources that the interviewees have mentioned. Also in this section are links to programs that you may wish to purchase following the recommendations of the interview subjects.

**External links.** Within the text, and in the resource section, are links to Internet sites that you may find useful. You will need to be connected to the Internet to follow these links.

*In order to keep this book as up-to-date as possible, many of the external links go initially to a page on my website, where you will be instantly redirected to the target URL. This allows me to redirect you to the appropriate place if any of the suggested URLs change after you have downloaded this book.*

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## Introduction

By Martin Avis

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If you're looking for a book on success, you won't be disappointed.

If you are looking for a book full of secrets, as far as anything is a secret these days, there are plenty here.

But, despite its title, this book isn't really about success. It is about people. People who have done something. Doers.

Success is the by-product of hard work, determination, and long hours. But none of those things really matter without one single attribute that all successful people have: they get off their chair and get on with it.

You couldn't ask for a more diverse set of people than the 12 interviewed here:

From a fire fighter to an aid worker; two stay-home Moms; people in sales, multimedia, teaching or software development; a voice-over artist. Only two of the people interviewed in these pages make their full-time living from the Internet - and one of those only took the plunge after her interview was conducted.

They also span all age groups from 20, right through to 50+.

And geographically, they are as widespread as you can imagine: seven from all points of the US (Florida, Utah, Pennsylvania, Missouri, New York, Ohio and Detroit), one from Canada, two from Australia and two from the UK.

Their stories are diverse. Their personal situations are amazingly varied. Even their levels of success differ wildly.

Yet, they all have one thing in common: they all wanted to make money from the Internet - and they have all succeeded.

No matter what you do, where you live or what age you are, the Internet doesn't care. The only thing that success online is dependent on is your own ability to take action.

There are many books and courses available online and off that can tell you the nuts and bolts of how to write a headline, or how to construct a winning web site, or how to produce a sellable product. But those same books will often let you down on the most important things that you will need: inspiration and motivation.

Let these 12 people give you that vital ingredient. Read their stories. Absorb their experience and wisdom. Then do yourself and the rest of the Internet community a huge favor - get off your chair and become a doer.

***Be inspired.***

## Preface

About  
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Although this book is written under my name, much of it is really the work of the people you will read about. It is about them. Their success stories, in their own words. My rôle in all this was to start the project rolling, ask the difficult questions and edit them into bite-sized pieces.

I take my hat off to each and every one of them and thank them all for giving their time and knowledge so freely.

I am a Londoner who has spent almost thirty years in advertising and marketing. Despite running my own marketing and training consultancy ([The Avis Consultancy](#)), my love affair with the Internet in general and business excellence specifically, led me to launch my own online newsletter in July 2001.

BizE-zine, as it is called, is a free weekly newsletter that aims to provide business people of all kinds, with motivation, inspiration and the basic tools for success. Articles, quotations, interviews and my own observations on life combine to provide an eclectic, sometimes electric and often eccentric mix, which has proved very popular with the fast-growing list of subscribers.

For your own free subscription, please send a blank email to [subscribe\\_ss@BizE-zine.com](mailto:subscribe_ss@BizE-zine.com)

On the next few pages, before we get to the interviews proper, are three articles taken from the BizE-zine archives. These articles each address a different aspect of getting ready to become a doer.

After the interviews are three more articles. This time they are specifically about Internet business. They are offered as a useful primer for anyone who is motivated by the stories in this book to take action for themselves.

Finally, the bonus article tells you how you can set about creating your very own ebook, report or course.

**As so many of the interviewees say, the only real secret to making money online is getting started.**

Please read the book, learn from the dynamic stories that each interview presents, study the articles ...

... And then, become a doer yourself.

*The only place that success comes before  
work is in a dictionary.*

*Vidal Sassoon.*

## Article 1:

How we automatically block out own achievements and how to stop doing it.

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### **The Dirty Dozen: 12 Ways We Sabotage Our Own Success.**

By Martin Avis

Of the many different ways that we can sabotage our own success, these twelve are the most common. All of us are guilty of these behaviors at various times, but knowledge of them gives us the power to start to banish them from our lives.

#### **1. Ignore your own strengths and weaknesses.**

We all have many individual attributes, but it is pointless trying to be someone or something that we are not. As Peter Thompson, the great motivational speaker says, "People will only do who they are."

Don't ignore reality. Learn who you are and build your business or career accordingly.

#### **2. Stop learning.**

For many people, the very idea of learning is something that they left behind at school or college. They don't read. In their jobs they only know one way. Their way. Successful people are universally sponges for information. They read, listen to tapes, scour the Internet and spend their whole lives learning.

The best investment anyone can make in their business, career or life is in their own ongoing education. If you are spending less than \$200 a year on learning new things, you are short-changing yourself.

#### **3. Believe that you can make it for free.**

'Make \$1000 a week with no outlay!'  
We've all seen the ads. By all means study them and analyze their sales and copywriting techniques. But don't believe them.

No person or business can succeed without intelligent and consistent investment. Some online endeavors may be able to manage on less capital than many traditional businesses, but they still need something.

Sure you can operate an affiliate mini site on a free web host, with free email accounts and do all the writing and coding yourself. Trouble is, the result is guaranteed to look amateurish and your chances of making sales virtually zero.

Don't be cheap. If it is worth doing, it is worth doing properly.

#### **4. Try to get before you give.**

We live in a gimme-gimme world. It is so easy to have a take-take attitude. Well, why not? There is so much available, why shouldn't we get our share first?

Successful people don't think that way. They see the value of the long term. Anyone can get a short-term benefit, but at what cost? Trust and respect are built by giving, not by taking. These two little words are the foundation stone of any successful business or person.

Whether you are offering free advice or help to a fellow entrepreneur, or delivering far more than your customers expect, think of the long term.

Build your business on a firm foundation. After all, there is a lot of truth in the axiom, 'what goes around, comes around.'

#### **5. Don't set goals.**

What do you need goals for when you can play it by ear? Isn't all that goal stuff just new-age mumbo-jumbo?

No it isn't. Without a clear objective you can never reach your target. How many times have you heard a soldier being commanded 'Ready ... Fire.'? There are always two little words in the middle: 'Take Aim'. Imagine the consequences otherwise!

Every successful person has mastered the art of setting goals.

As Martha Lupton put it, *'To get anywhere, strike out for somewhere, or you'll get nowhere.'*

#### **6. Don't focus.**

In any given day we have thousands of thoughts, hundreds of memories, scores of outside influences, dozens of helpful ideas, tens of items on our to-do lists. But of all these things, only one is important enough to take our full attention, right at this moment.

High achievers have mastered this art. They have the ability to focus 100% of their mind, creativity, intuition and experience into a single laser beam that burns to the heart of the problem. Then they move on to the next.

But which problem to start with? Two books that are very helpful in teaching you to identify what is important, and what is merely a

time waster, are ['The Seven Habits of Highly Effective People'](#) by Stephen Covey, and, ['The 80-20 Principle'](#), by Richard Koch.

### **7. Hate change.**

Put simply, it is far easier to sit back and do what you know, than to innovate.

Yet a business or business person who is content to let things carry on as they always did will quickly find to their cost, that the world doesn't wait with them.

*'Change is the law of life. And those who look only to the past or to the present are certain to miss the future.'* John F. Kennedy.

### **8. Try once, then stop.**

We are all guilty of this at some time. If at first you don't succeed, give up.

Success doesn't see it that way at all. The road to success is almost never paved. It is full of potholes, littered with the blown down trunks of deserted dreams and blocked by obstacles. But there is gold at the end, and unless you keep on trekking, you will never find it.

Edison made 10,000 useless light bulbs before he found the one that worked.

J. K. Rowling sent Harry Potter to 20 publishers before one took her on.

They never gave up. Successful people don't.

*'Many of life's failures are people who did not realize how close they were to success when they gave up.'* Thomas Edison.

### **9. Think that you are more important than the customer.**

Let's be arrogant. We can tell our customers what they want, and they'll thank us for it. Yeah right. And Ford still makes only black cars?

I had lunch with the editor of a major British women's magazine a few years ago and asked her how she responded to feedback from her readers.

*'My dear,'* she said, *'I'm the editor. It is my job to tell them what they want, not the other way round.'*

It came as no surprise that 6 months later she was fired, and a few months after that the magazine folded.

Don't ever be guilty of corporate arrogance. If even the mighty Coca Cola company can be brought to heel by angry consumers (over the introduction in 1985 of New Coke), just think what negative PR could do to you.

### **10. Sit back and wait for it to happen.**

Whoever said 'Build a better mousetrap and they'll beat a path to your door', had no idea of how business works.

You can have the best web site, the best book, the best store in the mall, but if you don't tell anyone, so what?

The very word business means the state of being busy.

Marketing and innovation are the locks on the door of successful businesses. Action is the key that opens that door so that you can see, as Howard Carter put it when he opened the tomb of Tutankhamen, '*Wonderful things.*'

*'The individual activity of one man with backbone will do more than a thousand men with a mere wishbone.'* William J. H. Boetcker.

### **11. Listen to your peers.**

Surely it is a good idea to listen to what your Dad has to say about your business? Or your sister, or doctor, or cab driver?

Everyone has an opinion. Unfortunately, most people are programmed to fail, and can't see the positive aspect of anything.

If you allow other people's negativity to infect your thinking, all of your endeavors are doomed. Most will probably never even get started.

It is vital that you have faith in what you are doing. If you have that faith, and you have seriously thought through all the issues, surround yourself with positive people and go for it.

### **12. Don't believe you can succeed.**

What has self-belief got to do with it? Either you have a successful business, or you don't.

Trust me on this. If you have a cast-iron, unshakeable belief in your future success, then every action you take will be a positive one. It may take time, but you will be on the right path.

Nothing else is more important than this self-belief.

But, the moment you allow any doubt to creep in, you will instantly

be on the road to failure.

Let's give the last word to Abraham Lincoln who said,

***'Let no feeling of discouragement prey upon you,  
and in the end, you are sure to succeed.'***

## Article 2:

How your Internet business will thrive if you have the benefits of a good support network.

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### **With The Right Support, You Can Reach The Stars.**

By Martin Avis

Everything of any great consequence is built on a strong foundation. The world's most enduring icons of power, prestige, determination and success - the great pyramids at Giza - depend as much on the bedrock beneath them as on the skill of the stonemasons to survive. So it is with all of us.

Our bedrocks may not be made of granite but they have to be every bit as solid.

*"No man [or woman] is an island."* Certainly, this truism applies to every successful businessperson. And no businessperson needs a solid bedrock, an efficient network of support, more than one involved in Internet marketing.

Anyone can set up shop online. That's the problem. Books, magazines, tapes and videos, 'courses', e-zines and web sites all tell you how easy it is. How you just 'follow these simple steps' and watch the dollars flow.

They don't tell you how discouraged you will get when the dollars are only flowing in the wrong direction. Or how lonely it can get staring at a computer screen in your spare bedroom for fourteen hours a day. Or how to deal with the anxiety of knowing you have to spend money to promote your business, but not being able to afford a mistake.

Every business has downsides and problems, but offline there are often people to turn to for help. Online traders may not be so lucky. Who do they turn to when the 'failsafe' strategy they read about fails? Who can they ask 'why?' when nobody buys from their site? Who will hold their hand when they feel as lonely as that long distance runner?

The answer is staring us in the face. The Internet is the greatest storehouse of human knowledge and experience the world has ever seen. It is also peopled by warm-hearted generous souls from every corner of the globe who are more than happy to share what they know.

- Some will know less than you but think they know more.
- Some will know more but will modestly hold back.

- Some will wear their knowledge and experience like a badge.

Take counsel from all of them and then use your own common sense to filter the wheat from the chaff.

But where do you find these people? Where do you go to build your bedrock?

Three examples of places I have personally found particularly useful to gain knowledge:

Newsletter publishing: <http://www.ezineuniversity.com/>

This amazing site will teach you everything you need to know about setting up and running an e-zine, absolutely free.

General help and advice: <http://www.ablake.net/forum/>

By far the best all-round forum for Internet marketing I have come across. Very active and extremely helpful. I belong to several subscription sites, but Anthony Blake's free discussion group beats them all.

Subscribe to e-zines: If you are reading this, chances are you already do, but search out more. There are thousands around and many of them are excellent.

The key to all of this, however, is not to just join the examples above and take what you need. True success, and vital support comes from interacting fully. Share what knowledge you have. Offer suggestions. Email e-zine publishers with feedback or questions. Make yourself as busy helping other people (in whatever way you can) as possible. In this way, folk will respond to you. Friendships will grow. Other people in the same situation as you will be drawn into your circle. Opportunities that may never have seemed possible will begin to come your way.

I have proved this to be true time and again, and have developed some wonderful online friendships that I cherish highly. But if I hadn't been open to the idea of approaching and offering support to others, I couldn't have expected others to be there for me.

### Article 3:

Making decisions is one of your most valuable business skills.

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## Do You Practice Active Decision Making?

By Martin Avis

Many years ago, when I was young and callow, I received an invitation to attend a 'Decision-Makers' conference. Trouble was, I couldn't make up my mind whether to go or not. I didn't.

As the French proverb says, *"Between two stools, you sit on the floor."*

Like a great many people before and after me, I had to learn the hard way to actively take control of my life. Prevarication is a poor master, but one that will rule you with a rod of iron if you don't choose to stop it.

Banish from your mind and your vocabulary the words, 'I'll think about it.' You won't. Something else will take your eye and divert your attention. Unless you make a positive decision to do or not to do, right now, you are very unlikely to revisit.

Nobody ever became a success by hesitating. Success comes to those who jump in and have a go.

I am not by any means suggesting that you should embrace every hare-brained scheme or half-baked idea that you come across. Far from it. What I am saying is that you must develop the skill to actively decide what to do in any given situation and not leave the result to chance.

For example, I get about 200 emails a day. Whenever I go to my inbox I have to make quick choices about all the emails waiting to get my attention:

- Send it straight to trash
- Save it in a pending file
- Read it immediately
- Forward it to someone else
- Act on its contents

There may be other choices, but the point is made. If I don't actively decide between these options I would very quickly get an inbox so full that I would never get the chance to act on any of them.

Life and business is very much like that. In this twenty-first century we live in, only those who have mastered the art of 'keeping up'

can survive and thrive. There is no room for procrastination.

Very often the only decision you need to make is whether to act or not. Once you have made that positive commitment to yourself, the 'putting into action' part of the equation follows naturally.

*Don't over analyze.*

Often, the biggest hurdle to cross in reaching a decision one way or the other is the fear that you haven't considered all the options.

Forget it!

Unless you are being forced to decide something completely outside your field of experience you already have all the information you need. Your brain has spent years sucking in data from all over the place. Let that incredibly complex computer weigh the options for you in the background. Your subconscious moves much faster than your conscious thought processes.

There are two kinds of decisions.

The first are those that cannot be reversed. You have to take longer over these, but there is still no value in putting off the inevitable. In these kinds of decisions, a maybe is the same as a no. You will have decided by default. If it all goes wrong then, you will be at fault twice - once for not deciding at all and once for allowing the wrong outcome to happen.

The other kind of decisions account for the vast majority: those that can be changed, modified or adapted after they have been made. There is never any good reason to put off actively making these decisions.

Go with your gut instinct. 90% of the time it will be right. Even in the times it isn't, you can reverse it pretty quickly. Don't be frightened of losing a little face. In business, someone who has the guts to make a decision, and then, in the light of new facts, the courage to decide to reverse it, is someone destined for the top.

*Don't think too far in the future.*

Some situations try to force you to decide based on the outcome in the long term. This is rarely sound. Of course, the long-term objective is valid, but if it bankrupts you or the company in the short-term, that decision is flawed.

When to avoid making a decision.

After all I have said about the power of positive decision-making, it might seem odd to condone the opposite. However, it is just as valid to decide not to do something as to decide to do it. The

important thing is to decide.

Some questions are unanswerable and sometimes you simply don't have enough facts to make an informed decision. In these cases, your active decision is to wait, gather more facts, or seek advice. 'Do nothing' is not an option.

I leave the final words to two successful businessmen from opposite sides of the Atlantic:

*'If I had to sum up in one word what makes a good manager, I'd say decisiveness. You can use the fanciest computers to gather the numbers, but in the end you have to set a timetable and act.'*

Lee Iacocca, former Chrysler chief.

*'A lot of companies I deal with seem incapable of making a decision. It doesn't matter if the decision you make is right or wrong. What matters is that you make it and don't waste your company's time. If you make the decision, you begin to distinguish the good from the bad.'*

Peter Kindersley, UK publisher.

*Take a chance! All life is a chance. The man  
who goes the furthest is generally the one  
who is willing to do and dare.*

*Dale Carnegie (1888-1955), Author.*

## Interview #1: Jim Wilson

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***Jim Wilson, 40, works as a Firefighter/Paramedic in Melbourne, Florida, about an hour south of the Kennedy space center.***

***Although he has no plans to give up his career, and lose his accrued pension rights, the Internet provides a very useful top-up to his regular income, and is preparing the way for a lucrative and exciting future.***

**BizE-zine:** Jim, when did you first get involved with the Internet?

**JW:** About 1994 I got into the old Bulletin Boards. In 1995, through AOL, I got hooked on meeting people and chatting. Sharing emails with family and friends became a daily event.

It wasn't until 1997 that I realized, since I love being online so much, I might be able to make money online.

**BizE-zine:** How did your online business come to be?

**JW:** In 1999 I discovered [EBay™](#). Around that same time, I met a man called Leo Richardson, a well-established EBay™ seller. I emailed him and asked about his products. Luckily for me, he answered and we became friends.

Leo literally taught me everything I know about marketing on EBay™. He left EBay™ in early 2000 to work for a software company, but I had caught the bug! I kept learning from everywhere I could - to enhance my skills as a salesman and a webmaster.

I have come to the conclusion that you literally never stop learning in life. Whether in my 'regular job' or online, I am always finding out new things. It keeps it interesting. Now I can help other folks out by answering their questions, like Leo did for me. As my credibility grows, so do my sales - it is a win-win situation!

**BizE-zine:** What % of your income now comes from the Internet?

**JW:** About 25%. And that's only part time. I post ads on EBay™ when I want to, and search for products to sell when I have

time. All told, I put about 20 hours per week into my online business. Many of my online endeavors are now fully on "auto pilot". I simply place a couple of ads and they do all of the work for me.

Every time I check my email, there is another sale from one of my sites. I think that this is the mark that I must be doing something right.

Not all that long ago I wasn't making all that many sales. I could have easily given up, but this online thing is something I truly love. I have met so many great people doing this, when I really think about it, I would have never given it up. I would miss it and them too much. Making the money is like icing on a very sweet cake!

**BizE-zine:** How long did it take you to start making a profit?

**JW:** Now this is really going to surprise some people. I made a huge profit my second month on Ebay™. I found some software that was collectable and in demand. I bought 200 of them at \$6.00 each. I sold all of them in only about 3 months and the going rate was about \$60.00 each! The title was, "The Neverhood". I was able to send those wonderful proggies all over the world.

This one experience gave me a lot of knowledge. I had to deal with one stolen credit card, a couple of bad checks, sending through customs, and trying all the while to find other things to sell.

Finding those was a VERY lucky break but I did it. And if I can find something of value like that, anyone else can too. Since then, there have been some lean months (those in which I was really getting frustrated because as much as I thought I knew, I was still learning things) and there were some incredible months.

In the end, I made money, kept learning, kept expanding on what I sold, and constantly tried to think of new things to sell, new services to provide, and tried to find new suppliers.

**BizE-zine:** Have you bought any ebooks or courses on online marketing, and if so, which was the best for you?

**JW:** In the years I have been doing this I have read so many Ebooks and have such a large number on my HDD, it's pathetic. There are a couple that end up sticking out as ones I still, to this day, pull out and re-read in order to make sense of things. One great one is Robbin Tungett's "[Auction Profits](#)". She really hit a

homer with that one.

Another hidden jewel, by a lady called [Milana Nastetskaya](#), is entitled "[65 Instant Web Answers](#)". She tells people exactly how they can build a winning web site on their own without paying someone else thousands to do it for them. In my opinion, it's a must read.

My favorite is [Allen Say's "Instant Cash Machines"](#). To this day, I go to the Internet Warrior's site and open this one to get ideas and to refresh my memory.

I want to add that I also subscribe to several great e-zines from which I also learn a great deal. I would urge people that, as you are searching the net for this and that, if you come across a site that really catches your attention, chances are that webmaster knows what they are doing. Subscribing to their e-zine is like allowing them to teach you.

**BizE-zine:** What has been your most successful tactic for generating traffic?

**JW:** E-zine ads, by far. A good e-zine ad will really go a long way. By good, I mean an ad for a product with mass appeal in an e-zine with large true opt-in subscriber numbers that brings lots of quality visitors to your site.

A true quality opt-in list can get in the neighborhood of 8-10% clickthroughs and about 2-5% of those who visit will buy. Consider an e-zine with 50,000 true subscribers and you are talking about 5000 hits and somewhere about 250 sales. See what I mean? The trick is to know what you are doing BEFORE you buy the ads.

I always tell people to:

1. Subscribe to the e-zine. Then ask yourself - Did it come on time? Is the content worth reading? Are there too many ads? Was it well formatted?
2. Contact current advertisers and tell them you are thinking about placing an ad. Ask them what their response rate is?
3. Ask the publisher about their e-zine. Is it "true opt-in"? How long have they been publishing it? If they started in 2001 and boast 100,000 subscribers, guess what...they bought them. Sending your ad to their list is like sending it to 99,990 trashcans and dead email addresses. The 10 who do receive it, don't read it.
4. Negotiate what you pay for ads. You will want at least 4-5 so

use this ad leverage. Tell the publisher you want a package. I have found that one solo ad followed by 4 classifieds really works well. The solo ad gets some attention, then, as they see it over and over, they visit. If the list is true quality opt-in, you can get as many as 20% or more of them to come to your site/offer.

5. Pay with a credit card. This protects you from publishers who say they have a quality list but don't, as well as those who don't list your ads at all.

E-zine advertising is awesome. If you know what you are doing.

**BizE-zine:** What has been your biggest mistake?

**JW:** At one time I bought lots of domains as an investment. I learned the hard way that they aren't worth all that much unless they are getting lots of traffic or are established sites.

Also, I used to just place ads in any old e-zine I came across without checking things out first. I lost literally thousands between those two errors alone, especially to poor e-zines. I am happy to say that I now have a list of quality e-zines in which I buy ads. When I launch a site or an offer, I place the ads in the same ones over and over. And they always get the same awesome results!

**BizE-zine:** Do you use any proprietary software to help you run your business, and which one would you most hate to be without?

**JW:** I use several titles. There are three I couldn't run things without. First there is "Create" which lets me burn CD's fast and furious. I sell CD's in the hundreds, so I couldn't do without it.

I also couldn't live without [Ebook Editor Pro](#). I write Ebooks and compile them. This software allows me to do it fast and easy.

Finally, I use [WorldMerge](#) to send to my e-zine mailing list.

I am always looking for easier ways to do things, and there is always better software out there. I love downloading trials and testing them out.

**BizE-zine:** Do you have any plans to expand your online business, and if so, how?

**JW:** Constantly! Right now, I am working on three main projects. All three have incredible potential. One made a sale before I even placed an ad. I sent out about 20 emails with my

sig file and one of them came and bought it! It will launch soon.

Then I am working on a deal that should lead to more sales on EBay™. I found a new supplier and am excited to see how things work out.

Overall, in the online world, you can't sit on your laurels and relax. Things change fast. Look at those who are THE most successful and you will always see one commonality. They are not only on the cutting edge...they set it.

Does this mean I am on the cutting edge? I don't think of myself in this way. But I do my best to constantly learn, grow, and adapt in order to continue making money online. And that means reading e-zines, ebooks and web sites, to learn what is happening right now!

**BizE-zine:** What one piece of advice would you give to someone who is just planning to start out?

**JW:** Online marketing is like the race between the tortoise and the hare. A slow, steady, constant pace will always win out over fast and furious. If someone tells you, "Buy my product and be making \$5000 next week", run as fast as you can away from them. It simply does not happen all that often.

Online work means just that. Work. And lots of it. But you will be working for yourself in order to reach your own goals and ambitions. This alone should keep you going. I don't know of even one online success story that was a quitter.

There is definitely money to be made online. You just have to learn how find ways to make it. I can say that given how I am now doing part time, if I were to take the plunge I would almost certainly make more money than I am at the Fire Department.

On the opposite side, I know of a lot of those who left the online world because they failed. But, in my humble opinion, they failed because they left. They didn't leave because they failed. Think about it. Find a niche online. Something you REALLY love. Base your first marketing on this. Learn as much as you can.

And never, ever give up.

E-zine ads can be quite lucrative. Interested in placing ads in some? **Don't!** That is until you read EzoneAdResults. Real e-zines...our true results! [EzineAdResults](#)

Want to start selling on Ebay? We can show you how. Results are guaranteed! <http://gnuday.com>

*When action grows unprofitable, gather  
information; when information grows  
unprofitable, sleep.*

*Ursula K. Le Guin (b. 1929), U.S. author*

## Interview #2: Spencer Uresk

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***The second interview is with a young man from Utah by the name of Spencer Uresk. Although still studying at University, he has built his Internet business to the point where it provides about 90% of his income.***

***It is a fair bet that Spencer's business will continue to develop and grow as he devotes more and more of his energies to it.***

***Let's see what he has to say.***

**BizE-zine:** Have you been involved in any other business or jobs, online or off?

**SU:** No, I jumped right in to the Internet. I haven't had any other jobs. I see this as a full-time occupation.

**BizE-zine:** How did it all start?

**SU:** When I was about 14, my Dad worked for Woods Cross City. They needed a web site and at that time very few people knew anything about the Internet. I volunteered to build it for them, and although I didn't know much myself, it was a great learning experience.

I ran that site for them, on a voluntary basis, for two or three years, learning new things all the time. Eventually, I became too busy to run it unpaid, and they found someone else to do it.

When I started, I hadn't even read a book - I just jumped on in and learned on the job.

I was just looking over some old files the other day, and in some of them were the old design. Yikes! Frankly, I was a bit embarrassed. This was before I learned that web sites were tools. Before I found out the important idea that web sites are a means to an end, not an end in themselves.

Given the time I made it, it probably wasn't fully as bad as I thought it to be (this was around 1996 or so), but it was still very amateur. I'm just glad it's still not around for everyone to see! It just shows you how fast things have changed.

**BizE-zine:** How did you move from that early experience to the idea that you could support yourself with an online business?

**SU:** My first successful ventures were creating entertainment sites and selling advertising on them. Greeting Cards, fun pages, jokes, etc. They were a mish-mash of general audience content and debatable value. But, there was a good deal of money involved, and it got me started.

As the ad market started to crash, I realized that I needed to add new streams of revenue as any site that is fully reliant on advertising for money is going to be subject to market conditions - something I am a bit uncomfortable with.

I used my experience as a webmaster to create new tools for webmasters like myself. AdvertisingResults.Net was the first service I created, and I have since created several products to sell, and I've also branched out into running my own newsletter.

**BizE-zine:** Lots of people try to run newsletters online. Tell us a bit about your experiences.

**SU:** The Uresk Internet Marketing Journal (<http://www.uresk.net/imjournal.html>) is my newest newsletter. It has been a bit of a struggle to get subscribers (I am used to the entertainment industry where we get them buy the tens of thousands!) and also determine where they are and what they are looking for. I've found that they are usually all over - some are complete novices, some are just into MLM schemes, some are further along than I am and so forth. It's a bit of a challenge to write your articles (and pick syndicated articles) that can help as many of those people as possible.

One of the most rewarding things so far has been the feedback I get. When I sent out my first newsletter (with under 200 subscribers), I got about half a dozen replies - all thanking me for sending them the newsletter and telling me they can't wait to get the next issue. Now I can't wait to SEND the next issue! From a sales standpoint, the newsletter fell on its face. I didn't get a single sale. But, the fact that several people read the newsletter, and benefited enough to warrant letting me know makes me feel good. It also shows that down the road, any of these people could become a customer because they trust me and find me generally knowledgeable about what I am doing.

**BizE-zine:** So what is your long-term advice for would-be newsletter publishers?

**SU:** Don't go straight for the money. Newsletters can be quite lucrative, but if you go into it with the mindset of making as much money as possible as quickly as possible, you'll fail. Newsletters

take time to grow, and also for your readers to trust and become acquainted with you. Give it time!

**BizE-zine:** How long did it take your online business to start making a profit?

**SU:** I didn't buy much to start with! After my first few months, I was profitable and haven't looked back since.

**BizE-zine:** Have you bought any ebooks or courses on online marketing, and if so, which was the best for you?

**SU:** I don't care for a lot of ebooks and courses. I've found that most of them contain little or no new information, and are often written by people who don't have the experience to back them up. I honestly think that the best sources for me have been short articles, good newsletters, and discussion boards. I have found a few good ebooks though.

One is "Million Dollar Emails" by Yanik Silver. Why? It's comprised largely of the experiences of those who have done it before. In my mind, the best way to become successful is to seek out successful people, find out what they are doing, then pick out what it is that makes them successful and apply it to your own situation. "Million Dollar Emails" showed some great examples of how to make money with emails, and has already influenced some upcoming email campaigns I'll be doing.

**Note:**

To download a totally **FREE** copy of Yanik Silver's excellent 'Million Dollar Emails' with full resale rights (worth \$17), [click here](#).

**BizE-zine:** I'm glad you mentioned that one because it is one of the free bonus gifts for new BizE-zine subscribers!

**SU:** Another one that is great for beginners is [Jay Conrad Levinson's "Marketing On Steroids"](#). It has some good stuff for people who are fairly new. Most importantly, it changes some misconceptions that people may have about marketing on the Internet, which often leads to the downfall of their ventures.

**BizE-zine:** You mentioned online forums as a good source of information. Which are your favorites?

**SU:** I frequent these two most often:  
<http://www.ablake.net/forum>  
<http://www.geekvillage.com/forums>

I should also add that I learn a lot by studying the sales letters of other related products. Taking time to study other people's sales letters can be very insightful! But never fall into the trap of copying word for word.

**BizE-zine:** What has been your most successful tactic for generating traffic?

**SU:** Easily the best source of traffic, both in terms of quantity and quality has been to post on related discussion boards/forums. I make sure I have links to my sites/products in my signature, and then try to be as helpful as possible. Establishing credibility is very important in those situations, and a drive-by spamming won't get you much business, whereas being helpful and only plugging your product/service when pertinent can bring in quality sales.

**BizE-zine:** Tell us about your biggest mistake.

**SU:** Assuming too much about potential clients. Namely that they will find my site easily and that they are looking for my product/service. Ultimately, potential clients won't know about your site unless you find some way to tell them. Promotion can be painful and hard, but it is also very rewarding when done right.

**BizE-zine:** Which software do you use to help you run your business?

**SU:** I have mailing software I've written. It allows me to keep in contact with customers and potential customers. This is a must - current customers account for half my sales, but cost virtually nothing to market to. Make sure you get your hands on some sort of mailing software, or at least use a mailing service. It really is indispensable.

I also use my own [AdvertisingResults.net](http://AdvertisingResults.net) service. It is a powerful tool that tracks all my marketing campaigns, so that I can find out which ones are worth continuing and which ones I should dump. It's saved me thousands in advertising and helped to boost my revenues. There are others on the market, but naturally, I like my own best!

**BizE-zine:** What's next for your online business?

**SU:** One of the things that I've been working on is how to expand my business, but keep it profitable and efficient. The thing I've learned is to make sure expansion is within your area of expertise and doesn't distract you or draw revenues away. I have about 5 or

6 webmaster-related products and services in the works, and they will all complement each other and existing offerings.

Like I said, most of my sales are from current customers, so the more services and products I can offer, the more each customer becomes worth. The idea is to get as many related offerings, and then I can use them to promote each other by offering current customers a discount on another product I sell.

**BizE-zine:** What would you say to someone who is just planning to start out?

**SU:** Too many people try and go it alone on the Internet, don't make that mistake. Participate in discussion forums, email lists and even talk to people on [ICQ](#). If I hadn't found a few good forums a few years ago, I wouldn't have an online business to run.

There are two reasons you should be talking with your peers:

1. You need to learn what is working and what isn't. The best way to get the most current information is by discussing it with other people. Some of the most important things I've learned haven't been from expensive courses or ebooks, but from a fellow entrepreneur who had tried a few things and shared some tips.

2. You need to network in order to setup deals or joint ventures, and also to make sales. You can spend thousands of dollars on advertising, and still not make as much as you would setting up a joint venture with someone else. Also, many people that I build credible relationships will buy several of my products down the road.

Talk to people. Pick their brains. That is by far the best way to keep current and build sales. And it makes life a lot more interesting!

Spencer Uresk runs a business that sells tools and services to help webmasters run their business more efficiently.

Stop by and see how you can benefit: <http://www.uresk.net>

*A little knowledge that acts is worth  
infinitely more than much knowledge that  
is idle.*

*Kahlil Gibran (1883-1931), Syrian writer.*

**Interview #3:  
Milana Leshinsky  
(Nastetskaya)**

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***The third in the series is with a lady who is taking the Internet by storm. Milana Nastetskaya is the author of the highly regarded ebook "65 Instant Web Design Answers!".***

***Milana currently lives in Central Pennsylvania, quite close to Harrisburg, but originally came from the Ukraine. She changed her name to Leshinsky at her U.S. citizenship ceremony. Although eligible for citizenship in 1997, a combination of factors, including lost paperwork delayed the ceremony until June 2001.***

***"By the time I had my ceremony I felt completely "American" already. Watching Friday night sitcoms over a box of pizza is not exactly a Russian thing!" She says.***

**BizE-zine:** How did you first get involved with the Internet?

**MN:** In my "past life", in Ukraine, I was teaching music to children and never thought I would do anything else. But after a year of trying to choose my new path in America, I decided to major in Computer Systems. What a huge change from music, I thought! Computers leave no room for imagination whatsoever... That is, until I discovered web design and was absolutely blown away by the creative possibilities it offers.

Now, I am a professional web developer, a web coach, a workshop leader, and an author of web design manuals for beginners.

**BizE-zine:** Tell us about your first experience of the Internet?

**MN:** In 1997 I took my first "Internet Development" class in college and fell in love with it ever since. I remember my first web page was a collection of bright yellow buttons linking to other sites, but I was proud of it anyway :-)

**BizE-zine:** You are certainly building a good reputation for yourself online at the moment - how did your current online venture come to be?

**MN:** I came across ["Make Your Site Sell!" by Ken Evoy](#) and

spent the next 6 weeks reading it. By the time I was done with it, I was filled with excitement and anticipation to start my own online business. Not sure what to sell yet, I decided to offer web site critiques on my [HelpingFoot.com](http://HelpingFoot.com).

I remembered that Ken Evoy promised to send a free book to anyone who sent him a useful comment, and I wrote a 1-page feedback about "MYSS!" asking if he could send me his "[Make Your Price Sell!](#)" but instead he sent another book.

It was a little disappointing at the time, so I filed it somewhere on my hard drive and forgot about it. A few months later, after not making too much progress with my site critiques, I read somewhere that you can make money with writing and selling e-books. A book was recommended to learn how to do it. I was thrilled to recognize the title of the book - the one that Ken Evoy sent me a while ago and I never bothered to read it! It was called "[Make Your Knowledge Sell!](#)" and it inspired me to create my "[First Business Web Site in 10 days!](#)"

**Note:**

To download a FREE trial copy of Ken Evoy's 'Make Your Site Sell! 2002', [click here](#). This sample contains the first four chapters of the main book, the full table of contents and index, plus sample chapters from each of the other books in the package. Well worth downloading!

**BizE-zine:** Do you still critique people's sites?

**MN:** Yes I do, but only now as a bonus to my "First Business Web Site in 10 days!" customers. When they complete their web site after following my manual, I look it over and give them my feedback.

**BizE-zine:** I know you are a very open person, but can you share with us what % of your income now comes from the Internet?

**MN:** Oh, I never hide my income - perhaps it's because I was raised in Ukraine, where people are free to ask how much you make, how much your house cost and how much you paid for your car :-)

When I started writing my first e-book, I was hoping for at least some extra cash - \$500 would be nice. But what happened next has blown me away. Between February 2001 and January 2002 I have made a little over \$26,000, working only 4 hours a day.

**Sidenote:**

*About 2 months after first completing this interview, Milana has given up her day job and has become a full-time Internet marketer.*

We all wish her every success.

**BizE-zine:** That is pretty impressive. How long did it take you to start making a profit?

**MN:** I completed my "[First Business Web Site in 10 days!](#)" on January 26, and received my first order on February 2nd, a week later. I remember the customer's name, how much I received, and how high I was jumping around the house with excitement. That was an absolutely unforgettable moment.

**BizE-zine:** Have sales been steady over the year, or is your business accelerating? Also, did September 11<sup>th</sup> have a significant impact on your business?

**MN:** I became a little worried after the September tragedy happened - I was absolutely positive that this is the end of my business. But October ended up to be my best month ever!

Since this was my first holiday season since I started the business, I was surprised (and scared!) to see just how slow the sales were in December. But now that I know this, I will be more prepared and able to plan ahead next holiday season

**BizE-zine:** Your book "[65 Instant Web Design Answers!](#)" is getting a lot of attention. How did it come to be? What sparked the idea off?

**MN:** Well, I had to create a 2nd product - one just wasn't enough, I still had a lot of web design skills and ideas that I haven't shared in the 1st book. The idea of easy-to-follow tutorials on how to do specific things on your web site (like password-protect it, or create a simple feedback form) immediately felt like a winner.

With a 130-page manual behind me, the "65 Instant Web Design Answers!" seemed less of a challenge now. I completed it within weeks, and since I already had a payment system and a mailing list in place, launching this 2nd product was a lot easier than the first one.

**BizE-zine:** Have sales been good?

**MN:** Personally, I have sold over 300 copies since it came out in July 2001, but since I sold reprint rights to this book (and I am able to track the sales), I know it has been downloaded at least 1,000 times.

**BizE-zine:** What kind of affiliate program have you put in place?

**MN:** Boy, I am going to get really embarrassed here, Martin. I know affiliate programs work, ONLY if you work on them. I sort of let mine grow on its own, with the help of the easy-to-use set up from [ClickBank](#). Anyone can join, and anyone can make as much as they want referring customers to my web site, but I haven't been working hard enough to attract new affiliates. There is only so much you can do as a business owner, and the affiliate program has not been my focus.

**BizE-zine:** Apart from Ken Evoy's books, have you bought any other ebooks or courses on online marketing that you would recommend?

**MN:** My next purchase was the "[Amazing Formula](#)" by Marlon Sanders, and had a great blueprint for success in front of me. While not revealing any shocking secrets, Marlon's book had confirmed what I already learned from visiting Internet marketing forums and gave me a clear marketing plan to follow.

What I discovered about buying Internet marketing products is that no manual will give you a "magic bullet". They will all teach you about the same things - how to bring traffic to your site, capture your visitors e-mails and follow up with them asking for the sale. The rest are details.

**BizE-zine:** Of all the information available free online, what do you read the most?

**MN:** I used to read a lot of e-zines, but after reading about 10 from "cover to cover" for months, I found that most of them contain similar information and advice.

What I do read is interesting forum posts and articles I receive through the e-mail discussion groups. This not only helps me learn about other people's experiences, but also helps me make new business contacts and joint ventures.

**BizE-zine:** How do you go about attracting traffic, and what has been your most successful tactic?

**MN:** The number 1 traffic generator for me has been my free e-book, "[The Absolute Beginner's Guide To Starting a Web Site](#)" which I submitted to [ZDNet](#). After it got listed on their web site, I receive at least 150 visitors a day from people who read that e-book.

Other traffic generators for me are writing articles on a regular basis, search engines and my wonderful affiliates.

**BizE-zine:** You mentioned online forums. Which ones do you use most?

**MN:** No doubt, it's the Anthony Blake's marketing forum.

<http://www.ablake.net/forum/>

I don't post there as much as I used to, but do read it weekly. There are so many different people out there, with completely different personalities and opinions! Before you post, hang out there for a while to make sure your posts are appropriate. Never get into a flame war; you will only hurt yourself and your business.

**BizE-zine:** Up to now, what has been your biggest mistake in business?

**MN:** Hmmm ... that's a hard one. Probably spending too much time on online forums and taking everyone's comments close to heart. That took up a lot of my time and energy, and sometimes discouraged me from going on.

Thanks to a few people who supported me through the tough times, I am still in business :-)

**BizE-zine:** What software do you use most to help you run your business, and which one would you most hate to be without?

**MN:** My best friend is the [WorldMerge](#) mailing list software that allows me to import and personalize a list of subscribers, in whichever format I have them in. There is a free version of this software at [ColoradoSoft.com](http://ColoradoSoft.com).

**BizE-zine:** What is your business plan for the future?

**MN:** I always have plans! The trouble with entrepreneurs is that sometimes we have too many ideas to implement. I think in the past 12 months I have started at least 10-15 different ventures, and only 4 of them were implemented and proved to be a success.

I have recently launched a new web site, [MyCoachingWebSite.com](http://MyCoachingWebSite.com), created specifically for coaches, consultants, writers, speakers and other professionals. There is

a whole different set of strategies a service provider should include in his or her marketing strategy on the Internet, and that's what this web site is about.

As I mentioned before, my number 1 traffic generator is my free e-book. After starting my new web site, I absolutely had to develop a free e-book :-). "How To Market Your Practice on the Internet", can be successfully used by any professional who provides services.

(Download free at <http://www.MyCoachingWebSite.com>)

I am also publishing my first booklet this month titled "59 Ways To Grow Your Practice on the Internet". It will be available for sale at [My Coaching Web Site](http://www.MyCoachingWebSite.com), as well.

**BizE-zine:** What advice would you give to someone who is just planning to start out?

**MN:** Commit yourself entirely to succeeding. Don't ever think, "What if I don't make any money?" Always think "I will do everything possible, and work hard until I start making money".

I am incredibly afraid of personal selling over the phone. In fact, I am not looking forward to calling companies and media offering my new booklet at all!

But I also know that if I don't do it, my dream of becoming a completely independent entrepreneur will not realize. So I will just keep going until it does.

Milana Leshinsky knows the secrets of growing your business online. She has done it herself and helped others succeed. Whether you want to do it yourself, or hire a professional web developer and a coach, Milana is your "man".

Visit her at [milana.com](http://milana.com)

Or <http://www.mycoachingwebsite.com>

*Any business arrangement that is not profitable to the other person will in the end prove unprofitable for you. The bargain that yields mutual satisfaction is the only one that is apt to be repeated.*

*B. C. Forbes*

## Interview #4: Ben Prater

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***The fourth in our series of interviews with regular people who are making money online is with Ben Prater.***

***Ben, from Cape Girardeau, Missouri, is a 26-year-old software development consultant. He says that his job is to help people turn their dreams into reality.***

***After years of looking at the Internet from the outside, Ben decided to take the advice of the gurus and turn his own specialized knowledge into an information product. His e-book, 'Software Secrets - Exposed', tells the real inside story of how anybody can develop software products.***

***It sure hit a nerve, because Ben tells me that in the first eight weeks after launch, he sold over \$75,000 worth of his book. And his sales, and good reviews, continue.***

***Here is a great example of what you can achieve once you get up and have a go.***

**BizE-zine:** Your book reflects your work, so what exactly do you do for a living?

**BP:** I'm a software development consultant. Previously, I was the Chief Technical Officer of a web-based company - so I've been seriously involved in the programming side of things for some time now.

**BizE-zine:** And Internet-awareness must go with the job.

**BP:** Oh yes! It wasn't long after the Internet became popular and accessible in my hometown that I got online. In fact, early on, I was paying per-minute fees to be online. I've been excited with the Net since the beginning.

Although I haven't been doing it for myself, my whole career has been involved in the web and web-related businesses. Even when the web wasn't commonplace, I was using my background in programming and graphic design to build some of the first commercial web sites that people were using. The Internet was amazing - anyone in the world could see my work within

seconds of me posting it online. This blew me away. I was hooked!

**BizE-zine:** What made you take the giant step to become an online entrepreneur?

**BP:** Microsoft is to blame! I'd been thinking about creating a product for some time, but it was only after a visit to Microsoft that I finally decided to get on with it.

'Software Secrets - Exposed!' came from my direct experience with my own clients. Making their dreams a reality meant putting a plan together that they and I could use. Over time, I began creating a step-by-step system we could follow and it worked like a charm!

Once my mind was made up, it was a simple process of packaging my system into an ebook and offering it online.

**BizE-zine:** So you were really making money online even before the book came out.

**BP:** All my income is effectively derived online. Originally from my consulting business - but now, rather more directly through my online publishing company.

**BizE-zine:** When did you first realize that you had a success on your hands?

**BP:** With my new book? Overnight! Within the first month, the book had pulled in over \$30,000 in profits. And sales have been steady ever since.

I just wish I had started much, much sooner!

This is still a part-time hobby for me. I still have a regular day-job as a programming consultant. Imagine what I could accomplish if I could dedicate eight-hours a day to doing this!

**BizE-zine:** You are making money from a self-published book, but do you buy any ebooks or courses on online marketing?

**BP:** There are tons of great books and courses that some very brilliant marketers have put together - and if it sounds like they can add something to you business, grab it and call it an investment.

The reason most people don't find success is that they don't

create a plan and hesitate to take any action. I waited far too long, but at least I made a start eventually.

Absorb as much info as you can get your hands on, build your confidence level, and do something.

**BizE-zine:** Getting noticed is probably the hardest part of running an online business. How did you set about getting traffic?

**BP:** Many moons ago, in my first foray into marketing online with my web design business I focused on attracting attention by the search engines. As time has passed, I've focused less on search engines and more on more active ways of attracting attention.

Endorsed deals between myself and other savvy marketers have brought in the most profits in the shortest amount of time. If you have created a product that you believe will bring benefits to someone else's list - don't hesitate to present it to them. But make sure you know your numbers - what are your conversions, how much would they get for each sale. Like everything else, you have to address the 'what's in it for them' question.

Looking for deals shouldn't be your first step - but it should be there early on.

**BizE-zine:** It is still early days, but can you point to one big mistake you wish you could put right?

**BP:** My biggest mistake was not doing something earlier. I spun my wheels for four years before I finally put my book together. Those are four years I can't get back - who knows what I could be doing today.

All my other mistakes are pretty minor in comparison.

**BizE-zine:** What kind of software does the 'King of Software Secrets' use himself?

**BP:** I use a couple of applications day-to-day that I wrote myself, including my autoresponder. Obviously, not everyone can do this, or would even want to - but it is important to find the tools that let you spend your maximum amount of time focusing on doing things that will make you money.

If you are wasting time doing something that isn't making you money, find a way to automate it. For instance, if you are

responding to similar questions through you email, set up a FAQs page or use a macro program like [RemoteKeys](#) to get these questions answered more quickly or better yet, without your intervention.

In my writing, I use Word. Then [Adobe Acrobat](#) to seal it up. I wish more people would stick to using Acrobat, rather than some of the ebook packages available. Acrobat increases the level of portability and makes it easy to print out.

**BizE-zine:** Having tasted such a spectacular success, I'm sure you don't plan to sit back and do nothing. What are your plans for the future?

**BP:** I have several ideas. Early on, I'd like to continue to build on the success of my 'Secrets - Exposed!' brand.

I keep liberal notes in dozens of notebooks - and try to revisit these often to keep my mind fresh and looking for new opportunities. Even this morning, I was contacting a publisher and pitching a software idea to him. This project may not see sunlight for months – but it is planting seeds for the future.

**BizE-zine:** Many people would love to produce their own ebook, but don't know how to go about it. What would you say to them?

**BP:** Do a little each day. Such a simple suggestion, but if it's followed each day the book will "magically" complete itself. Write a paragraph, a section or a chapter, but keep cracking at it every single day.

Have a good outline you can follow. Instead of trying to decide what content you need to fill it out, you can simply follow the outline you have already in front on you.

And bring passion to your work every time you sit down. Infuse it 100% with your personality and enthusiasm.

**BizE-zine:** What advice would you give to someone who wants to make it online?

**BP:** Become educated, create a plan, and do something.

It might mean breaking into your weekends or evenings, but the resulting success can last you a lifetime.

Have a burning desire to succeed. Find someone that can mentor you - or a friend that has a similar desire to succeed.

You definitely want a cheering section of your crowd. Be thankful and be giving. And don't forget the importance of your family.

**BizE-zine:** And a final word?

**BP:** I started with zero like most people - I didn't have tons of contacts in the industry, I didn't have experience writing a book or a sales letter or running an affiliate program.

But I didn't let those fears stop me. I took the action I knew I needed to take. And I learned from my mistakes and I keep learning more today. But had I been too scared to get started, I'd still be sitting here thinking about what to do today.

Get out there - get started - and do something everyday! See you at the top!

BenJamin Prater // Programmer, Writer

"Build Your Own Successful Software Empire -  
Even If You Can't Program Your Own VCR!"

[Software Secrets - Exposed](#)

*Would you like me to give you a formula for success? It's quite simple, really. Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't at all. You can be discouraged by failure - or you can learn from it. So, go ahead and make mistakes. Make all you can. Because, remember that's where you will find success.*

*Thomas J. Watson (1874-1956), president IBM*

## Interview #5: Quentin Brown

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***The fifth interview takes us all the way to Australia. Quentin Brown is 49 and lives in Brisbane. His ultimate aim is to become a fully paid missionary working with children around the world by using his Internet business to support orphanages, mobile medical centers and schools. At present he works for an Australian-based international aid organization as a network and administration manager.***

**BizE-zine:** Quentin, when did you first get involved with the Internet?

**QB:** In 1996 I moved to Brisbane from Sydney after a failed business venture. Australia experienced a recession where interest rates topped 24% and this devastated me. I was nearly broke so I used the Internet to investigate different ways of making money.

The skills I gained doing this helped me in my new job and I started to build their web site. I found that so many people were interested I spent endless nights building web sites for free and learning all I could.

In 1999 I purchase my first .com called MSIncome.com and have used it ever since. <http://www.msincome.com>

**BizE-zine:** What does the MS stand for?

**QB:** MS stands for Multiple Stream. I learnt very early in my time on the Internet that selling one product would never get you the income you need. I guess the secret is to find a good product mix to cater to a wide variety of people. You don't find many traditional businesses just selling one product.

**BizE-zine:** Your site is very good, but how has it developed since you started out?

**QB:** Initially, it was very simple. I borrowed ideas from here and there. It was what we call a homepage. Not very specific and advertised pretty well everything I could find. I learnt fairly quickly that you don't make money from these sites. They are good for the ego but not the pocket.

I spent time learning how to make my own graphics and develop

my web site into a selling machine by looking at the professionals. A selling web site needs to be simple and load quickly.

There are some great tutorials around to teach you the basics and then it is just a matter of trial and error.

One of the greatest problems is that we spend so much time on our sites that we get sick of them. Or too familiar. Then it's a good idea to get your peers to evaluate it for you. My wife is also a great critic. She is not very computer literate and if she can understand and navigate through my latest creation, I'm happy.

The biggest change in the site is not so much in presentation, but in specifics. I don't build so much to please myself now, but to sell. My backend is my place to play. Once a person joins our program through the subscription they enter a realm where I can play and do all the stuff I love. We have time to try new technology and bounce ideas off one another. It is a community and everything is far more relaxed.

**BizE-zine:** What was the spark that pushed you into starting up online?

**QB:** My first experience was with a program called Alladvantage, which was an advertising bar you ran on your computer. My first check was \$53 and took me three months to get. It was so exciting because I hadn't paid out anything to get it. It was particularly sweet because a few years ago I had lost over half a million on a traditional business and here I was making money with virtually no investment.

In 1999 I was becoming more and more frustrated because I wanted to be more involved in helping people with their web sites, but my job with Global Care and an International magazine was taking up all my time. I decided that if I could write a book and teach people how to do it themselves then I could be a lot more efficient.

After looking at how much it costs to publish a traditional book I became very disheartened till I found [Allen Says' Internet Warriors site](#).

Here I was able to talk to so many different people and I was introduced to Ebooks. I met Jimmy Brown who produced an ebook compiling program for a price I could afford. Then I started to develop ["My Website"](#).

I also developed a number of other programs in the same vein such as ["My Ebook"](#) and ["My Templates"](#) which goes through the whole process from writing to cover design and marketing.

**BizE-zine:** You really went for it! Was there a defining moment for you that put everything into place?

**QB:** I guess that happened when I met Robert Kiyosaki. I had just read his book "[Rich Dad Poor Dad](#)" and had a chance to have a very exclusive luncheon with him through the magazine I was involved in. I was able to sit and listen to him talk about the whole concept and asked all sorts of questions. I started to apply the principles he taught.

**BizE-zine:** I have read, and been impressed with his book. Which principles of his have you specifically found useful in Internet marketing?

**QB:** The concept of Robert's that I like the most is the idea of financial intelligence.

*"50% of financial intelligence is what you learn. It is the so-called technical knowledge about money, accounting, finance, investing and business. The other 50% of financial intelligence is knowing when you are thinking rationally and when you are thinking emotionally. To simply say, 'play it safe' is not a rational thought because it is a thought that is generated out of emotion. To say, 'play it smart' is a thought coming from the rational brain."*

I am continually amazed that when many people get on the Internet they believe everything they are told. \$10,000 a month with nothing down and nothing a month and people believe it. This goes against all common sense but I have seen it happen over and over again. Develop your skills and then work smart.

This was and still is great advice.

**BizE-zine:** Is your site earning well?

**QB:** It accounts for about 20% of my income at present.

**BizE-zine:** Has being outside America posed you any problems?

**QB:** Living outside the US presented a number of problems. At first it was really difficult because in Australia there was no way to really sell digital products on line.

The next problem that Internet non-US marketers face is the simple conversion of all those sales into the currency of your particular country. Here, the banks charge \$10 a check and take 30 days to clear. If you are in a good affiliate program you can put a limit on your account so you won't get paid until you reach a

certain amount. This buffers the expense a little.

I sell a lot of my own products so I have invested in Worldpay, which allows me to sell in a number of currencies. They deposit directly into my bank account. It is a more expensive route but has proven a valuable tool over the last few months.

Paypal also let you have funds deposited directly into your account. I have used them for about two years and found them very helpful.

Another problem is trying to allow for the differences in language and culture. I try to Americanize my spellings, but sometimes words and phrases creep in that cause problems.

I remember I was talking about a boot in one of my pages in reference to a car and I got quite a few comments. A car boot in Australia is what Americans call the trunk.

The secret is to see problems as opportunities for success. If you can overcome them then you have a great tool to sell to people in your specific country. I am starting to do a lot more consulting because of what I have learnt. I think it is important to remember that your Internet business will build skills in you that are very saleable.

**BizE-zine:** I notice that your site is geared strongly for the Australian market, with pricing in AU\$. Does this, do you think, restrict you, or is it a successful niche?

**QB:** Although we are now an International business, with the introduction of Worldpay, I am still trying to keep an Australian feel and culture to the business, as lots of people seem to like the more relaxed atmosphere. We have a lot to offer.

**BizE-zine:** How long did it take you to start making a profit?

**QB:** Because I developed my own products and web sites I was in profit almost straight away. You see I have had a shift in my thinking. I was bought up to believe that you needed real estate and lots of money to make money. Since I started working on the Internet this whole way of thinking has changed.

**BizE-zine:** I'm certain that like most of us you are an avid reader of ebooks and courses. Which have been the most helpful to you?

**QB:** I'm almost embarrassed at how much I have bought. I was reading your interview with [Jim Wilson](#) and like him I have almost two hard drives full of ebooks and courses.

In the early days I believed any email that told me I could make thousands from nothing down and nothing a month. Unfortunately this has not proved to be the case and in most instances these companies are not around any more.

One company I joined back in those early days was called LEAP, run by Janet Wilson. It is now revamped and called [Empowerism](#). It probably taught me more about online business than any other program.

Running a close second would have to be The Warrior site. One other business that has influenced me a lot is [Sixfigureincome.com](#). I have been an affiliate for nearly two years. They have consistently sent me information when others have dropped off.

Finally I guess Eva Almeida of <http://www.ebooksnbytes.com/> has been a real inspiration. As I have mainly been involved in digital publication I appreciate her site and support.

**BizE-zine:** What has been your most successful tactic for generating traffic?

**QB:** Traffic generation is a tricky topic. My experience is that you need a balanced approach. If you make sure you control and track your marketing and try out everything, you learn what works for you. Then you can target your efforts.

I try anything to generate traffic. Lately, I have been advertising in local papers. There are so many new people looking for an Internet business at present, who do not get emails. You need to target them in a different way. I give away a free ebook on disk in petrol stations and libraries; I have developed a free ebook all about Brisbane and give it to local restaurants and tourist centers.

The secret is to be different and develop your own unique way of driving traffic to your site. Your readers may like to look at our book on Brisbane. It really is a very simple concept anyone can do for his or her specific area. Just go online and find all the local businesses and services that are online and offer them a copy. Make it as generic as possible and offer to customize it for them. Download your copy from <http://www.msincome.com/books/brisbane.exe>

**BizE-zine:** What has been your biggest mistake?

**QB:** The biggest mistake I made was not believing in myself enough when I started out.

**BizE-zine:** Which software packages do you use to help you run your business?

**QB:** One I couldn't do without is Front Page 2000. I can make changes and update my site in a matter of minutes and then just click a button and it instantly becomes live.

I also use an old version of [Paint Shop Pro](#), which is easy to use. For my covers I use [Compactdraw](#) and my mailings I use [Aurate](#).

**BizE-zine:** Do you have any plans to expand your online business, and if so, how?

**QB:** Always! My desire has always been to help Australians to develop local work. I am releasing a subscription site early this year to help them accomplish this and share my experiences and skills. Later in the year we will open this up to the International market. There are more and more businesses looking at developing new strategies that there is almost an unlimited potential to start a business in any field you are interested in.

We have some local Aborigines that have a site that sell didgeridoos. These are unique Australian native musical instruments and we have been using their affiliate program to sell to the Japanese. There really is no telling what will be available in the next few years.

I am always developing new ebooks and spend most of my time writing and developing new products or helping people with their dreams.

**BizE-zine:** What one piece of advice would you give to someone who is just planning to start out?

**QB:** The most important advice I can give to someone just starting out, no matter where you live, is passion. When everything is falling in around you and you are so frustrated because nothing seems to be happening you need something inside to keep you going and this is passion.

It's got to the stage now that if I never made another dime I would keep doing what I am doing because I have grown to love meeting new people and seeing all the different ideas that are being generated every day. So many of the home based businesses have much more going for them than the large corporate sites. The service is better and you can actually talk to someone and get advice.

To misquote the advertising campaign for Australia's Northern Territory:

*"You'll never, never know if you  
never, never (have a) go!"*

Turn Cents into Dollars  
Secrets of Internet Business  
Visit and get a Free eBook  
<http://www.msincome.com>

*There is time enough for everything in the course of the day if you do but one thing at once; but there is not time enough in the year if you will do two things at a time.*

*Lord Chesterfield (1694-1773), statesman*

## Interview #6: Pearl Sanborn

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***In this interview, we meet a very different kind of online success story.***

***Pearl Sanborn is a 32-year old mother of four who lives in Queen Village in New York. When I asked her what she does for a living besides the Internet, she answered 'I have the privilege of staying at home & caring for my 4 children ages 9-13.'***

***What better answer could I have asked for?***

**BizE-zine:** When did the Internet first take your eye?

**PS:** I got involved with the Internet over 6 years ago. I knew nothing about computers or the net, but I made it my goal to get online by New Year's Day 1996. I had a "very old" but much appreciated computer that was given to me by a relative. It was so basic I could only go to text areas within AOL.

**BizE-zine:** The fact that you are a 'stay at home Mother' will be great inspiration to many people. It shows that making money online is not dependent on any particular set of circumstances - just a willingness to get on with things. What would you say to other people in your situation if they secretly would like to 'have a go' but are still holding back?

**PS:** \* Don't Wait! \*

I've found, that one of the biggest roadblocks for a person who wants to start their own business is – the fear of the unknown.

Guess what ... the unknown will ALWAYS be there until you know it ;)

A great example of this was when I was getting ready to have my first baby. I would ask every mom I knew to tell me her story! What happened ... What did it feel like ... Did it hurt ... How long did it take ... Were there any problems ... How did your doctor treat you ... Did you enjoy your stay at the hospital?

But guess what - that was all nice to hear, but nothing they said could ease my inquiring mind. No matter how long they talked, what books they gave me, or what their stories were, I still had to go through my own birthing process to actually know what it was

like! Now I had my own story. I finally knew the unknown and it wasn't scary anymore!

By the way ... I had four wonderful, uneventful births - so all of those scary stories did nothing but make me more apprehensive about the birthing process! Something I didn't need.

The same is true for business. We all hear the scary stories about 1 in every 2 businesses going under within their first 2 years of opening - but - that doesn't have to be MY story!

My pastor always says, "a failure is not someone who falls, but rather, someone who falls and stays down." So I say, "I will always be up - or getting up."

True, you need to do your homework and find out how to run a business. But, make it a goal to find out the nuts & bolts of your business within a few weeks, and then get started.

This is something that you CAN do. You just need to get that parked car in drive so you can go somewhere!

**BizE-zine:** Tell us how your wonderful Frugally4U site came into being.

**PS:** After I learned to operate a computer 'the hard way,' and access my email, I started finding lots of folks online who had the same interests as I did. It was wonderful to be able to exchange ideas, recipes, how-to instructions, etc., with people from all over the world. After a few years, I started finding my email box full of requests for my knowledge on different topics. It was exciting to have people ask me!

To be honest with you, It was a rough time for me because I had no idea how to copy & paste. Everything I sent to each person had to be fully typed over. I had to do this hundreds of times - UGH! You can't imagine how excited I was to find out that you could actually just copy & paste the same thing over & over!

I soon taught myself how to build web pages & started putting all of the information that I gathered in one place on the web - through AOL's free member's pages:  
<http://members.aol.com/frugally4u/frontpage.html>

Because I continued to get so many emails requesting the same types of information, I decided to start a mailing (newsletter) that would contain all of the information that I was sharing in one place. This was the beginning of the Heart & Home Newsletter - which I still publish today.

It wasn't long before I found out about links, that once clicked, I

would get paid! For example, I found one site that offered free catalogues to readers, but would pay me \$1 for every person that took a FREE catalogue.

This one link started my success with affiliate marketing.

**BizE-zine:** Your Heart and Home Newsletter is a true joy. I just read the Christmas issue online and couldn't put it down. I've been searching for a good recipe for Bread Pudding for ages, and you have given me a great one! Yet, the newsletter and indeed, your whole site seem to break all the rules. Where the 'experts' say that to make money you have to stay focused on the process of getting every cent out of each visitor, your philosophy seems to be the complete opposite! You set out a seemingly limitless mass of information and (again seemingly) don't try to sell anything to anybody. Yet, your site makes money. Why do you think it works as well as it does?

**PS:** Well, besides God's blessing ... I am a FIRM believer that content RULES the web. If I come to your site and there is no helpful content - I'm gone. The web really is an 'information highway', and people want information! It seems as though I have found enough people that like my kind of information.

When you share good information (in my case it's mostly free how-to information), people will continue to come back to see what else you might have. They will bookmark your site and share it with all of their friends too!

When I am going to be able to make money with a particular product, I always try to include it in a valuable information article. That way, people read the article - find out some free how-to information - then find out right where to go to get the other products/services that they need to go along with that free information.

**BizE-zine:** When you said that you 'made it your goal to get online by New Year's Day 1996' you implied that you are a very goal-oriented person. Is that correct, and how do you go about setting and managing your goals?

**PS:** My mind is a continual buzz of ideas. Sometimes, I have to actually shake my head to get my mind to stop generating more ideas! If I'm not careful, I find myself thinking about 100s of ideas, rather than stopping to implement any one of them.

I tell myself, God willing, there will always be more ideas and another day to put those ideas into action. My Mom taught me to write things down, and I have found that advice to be very helpful. Once I write something down, I don't have to keep thinking it over in my mind to keep it alive.

Here's how I set my goals, or decide what direction to go in.

Out of all of my ideas, which one would I be the happiest doing right now? Would this make other people happy? Is this something that would be helpful to others?

Then, I go through my list until I reach the perfect match for 'right now.'

With the Internet, we have the ability to make money in so many ways. Most of the time, we can focus most of our efforts on one project, and then add other things along the way.

*At this point in the interview, Pearl gave me a great lesson in product development. Here it is in her own words:*

Here's an idea I gave another person recently about making money online.

Sit down and make a list of things that you love to do. Don't think about business - just what makes you happy.

Then look over the list and see which ones of those things you'd enjoy doing a lot and mark them with a star.

Now - look at your smaller list & try to see each listing as a business. You can probably think of 5-10 different businesses for each topic right away!

For example - Dogs

You could pick several ways to make money online with dogs as your topic.

- Dog toys
- Dog Food
- Custom doggie clothes
- Exclusive doggie treats
- Garden ornaments in a doggie theme
- Dog shampoo & grooming supplies
- Breed description print of sheets
- Lists of different dog breeders
- How to become a dog groomer

- The best places to get your dog groomed / prices/locations across the country/etc
- How to potty train your dog
- How to train your dog
- Which dogs are best for farm work
- Support the canine units of the armed forces
- Meet the doggie police
- How to use your dog for therapy (retirement home)
- Let people share their doggie photos
- Dog coloring contests for children
- Dogs for sale
- Dogs for adoption
- Doggie sitters
- Dog walkers

There is always a way to turn something you love into some kind of profit.

Now all you need to do is pick a main focus and get started. You can see from the list, how you can add other moneymaking ideas to complement the original goal.

**BizE-zine:** Can I ask how much your business generates?

**PS:** Because I don't work outside of the home, all of the income that I bring in is extra income for our family. I started with free pages and my AOL account and made \$15,000.00 my first year! That might not sound like a lot to some folks - but for someone who doesn't pay for advertising and works only 15-30 minutes every other day, I'm tickled pink!

My husband races me to the mailbox every day to look for more checks ;)

**BizE-zine:** How long did it take you to start making a profit?

**PS:** I made a profit the first month after I started. Because I had no expenses except for my AOL connection, I was able to turn a profit right away.

To this day, my only 'regular' expense is the \$100 a year I pay for hosting. Our popularity came through word of mouth, so we have no advertising expenses (I still have never paid for an ad.)

**BizE-zine:** You make your income from promoting affiliate programs. Which ones work best for you – and what advice would you have for someone just now considering affiliate schemes?

**PS:** Most of my income comes from affiliate programs, although I also love to barter for a merchant's goods.

I have tried 100s of different affiliate programs - mostly online stores. I've made different amounts of profits - from \$2 to \$3800. They all add up! My favorite affiliates are - [Amazon](#), [Allposters](#), and the [Commission Junction](#) program.

**BizE-zine:** Do you buy information products yourself?

**PS:** I have bought a few ebooks & courses over the years, but I think my best marketing information has come through a few great e-zines. In the beginning, I subscribed to everything I came across. Now I only 'read' 2-3 faithfully.

My favorites are Allan Gardyne's [AssociatePrograms](#) and Wayne Yeager's [Trafficology](#)

I've also read lots of Mike McGroarty's newsletters and find him inspirational. Why? Because among other things, he does something that I love - deals with garden plants. See [www.homemadebooklets.com](http://www.homemadebooklets.com) and [www.freeplants.com](http://www.freeplants.com)

As a matter of fact, that drives home my point about content on the web! I search for topics that I love and found Mike's site because I was looking for gardening info. He is able to make money by doing something that he loves, and someone like me might buy his products just because we love what he does too!

**BizE-zine:** To have such a successful site takes traffic. What do you do to attract visitors?

**PS:** My most successful traffic tool BY FAR has been word of mouth and the actual content itself within my site. I can't tell you how many emails I've gotten over the years from people who did a search for some keyword and found my site. I had no idea that that particular page would rank so high in the search engines and honestly paid no attention to it. But to my surprise, those 'obscure' pages within my site have brought in thousands of visitors!

These high content pages have also been searched for by newspaper editors and radio show managers, which brought me many opportunities to appear in newspaper columns, and to be involved in a weekly talk radio show on one of the biggest AM stations on the East coast!

**BizE-zine:** What has been your biggest mistake?

**PS:** I think my biggest mistake continues to be that I am always looking for more information. I never want to stop and actually put knowledge to work - for fear of something more to learn about it. I once heard a saying that I remind myself of daily - "Art is never finished, the artist just has to pick the best time to stop." I think this is so true!

My Mom always says - 'you can't get anywhere in a parked car', and, 'if we aim at nothing, we'll hit it every time!' We have to set our basic direction, then start heading toward it making small adjustments along the way.

**BizE-zine:** Which pieces of software do you most rely on?

**PS:** From the beginning I started using AOLPRESS to learn how to write HTML code. I still use it occasionally. I also use [FTP Dummy](#) to upload my files to the web. The basic windows notepad has been my best friend lately, with my recent knowledge of making SSI. Wow - updating a whole site (100s of pages) with one little file change ;)

**BizE-zine:** What is next for your online business?

**PS:** I am so full of ideas, that I think my next product will have to be marketing my ideas! My Mom says - 'Honey, if you could just make some money with all of those ideas, you'd be rich!' I think I might test her on it with a few new booklets, a few new web pages, and a published book.

The Heart & Home Newsletter has been in publication for several years now, so I know what types of requests I get from the most readers.

People beg for a printed version of the newsletter, books, booklets, etc. on all of the topics that we cover at the site.

To begin, my focus will be on a few gardening how-to booklets. And being the frugal soul I am, the topics will all be about doing things for a low cost.

**BizE-zine:** What would you say to someone who is hesitantly waiting to start out online?

**PS:** Please don't wait until you have the money to get started! Don't use credit cards - or take out a loan either!

Don't feel like you have to listen to every "self proclaimed expert"

that you come across! Most of them are probably as new to this whole thing as you are! I found that out when I had editors that I was supposed to be learning from, asking me how to do things.

Always be honest & go the extra mile to help your readers. Those little extra things that I took time to do along the way, have come back as financial blessings to me. You never know who you're helping - or what they will become someday.

People don't like pages full of flashy banners, or pages with no content. If I come across a site that has no content but is filled with links, I'll pass that site and go on to find something that I can sink my teeth into - then I'll bookmark 'that' page. Fill your site up with useful information and people will always come back to learn what else you have to share with them.

**BizE-zine:** I realize that with your family and your online business you can't have a lot of time left over - but, which web sites do you visit when you are just in 'having fun' mode? Do you use the Internet for leisure? Or is it strictly for business?

**PS:** I love the net - because I love information.

I spend lots of time at my own site, because I actually built it for myself. I found it easier to find all of my favorite web sites, if I put them into a web page format. That's how the site got started in the first place! Since then, I have added a large link directory to help me (and of course others) find things in a hurry.

The second place that I spend lots of time is [Google.com](http://www.google.com). Of course if you want information, you need to know where to find it. I spend so much time there, that I actually made it the start page of my browser.

And remember ... In my opinion, my business and pleasure are both one and the same - to me they're inseparable.

Pearl Sanborn is the homemaker for her husband and their 4 wonderful children. She loves to share money saving ideas with all who will listen, and has been able to make a good income in the process. Her Heart & Home Newsletter has won numerous awards, and thousands listen her to every week as a guest on talk radio.

Find all of her free money saving ideas, and subscribe to her free newsletter at: <http://www.LittleCountryVillage.com>

*Things may come to those who wait, but  
only the things left by those who hustle.*

*Abraham Lincoln*

**Interview #7:  
Gordon  
Alexander**

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***In interview #7, we are talking to Gordon Alexander. Gordon, who comes from Cuyahoga Falls, Ohio, describes himself as a 'geezer', yet is a most respected name in Internet circles. Let's see what makes him tick.***

**BizE-zine:** Hello Gordon. You seem to be a person who likes to excel at what he does. What drives you?

**GA:** Actually I'm not driven at all, at least not now. Perhaps in my younger days, but even then diversity played a greater role than excellence.

I've developed four core competencies. One is cooking. I worked all through high school for 40 hours a week in a small Italian restaurant. Then the US Navy sent me to cooking school; I attended classes at the University of Hawaii and the Pacific Rim cooking school and worked as a cook for Amtrak. I feel comfortable in the kitchen.

Second is golf. When I was 10, my dad took me down to Ohio State University to see Jack Nicklaus play. I fell in love with the game and with Jack. I helped dad make clubs in the basement and took to the game quickly. It has been a lifetime pursuit. Added to that is the fact I had my own golf shop and was one of the first pros in the country to use computers and high-speed video to analyze golf swings. In the late 80's early 90's, I ran more than 10,000 different golf swings through my system.

Third is social work, directly working with disabled/disenfranchised people. I spent 15 years of my life doing it.

And lastly, I have a competency in writing persuasive copy, and I've earned a pretty penny doing it.

I have learned to recognize and benefit from my own limits. For example, I knew early on in my golf career that I wasn't going to be a good competitor in tournaments because of my temperament. But I had a great eye for the game and patience with other people. So I did excel as a teaching golf pro, but failed miserably as a competing golfer.

**BizE-zine:** When did you first get involved with the Internet?

**GA:** In 1986. I was selling computers for a company out of Erie, PA

(MACE Electronics) and was one of the leading Apple IIe/c salesmen in the country. We were connected to the home office and 25 other stores and sent our daily reports via email from a Macintosh computer.

One of the other salesmen was a PC specialist, and he turned me on to bulletin boards and Usenet. He was selling computer parts and pieces, and I got started there.

I sold Apples and the Mac when they first came out. I loved the Mac. But when I opened my golf shop my partner was a real geek and built me a PC complete with tape back up. Since then, I've been all PC.

**BizE-zine:** What do you do when you are not online?

**GA:** I'm a teacher-mentor at a Community Technology Center. We provide computer technology training and Internet access to low income families. We are the bridge that crosses the digital divide between the Technology haves and those who can't afford it.

**BizE-zine:** Tell us about your online business - and how it all came about.

**GA:** I have several ventures in force today. My personal philosophy is to have many sources of income, what I call the "small potatoes-many plots" or what others refer to as multiple streams of income. Someone else initiated almost everything I'm doing today. I'm very open to the concept of joint ventures.

Now some of these ventures bring in very little income, but then, I don't do anything either. Here are a few active ventures your readers can check out:

My golf audio programs are being marketed by Richard Myers at [thinkandreachpar.com](http://thinkandreachpar.com). The site name comes from one of my programs. As a former golf professional, I put my knowledge into a product.

Dr. Dien Rice is currently offering [REMOTE HYPNOSIS](#). This is an ebook on how to persuade and influence people to buy your product by remote means.

Rick Smith, the Net Guerrilla, has [10 Days to Get Out of Your Rut and Into Your Groove](#) at his site.

I'm a J.F. (Jim) Straw affiliate and you can see his work at [www.businesslyceum.com](http://www.businesslyceum.com)

So there are 4 small garden plots I cultivate. Your readers will see

that I practice what I preach: everyone should create their own products as well as sell other people's stuff.

**BizE-zine:** 'Multiple streams of income' seems to be a recurring theme in my interviews with people who are a success online. How does this philosophy fit in the idea of focus - and trying to excel at one thing? Doesn't it risk leading to an average performance across many fields rather than a top class effort in one?

**GA:** You are probably right and my advice is generally to FOCUS in. However, this is a case of do as I say and not as I do. I went 40 very frustrating years in this world before I was diagnosed with [Attention Deficit Disorder](#) (no wonder I had so many jobs). Once that light bulb went off, I learned that what worked best FOR ME was to involve myself in several manageable short term projects that produce the maximum result in the minimum time. Since finding this system, it has worked very well for me. But Martin, I want to emphasize, I'm not out to be the best, that is a futile pursuit for me, I have no gold medals to win, and for me this way is less stress on the mind, body and spirit.

I prefer not to sacrifice one of my interests just to accumulate more, and as you know I'm a time fanatic, plus I hate to work too hard. Let other people do all the work; I just want to make the money!

I probably am average across a lot of fields, and that is OK with me. But keep in mind an average performance leveraged over time and using the power of cumulative effort; you can get some pretty nice results. It is like the guy who deposits a small amount in his bank account every week for 30 years. Average deposits that become sizable helpings when compounded. I try to compound my average efforts.

**BizE-zine:** I followed your '10 days to get an e-product on sale' initiative with great interest. What, for you, was the greatest challenge in that exercise, and what did you personally learn from it? Also, apart from your stated acknowledgment that you ended up working with too many people, would you a) Do it again? And, b) Do it differently?

**GA:** I love these kinds of things, but let's give those readers who may be in the dark a little clue, OK? My associate Rick Smith, the Net Guerrilla, and I created a product called 10 Days to Get Out of Your Rut and Into Your Groove. The feedback was so good on this that I wanted to see what other people could do in 10 days, which is how long it took me to put it together.

So, I announced on the [Sowpub forum](#), which my friend Dien Rice owns, that I was seeking volunteers. I wanted only 5 but got three

times that. Basically, what we did was work together, that is the volunteer and me, to create a product and bring it to the market in 10 days. People who have never done such a thing were amazed at what could be done with FOCUSED attention.

Although I like to multi-task, like so many people with ADD, I'm able to concentrate intensely for very short periods of time. I've found that 10 days is about my maximum. But, during that period, I need very little sleep and I'm able to get more done than most people do in a month.

Anyhow, I did learn a lot from that experiment. Three important things:

1. Everyone has a book inside of her/him.
2. Anyone can create a product if they have a template to follow.
3. Selling products is the hard part (something I KNEW, but needed to demonstrate to others).

**BizE-zine:** As you are a successful affiliate as well as being a product creator, what would you advise others are the most important things an affiliate should know or do?

**GA:** Be selective and don't try to sell everything to everybody. My affiliations are very small contributors to my income, but they are priceless in building relationships. One affiliate customer who has shown an interest in an area becomes a gold mine when offered related products, sometimes even off-line things.

Find one or two or three at the most, all with related products and create your own promotions in your own words. I made a very quick 200 bucks one hour by simply offering a bonus of my own with every order under my affiliate number. The bonus was digital, it cost me nothing, but added something to the sale. It was being different from the other affiliates.

**BizE-zine:** The crunch question: how much of your income does come from the Internet? Did it take long to build up?

**GA:** Roughly 50% of my current income is Internet driven. I do have several "small potatoes-many plots" working for me in the real world too. Again, it is a personal philosophy, but I like to do a variety of things and partner up with others who will do the bulk of the work so as to free myself for the creative pursuits.

I was profitable in 1986, it didn't cost anything to post at bulletin boards, and the hard part back then was getting the transaction taken care of.

As for the World Wide Web part, and the answer there is...about 3

hours! In 1996, I used a free web site to create a promotion for a remote marketing home study course. All I did was write the promotion. I didn't handle the transaction, the product or even deal with the customer. I simply SOLD the thing. I had a link to the company's site and a code was used to show the order came from me.

I made \$1,665.00 in the first weekend. I opened the site on Friday, and by Sunday evening, I had made several sales. I got traffic to come to the promotion from various forums and bulletin boards, a technique I still use today.

It was a FREE web site; I didn't touch the money or the product, just made a commission on the sale. It is the most basic and simple form of the affiliate program. And it still works.

**BizE-zine:** Many people who post on forums in the way that you do suffer a huge problem with flames and petty jealousies. Do you suffer this way as well? And, if so, how do you deal with it?

**GA:** LOL (laughing out loud)...Martin, I hardly suffer. I will say this, I'm a veteran of the early flame wars on Usenet and early bbs and forums. NO one has been more viciously attacked than I was. Quite frankly, most of my friends in business get more riled up about these things than I do. I'm a duck - in that whether it be the gentle cooling mist of a summer rain (praise) or a hurricane force spit (bashing)...it is all water off my back and I go merrily quacking to the other side of the pond.

I try to extend a polite thank you to both, however, the critics I just ignore. I know who I am, what I stand for and what my life is about and as the saying goes, "your opinion of me is none of my business". I think that way.

My dad used to say, "kill 'em with kindness"...and mom would utter, "don't sink to their level"...two very good lessons it took me a couple of decades to understand, but today, they are my guidelines.

**BizE-zine:** Your posts, particularly on the [Seeds of Wisdom forum](#) have become a lot more philosophical recently. You have also alluded to a change of emphasis in your life. Would you care to elaborate on what has changed for you, and why it has affected your business life?

**GA:** Age plays a part, but in my case, it was health. I've been fighting diabetes for a couple of years and not doing my part in the fight. The result was a trip to the ER and a couple of iffy days in ICU with a condition known as Ketoacidosis. Recovering in the hospital gave me time to reflect on how I wanted to spend the rest

of my life, be it a week or another 1/2-century. It was a wake-up call for me.

However, as I noted, I do have this social worker streak in me too and there is a philosophical as well as a pragmatic side to things. I've just chosen to focus a little more on the quality of life issues, which I've let slide for a while.

**BizE-zine:** Like a few other people online, you are not afraid to throw out incredible nuggets into the world at large. Ideas that could literally make the right reader a fortune. Your idea for MsWorks training programs was one such in the last few days. Have you trained your mind to see opportunities that others might miss?

**GA:** I think it is awareness, and maybe in my case a part of ADD. My eyes go to movement; my brain goes to ideas. Like most people, I have way too many ideas to ever do anything with, so I like to toss them out for others. The MS WORKS idea, that is teaching seniors how to use this program that has been installed on millions of computers, comes from my being a teacher/mentor at a Community Technology Center.

I work with seniors. I know what their needs are and this is a refrain I keep hearing over and over and over. They want to balance their checkbooks, create little cards or flyers, write a letter or email, and keep pictures of the grand kids ... and all these things can be easily done with Works. Yet, it is hard to find anyone who knows how to use it, let alone teach it. I think the home user has gotten lost in the last couple of years as software is developed more for business. The kids have plenty of games, the adults can do a family tree search, but the seniors want simple integrated software that can do it all ... and MS WORKS is their answer.

**BizE-zine:** Many highly successful people see the world slightly differently. Do you count yourself among these?

**GA:** My perceptions might have a broader base than many people because of my diverse background and interests. One difference may be I see life as opportunity, even in crisis, even in bad times, even when you're down and out ... there is an opportunity to learn what kind of a person you really are, and when you find out it may be one you don't like, you can change. I'm keenly aware that all people have the ability to change and to grow. That is why I like to plant Seeds of Wisdom for Harvests of Happiness. But at heart, I'm just a dumb old dirt farmer tending to my little patch of garden the creator has given me.

**BizE-zine:** Do you ever hear back from people who have taken one of your ideas and run with it?

**GA:** Yes I do and it is very rewarding. But, as an old favorite teacher of mine tried to tell me many moons ago, he was learning as much from me as I was from him. I think I now know what he means.

Just yesterday I got an email from a lady I admire telling me that '10 Days to Get Out of Your Rut and Into Your Groove' helped spark her to action. So much so, she put up TWO new web sites in 10 days, and both look great to me. This was nice to hear and yes, I did feel good about having had a very small part in her DOING.

**BizE-zine:** You are never afraid to 'tell it like it is' on forums - recently effectively ripping off the emperor's new clothes by stating the unspoken truth that much of what are sold as 'business plans' won't work for the person buying them. Not because the plans are at fault, but because they don't fit the personality of the buyer. This is very true, but how would you suggest an opportunity seeker should best protect themselves from this phenomenon?

**GA:** Know thyself. It is an easy thing to say, harder to do. In my youth I spent thousands of dollars pursuing get rich quick schemes and one day I woke up and realized it was 10 years later, I wasn't rich, but the guys who sold me that crap were. Sometimes I can be a little thick headed, like for a decade or so.

Once I knew that I was one of the "suckers born every minute", then I was able to be less emotional with my own buying decisions. When you become rational, you quit spending money.

If a seeker doesn't have a clear idea of what they really want and why they want it, they become targets for slick writing people (like me) who know how to appeal to that emotional want.

**BizE-zine:** How do you think people can really get to know themselves well enough to succeed according to their own merits rather than by trying to adopt someone else's?

**GA:** Martin, I know very few people who have taken the time to get to know who they are and understand what they really want. Sometimes it takes a crisis, for me it was health and money problems. I had to hit rock bottom before I could see the light, so to speak. But I don't think other people have to have this kind of emotional crisis, they can get to know themselves with honest reflection and thought.

Let me give an example. We've all seen the guy who posts on

forums, "review my web site please". And people take their time and point some things out and he gets real touchy, real defensive about it cause we "don't understand". He's right.

People in general are like that guy because we hate criticism and will try to rationalize it away with reasons, excuses and circumstances. We have to drop the mask and see ourselves in the mirror as we really are, like the Emperor you mentioned above. It is easy to see the other guy as he really is, harder to see ourselves. So, if a person gets real, gets serious and gets sincere, they can find their own core of belief, attitude and competencies. From here they realize they don't have to do it someone else's way.

**BizE-zine:** On reflection, what has been your biggest mistake?

**GA:** On the Internet - being too accessible. A couple of years ago my email was killing me so I've had to "retire" a few times from the Net to get some breathing space.

**BizE-zine:** What is next for your online businesses?

**GA:** I'll be doing more with e-zines, maybe even have one of my own soon. At heart, I'm a teacher, so I'd like to develop and offer courses online. Yep, I think that's where I'm headed. Maybe even have an affiliate aspect to the course, although nothing has been decided. I'll probably continue to joint venture with others too.

**BizE-zine:** Who are your heroes? Online and off, who do you learn from and most look up to?

**GA:** Hmmm, heroes? I'm big on the garden-variety hero like the guy who runs the local soup kitchen. He's a WW II purple heart recipient, belongs to several community groups, worked hard for his family and lives an outstanding life. And, in my hometown, (and yours) there are all kinds of these people. So, the woman who's been working at the group home for 10 years, taking care of mentally retarded castaways is my hero.

I do have a few Mentors I keep an eye on. Probably the guy who I most try to emulate in the business world only on a smaller scale is Bill Myers. We seem to have similar philosophies. We work on something until we get bored and then move on. We will learn new skills because they are part of something we want to do anyhow.

**BizE-zine:** What do you do to relax?

**GA:** Any time I get to spend with my children is relaxing, even helping them during a "crisis". They are older teens now and dad

doesn't get much of their time, but every moment is precious. I'm also an avid reader and writer. I read and write every day, it is like breathing. It was a habit I developed long ago, and the result of that is I have a mountain of stuff that has accumulated (there's that secret again) over the years. I'm working on a book of poetry, two screenplays, and a couple of ebooks, one is called the Student of the Masters and details what I've learned these last several years on-line.

Whether or not these leisurely writing pursuits will lead to any business success is yet to be seen. If not, that's OK with me.

**BizE-zine:** What one piece of advice would you give to someone who is just planning to start out?

**GA:** An ounce of DO is worth 10 pounds of planning. It is my belief that most people will learn more and get closer to their goals by taking action and learning what works and what doesn't work for them. Along with taking action, I'd have to add, taking the right kind of action that best suits you. Pretty simple stuff Martin, not easy, but simple. I think too many people complicate their lives unnecessarily.

If you want to be successful on the Internet or in Mail order, you must persuade and influence people by remote means.

Gordon's book 'Remote Hypnosis' tells you how to do just that.

To read more about it, or to visit the Seeds of Wisdom forum visit <http://www.sowpub.com>

*Everyone is surrounded by opportunities.  
But they only exist once they have been  
seen.*

*And they will only be seen if they are  
looked for.*

*Edward de Bono (b. 1933), Lateral thinker.*

## Interview #8: Linda Caroll

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***Linda Caroll is well known on various forums as a knowledgeable and helpful participant. She is also a successful home-based businesswoman whose talent is sure to drive her on to even greater heights.***

***This is quite a long interview, but even so, a lot of good stuff ended up on the cutting room floor.***

***I hope that what's left gives you a good picture of this dynamic lady.***

**BizE-zine:** Hi Linda. Tell us all the personal details.

**LC:** Hi Martin! My name is Linda Caroll and I live in the Greater Toronto area, Ontario, Canada, with my daughter and Maximillian Augustus of Wyndhaven III. He's a purebred Maine Coon Cat. We call him Baby.

**BizE-zine:** What does your daughter think about having an Internet celebrity for a mother?

**LC:** Haha! She was quite oblivious to whether or not I was a "personality" online until recently. I still laugh about it. A young man at her work mentioned that he was learning HTML and hoped to be able to find work in that field. My daughter said; "My Mom designs websites. I bet if you email her, she'd help you get started."

When she wrote my email address down for him, he looked at it - and looked at her - and then said "... your Mom is Linda Caroll? Oh my GOD. I didn't know!"

My daughter came home still wearing a confused look. When she told me the story, I laughed my head off.

**BizE-zine:** How did your interest in marketing begin?

**LC:** It all started 22 years ago. I lived in a small city in the middle of the Saskatchewan prairies, working in management for one of Canada's largest retail department stores. Our copywriter was off sick the day an ad for my department had to go out to the local paper. Impulsively, I offered to do the ad instead of forfeiting the space and to everyone's surprise, it pulled record results.

I was in total awe when the management from head office flew to our little store in the middle of the prairies to meet me.

Marketing had me hooked!

I worked for the store for seven years, and eventually ended up traveling between three cities to help other stores with their sales.

I became the 'gimmick master' - and people loved every minute of it. Both the shoppers - and the store management. Customers would drop by and ask me what my next promotion would be. I'd laugh, and tell them it's a surprise...

**BizE-zine:** What exactly is your business now, and how did you come to be so active online?

**LC:** I work full-time online, providing website design, strategy and marketing services.

Before the Internet, I owned my own business providing graphic design, promotional marketing and marketing strategy to local clients.

When I had my daughter, I juggled working and parenting for a few years - and finally decided to stay at home to raise her.

Within a couple of years, I was bored to tears and started working from home, creating promotional strategies and marketing materials for small businesses.

Anything and everything from business cards - to a six-foot berry that was used for a national promotional event. My clients included small home businesses, the provincial school board, ACT/UCT International, Canada Post and more. I created the T-shirt art for a dinosaur museum, and posters that were used for an International Sports event.

**BizE-zine:** What do you think is the secret of great advertising?

**LC:** While I've never bought an ad for my own business (it thrives on word of mouth and referrals) - I create ad strategies for my clients daily.

I believe that good advertising must surprise the viewer.

People see the same old lines and ads and buzzwords all the time. If you can surprise them, make them laugh, make them curious - or just make them feel emotion that's when you get response.

**BizE-zine:** How do you integrate online and offline promotions in your work?

**LC:** I teach my clients that a website is a communication tool, so in business strategizing, I combine offline and online. Even down to the simple things that other people might forget. For example, I'll create a killer business card that makes people curious about something... and then send them to the appropriate website for the answer.

The client's business will determine the approach. I'm doing a site for a financial consultant and her card says, "Could you pass the money quiz? Go to (URL) to find out. Free". She distributes the card locally, leaving it on tables in restaurants, etc. It brings people to her site.

Another business that I am working with sells goods online only. So, their business card says; "To thank you for your order, we would like to offer you a lifetime discount on future orders. To obtain special pricing, please go to ... (URL)." They include that card with all first orders sent to new customers.

**BizE-zine:** When did your love affair with the Internet begin?

**LC:** I discovered the Internet in about 1995. My marriage had recently broken up, so I worked all day and then got online for hours every night - learning and soaking up as much information as I could.

I was fascinated and spent hours researching and talking to people via forums. I still remember the complete awe I felt when I received an email from a woman in Australia thanking me for inspiring her.

My sister was living in Australia at the time and it took 21 days or more to get a letter to (or from) her. Then this woman wrote me within 10 minutes of when I posted to a forum. That really hit me hard. That one email drove home the wonder of the Internet for me. It was a communication method unlike anything known before.

I started dreaming about what it could do for my business.

At that time, with a growing daughter and bills to pay, I needed more income than my at-home ad/graphics company was providing. So, I decided to go online to pick up more business.

I found much support and encouragement from people online. I have never forgotten the people that welcomed me with open arms to their forums and cheered me on as I grew.

**BizE-zine:** Forums seem to have played a large part in your business - and you are still active on many. Do you find it a problem that they can be quite addictive and eat up large amounts of time before you know it?

**LC:** They can be addictive, but I am very self-disciplined, and I simply set time limits. I tell myself 'I will check out the forums for 30 minutes' and at the end of the 30 minutes, it's back to work - or off to dinner - or whatever the next thing on the agenda is.

My time is too pressed for me to allow any one thing to monopolize it, and if I spent more than the allotted time, I'd feel that I was short-changing clients who are waiting.

**BizE-zine:** How would you describe your primary Internet business?

**LC:** 'Helping people improve their profits.'

To do that, I offer website design services, and also provide marketing and strategy consultation.

My online business was a natural evolution of my offline business. I saw the Internet as a way to be able to help business owners anywhere in the world. And boy has that come true! I have clients from all over the world.... including Canada, USA, Italy, the Netherlands, Austria, Australia and more.

I have clients that are small home businesses and large corporations, as well as two Hollywood actresses.

**BizE-zine:** Having done both, what do you see as the main differences between online and offline marketing?

**LC:** Consumers are much more in command on the Internet. In other media, they can't help but be exposed to whatever advertising messages are put before them. If they want to watch TV, they're going to see ads. They can leave the room to get a snack, or turn the channel, but then they may miss part of 'their show' if they don't tune back in fast enough. If they want to read an article in a magazine, they are going to see the ad in their peripheral vision. And they sure can't close their eyes to billboards, or there would be disaster on the highways.

On the Internet, the consumer is totally in command. If that flashing rude banner is annoying, they scroll past it or leave the website. If a site has pop-ups, they can close them. The next website is always just one click away. Total command - in the click of a mouse.

So, if online advertising is not extremely good, it will get little or no response.

Also, because of the issue of anonymity that comes with the Internet, credibility is a big issue. For all a consumer knows, any business can be 'here today and gone tomorrow' - and that's a big fear. People look for credibility - and it's established in many ways. Five autoresponders just doesn't cut it!

The subject is a book in itself. (Yes, I'm working on one!)

**BizE-zine:** They say that the best benefit of earning your living online is that you can slob around in your pj's and work from anywhere in the world you like. Yet, you look very glamorous in your photo and you choose to live in Greater Toronto. Have you missed the point - or have you a different way of looking at it?

**LC:** \*laughing\* I haven't missed the point - and I do both. There are days that I work in my bathrobe until heaven knows what time... and other days that I feel I want to start the day combed and tidied. Summer will see me in casual wear (tank top and jeans).

Odd thing I've noticed: it never fails that the day I stay in my bathrobe until noon is the day the FedEx guy shows up.

**BizE-zine:** Moving your business online seems to have been financially successful for you.

**LC:** Absolutely! My online business pays for the bills and the frills, the college fees and car keys, not to mention feeds the cat. I have no offline income now.

**BizE-zine:** How long did it take you to start making a profit?

**LC:** I was making a profit before my site was even finished. As I was working on it, I showed my partially done site to a couple of offline clients - and picked up orders.

My first client was taking orders before I finished my own site.

So - my site took a back seat, and had contact forms on a lot of pages with a note that 'this page will be complete soon... if you want to know when it's ready, just send me an email and I'll let you know.'

It's a good thing that sites didn't get booted from the search engines for being 'under construction' back then, like they do now, or I would have been in big trouble.

**BizE-zine:** How many ebooks on Internet marketing have you bought?

**LC:** Not a single one.

However, back in the days when I was working offline (about 20-some years ago) I took a marketing course called 'The Psychology of Selling.' The lessons I learned had huge impact on me - mostly because they were so similar to everything my Grandfather used to say when I was a little girl. The lessons are as applicable today as they were back when I took the marketing course.

I believe that business, marketing and sales all boils down to people. I like to think of myself a lifetime student of human nature.

I have had several authors send me their ebooks for feedback, and the one thing that I discovered is that if a marketer is any good there is a common and underlying theme that they understand human nature and the psychology of response.

I suppose that if I found an ebook that really intrigued me, I'd buy it. I do, however, purchase old-fashioned paper books from Amazon or Chapters.

Mostly the reason is that I work 12 hour days at my computer, so when I take time off, I like to curl up and read. I've bought books like [Forbes Greatest Business Stories of all Time](#), and [Business As Unusual](#) - The Anita Roddick Story (Body Shop) and other titles that intrigue me.

**BizE-zine:** Not many people base their Internet success on their Grandfather's advice! What were Grandfather's Internet Secrets?

**LC:** He talked about the essence of people a lot. He said life is about two things ... people and time ... and said that the most important thing is not to abuse either. He said you get what you give ... and never from the same person. If you are nice to that lady that talks funny, someone else will surprise you by doing something nice for you one day.

When I was younger, about 20-ish- I soaked up every bit of marketing and advertising material and training that I could. The more books I bought and the more courses I took, the more I realized that it all just boils down to understanding and respecting people and knowing how they react to different things.

I wrote an article in tribute to my grandfather, called 'Grey Knit Vest' and it's been reprinted extensively.

<http://www.lindacaroll.com/articles/greyknitvest.html>

**BizE-zine:** Without doing any formal advertising, you don't seem to have trouble getting traffic (and clients). How do you do that?

**LC:** Without a doubt, through my writing. I have been published offline and online, quoted in the New York Times, and have made guest contributions to several books as well.

If I need traffic or want to promote an event, all I do is put out a new article or press release and my traffic goes through the roof. Sometimes I have no say in the matter, because I give people free reign to re-print my materials as long as they link back to my site. If I'm experiencing a flurry of traffic, I can be sure someone has re-printed one of my articles.

I find it somewhat amusing that some of the writing that has nothing to do with selling but focuses on human nature and people are the articles that consistently bring me the most response. I've lost count of the number of emails I have received that started out by saying, "I read your story 'Grey Knit Vest' and ..."

**BizE-zine:** What has been your biggest mistake?

**LC:** My biggest mistake was starting my first e-zine without knowing about email harvesting tools - and then going on to accept the death of the e-zine (Bizwizard's Biz-E) after the subscribe address had been harvested and added to an 'opt-in' cd.

In retrospect, I wish I'd had the perseverance to fight the spam attack. My list members were such an absolutely fantastic group of interactive, responsive people.

Today, I would never roll over that easily.

**BizE-zine:** Why haven't you started up another e-zine? Surely, with the knowledge you have now, you could protect yourself from the harvesters?

**LC:** I didn't really worry about it because there are so many good publications that I didn't want to be 'just another' one.

I subscribe to some great e-zines, and I know that I'm pressed for time... and assume other business owners often are, too.

So, I wanted to wait until a unique approach came to me. Something that's so different that people would really look forward to reading it, instead of saying, "oh, I don't have time" and deleting it ... which I imagine, happens a lot.

Finally, I've put my ideas together and launched my new e-zine.

It's called 'Shocking Truths' - and I'll be sharing true stories from the gutters. Real stories that happen to real people. Both good and bad.

If you want more info, there's a blurb online at:  
<http://www.websitemagic.tv/shocking.html>

**BizE-zine:** What software do you use to help you run your business?

**LC:** The piece of software I'd most hate to be without is the [Zone Alarm Firewall](#). Last summer will always and forever be dubbed my 'summer of viruses'.

Despite having had current virus protection, over 1200 viruses swept my network, resulting in a need for one hard drive to be replaced and two others to be reformatted. Until that day, I didn't know there were viruses that could shut down your virus protection and proceed to do their damage. I learned that the hard way.

I tried several other firewalls, and found Zone Alarm to be the easiest and friendliest to use.

For anyone doing business on the Internet, keeping your system free of viruses is imperative - not only for your own good, but for your customers good, too. There are just too many viruses that have the ability to send themselves out at will - without you even knowing about it... and some that can disable your virus protection to allow themselves access to your system.

I saw one terrific e-zine totally devastated because the poor guy didn't know he was infected with a virus - and the virus happily sent itself to every one of his subscribers. Repeatedly. I know... I was one of the recipients.

**BizE-zine:** What's next for your business?

**LC:** I want to spend more time producing training materials and books. So far, I can only help clients one at a time. That frustrates me a great deal. There are so many people that write to me in need of help and I simply can't keep up with email, nor could I possibly work with that volume of people on a one to one basis. There just aren't that many hours in a day.

I spent about 4-5 hours a day just replying to email and I wish I had written materials ready to offer to some of these people.

I'm working on rectifying that, and I'd like to develop an entire series of training manuals based on my 20 years experience offline - and my 5 years experience online.

From there, I'd like to build a network of people that will help distribute the materials on a generous profit-share basis.

I also have a dream of being able to hold conferences in which a part of the conference includes a trip under Niagara falls. I think that sometimes the force and beauty of nature can do a better job of putting us back in touch with reality and the miracles of life than anything else.

**BizE-zine:** Do the questions that fill up your inbox follow a pattern? What are the most often asked questions?

**LC:** Daily, I get letters from people wanting to know why their website isn't working. The common and underlying situation is that these people bought marketing programs and are still not getting any results. I look at the website, and immediately see why.

The second most common scenario is the person who wants a website and has bought a marketing program and wants the site built according the instructions in the marketing program.

I've had people say (repeatedly) "I want it as close to (so and so's) site without being a complete rip-off"

Now, while I would not say that the marketing programs out there aren't any good, I can see that they are not working for the majority of people. It serves to reinforce my theory that being able to 'do' and being able to 'teach' are not synonymous.

Just because a marketer can market like crazy and make a lot of money does not mean that marketer can impart the knowledge needed for others to get the same results.

My goal is to create materials that make it easier for normal everyday people and small business owners to understand - so they can get real results. It is a big dream - but isn't it the big dreams that drive our actions for the most part?

**BizE-zine:** Your bio says that you like to leap tall buildings in a single bound. Do you also wear your underwear on the outside?

**LC:** \*laughing\* Nope... it's a fun saying that goes back about four years. I was talking with a potential client and she said, "We need a hero. Can you leap tall buildings in a single bound?"

I laughed and said, "that's what I specialize in."

I've used the phrase since then. It's truly what I strive for with each client. When a client comes to me the way Cathy did

([www.KoaCoffee.com](http://www.KoaCoffee.com) ) and says her site has cost more in hosting that is has made in sales for over two years, I want to be the hero. And when her site was listed in the Forbes Top 50, I was as jubilant and excited as she was. It's a high that I just can't explain.

My grandfather used to say that it is important to feel good about what you do, not just to make money. If you can achieve both, you have succeeded. That's what I strive for.

**BizE-zine:** What one piece of advice would you give to someone who is just planning to start out?

**LC:** One piece of advice? Me? (laughing) If you gave me a penny for my thoughts, you'd get a dollar's worth. At least.

I would tell them to base their business on something they love and can be proud of. Having some kind of passion for your field is the only way to compensate for the hours you are going to put in during the early days.

I would tell them to strive to be different - success is never run-of-the-mill or ordinary. Marketing is not like pantyhose... there is no 'one size fits all'. No one succeeds doing things exactly the way everybody else does them.

I would tell them that the two most important traits are perseverance and tenacity. As Calvin Coolidge once said:

*"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'press on' has solved and always will solve the problems of the human race."*

They will make mistakes. Lots of them. That's okay. The only one that is truly a mistake is the one they don't learn from. The rest aren't really mistakes - they are experience, and we all need to gain that before we can succeed in any field.

Bio: Linda Carroll is a marketing consultant, website designer and published author who specializes in leaping tall buildings in a single bound. She believes that good marketing requires a regular infusion of imagination because success is never run-of-the-mill or ordinary.

You can find her at <http://www.LindaCarroll.com> and <http://www.WebsiteMagic.tv>

*People who ask our advice almost never take it. Yet, we should never refuse to give it, upon request, for it often helps us to see our own way more clearly.*

*Brendan Francis*

## Interview #9: Cherie King

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***As an introduction to this interview with Cherie King, I am simply going to use her own words:***

***"I am a housewife and stay-at-home mom with 3 kids. Just an everyday person...I'm not rich, but I'm making money and doing something I love."***

***If there is more to it than that, I'd like someone to tell me what it is!***

**BizE-zine:** Hi Cherie. Tell us a little about yourself.

**CK:** I'm Cherie King and I come from Detroit, MI. I'm a homemaker with three kids and I do Internet marketing.

Prior to this, I was a Cosmetologist working in my own in-home salon.

**BizE-zine:** How and why did you get involved with the Internet?

**CK:** It was around November of 1999 when I first got introduced to Internet Marketing.

We moved from the state of Washington back to our hometown of Michigan after my husband had gotten severely ill. I needed to be at home with my children and we needed some extra money. I did a search on the Internet for programs that allow you to work from home not knowing what I was in for! So, I guess you could say that necessity is what inspired me at that time.

**BizE-zine:** What did you start out with?

**CK:** Basically, I started out promoting affiliate programs only. The first thing I did was with a company selling educational software. I think it was WAY-YYY over priced for what it does.

Anyway, I signed up not knowing the first thing about Internet Marketing. I mean NOTHING. I didn't even know I needed to promote it. LOL! But I learned as I went and put my first little rinky-dink website together that was CLEARLY amateur...banners galore; no content; just what most newbies end up with on their first try at making a freebie website.

I didn't make any money for a LONG time but I placed those free

ads and submitted to search engines like crazy; sometimes staying up until the wee hours of the night.

A few months later just when I was about to give up, I went to the mailbox and found my first check! It was only \$12, but it was the feeling of FINALLY having had gotten paid. That was it! I was pumped to keep at it.

**BizE-zine:** Which affiliate programs have worked best for you?

**CK:** I've worked with OutSource2000, the [Site Sell](#) series, [Newbie Club](#), [Commission Junction](#), and others that I can't even recall right now. Oh, and who didn't do the "get paid to surf" or "get paid to read emails" thing at one point or other?

In the beginning, I had what is affectionately known as an "Internet flea market" but I soon learned that wasn't quite the way to go!

It's embarrassing to say, but I didn't really ever make much money through affiliate programs. My first check through that first program was only \$12, but after reading about so many scams and doing so much work with nothing in return, that little \$12 check was enough to motivate me to keep at it.

I have seen checks from programs such as CJ and OS2000 but they are what I call my "petty cash" checks. They're usually enough to get some groceries for the week. Nothing big.

I still have my [Work at Home Advocate](#) website up but I don't promote it. My main focus now is my book and my budding career in the Natural Hair Industry (hair care without using chemical relaxers on African American hair)

**BizE-zine:** What prompted you to make the change from selling other people's work, to producing and selling your own?

**CK:** I began learning that having your own product/service was the BEST way to really make money. I couldn't see that at first, but then after reading [Ricky Higgs'](#) book; Ken and Monique's ["Make Your Knowledge Sell"](#); and Mike McGroarty's book I realized that I DID have a nugget of info in me that dealt in my former profession of hair care.

Once I accepted that having my own product was the best way to go I began writing and researching and putting my first ebook together. I had an idea in the back of my mind to write a book for non-African American parents raising African American children (daughters) that would help them with the hair issue.

So, after reading a few ebooks on the subject of creating

infoproducts, I decided it was time to begin creating my own based on the idea that I had. It took me 2 years because I worked on it off and on, but it's finished and currently selling well.

So, here I am successfully selling my book and filling a GREAT need and loving it!

**BizE-zine:** How much of your family income now comes from the Internet?

**CK:** Roughly about 35%. My husband's income is still the main source, but my contribution is becoming greater! :-)

**BizE-zine:** How much time daily/weekly do you devote to your Internet business?

**CK:** When I'm actually working and not lolly-gagging, I would have to say I spend anywhere from 2 to 4 hours a day doing things that relate to my business. Sometimes more, sometimes less, but that's about average.

**BizE-zine:** How long did it take you to start making a profit?

**CK:** My book began making money the day after it launched. I had already set some things in motion and put my name and the product information out there before I officially launched it.

**BizE-zine:** Your book is aimed at a very niche market. Tell us a bit about it.

**CK:** My book is entitled "Her Special Hair". It covers such topics as: making shampooing and combing of kinky hair easier; why chemical relaxers are not recommended especially for young girls; what are the best types of products to use on the hair and which ones to avoid at all costs. There are also some "how-to's" on basic, but cute hairstyles for little girls. The download is \$21.95 and the printed version is \$26.95. It can be found at <http://www.herspecialhair.com>

I mainly just let it flow. That's how I am when it comes to doing some things (websites included). I try to plan or map it out but it never seems to work out for me that way. So, I just go with the flow and then piece it all together so it fits.

As a Cosmetologist by trade, I used to work in a department store hair salon in Tacoma, WA and it was there that I first truly discovered my niche market. Interracial relationships as well as Transracial adoptions are very prevalent in Washington. So, when

Caucasian mothers would bring in their African American daughters with short afros that had been cut due to them not knowing how to care for the hair, I knew then something needed to be done to help these parents and the children as well.

I toyed around with the idea for a while, but never acted on it. It was just a distant dream. But, once I got introduced to Internet marketing and creating infoproducts, that was "all she wrote"! (No pun intended!)

I believe this is a large market...exact numbers I have no idea of. It's just a matter of reaching them.

**BizE-zine:** Have you any plans for new products aimed at this same market?

**CK:** Yes. I want to do a video perhaps taped at a workshop or seminar that I would hold where parents would actually bring their daughters and do some hands-on training with me there to supervise and guide.

I also want to do a video showing how to give African American boys a haircut that looks like they've been to the barbershop.

Later, I plan to do another hair care book geared more towards teenagers as the styles change from little girls to teens.

**BizE-zine:** Which ebooks or courses on online marketing, and infoproduct creation have been of most help to you?

**CK:** I have purchased many, many ebooks. I'd say the ones that have been most instrumental in my success are:

I've read ["Make Your Site Sell"](#); ["Make Your Knowledge Sell"](#) by Ken Evoy and Monique Harris, ["Sell Your Brain on the Net"](#) by Ricky Higgs; and "The Internet Success Formula" by Mike McGroarty.

While they were all good in their own rights, I would have to say that the ones that worked best for me were "Make Your Knowledge Sell" because it was SO in-depth with information and "Sell Your Brain on the Net" because it was very down to earth and Ricky really shared his personal experiences well and I could relate.

**BizE-zine:** You mentioned that you had already set some things in motion before you launched your book. What kind of things?

**CK:** Basically, I was already a participant in haircare discussion forums. Many times non-African American moms would visit and ask questions about their African American daughters' hair. Well, I

would then email them and say something like, "I'm writing a book based on caring for African American little girls' hair. If you would be willing to give me feedback on what I've done so far, I'll give you a free copy of the 'rough'. They would agree, give me excellent feedback based on some questions I'd ask them, and then to my surprise, in return they would also post about me to their adoption groups or their interracial groups and folks started emailing me asking me to let them know when the book was ready. I had already built up a nice little mailing list of prospects before the book was even complete!

**BizE-zine:** Since then, what is your best strategy for generating traffic?

**CK:** So far, I'd have to say message boards and search engines. Most of my customers are members of certain discussion groups for adoption. When they purchased my ebook, they post recommendations on their boards and that has generated a LOT of traffic for me. Good ole' word of mouth! I'm no search engine pro, but I manage to get pretty good results from them. When I check my stats, I seem to do pretty well getting traffic from them when people type in certain key words and phrases that I WANTED them to type in to find me.

**BizE-zine:** What else have you done to reach your very specific target audience without incurring too much wastage?

**CK:** I have sent press releases to adoption and interracial magazines and newsletters; I made sure that my keywords were pretty much on target for the search engines; and I've searched out those lists geared towards transracial adoption, contacted the list owners privately and offered them a copy of the book for a plug on their boards (much success with that!)

**BizE-zine:** What has been your biggest mistake?

**CK:** Hmmm ... I've made so many of them! ;-) I'd say the biggest mistake in my whole Internet Marketing experience was trying to always take the free way out. I got so accustomed to getting free this and free that (web hosting, ads, etc) that I wasted a lot of time. I had to learn that it WILL take money.

You can cut corners and try to go at it alone, but I had to break out of that and realize that if I want people to spend their money to buy MY product, I had to spend money on someone ELSE'S product to help me learn things and get where I need to go.

Don't get me wrong, you don't have to break yourself, but don't think that you can build up a business for FREE; you've gotta come

out of the pocket sooner or later!

**BizE-zine:** What is your favorite software?

**CK:** The [Jaws PDF](#) program. I use it to create my ebooks and it works just as well as Adobe but it was less expensive.

**BizE-zine:** What suggestions would you make for someone who also wants to write his or her own infoproduct, but doesn't know how?

**CK:** The first thing I would suggest is to grab at least one infoproduct creation book and read it. Then, try finding a way to turn something you love to do or have a passion for into a viable product. Once you find it, start writing those ideas down as they come!

I don't know HOW many times I got this great idea or these great words in my head and thought to myself, "Oh, I'll remember THIS!" and then turn around and forget! It's important to write (or tape record) everything that comes to your mind no matter how dumb or stupid it may sound to you at the time. It will all come together as you begin to put the infoproduct together.

**BizE-zine:** Do you think that big business is taking over the Internet and that individuals like yourself will increasingly have a tough time breaking in?

**CK:** I honestly believe that there will always be a place for folks like myself to make it on the Internet. There is so much that people want to know and are looking for answers for so I think that infoproducts will always have their place. We just have to keep being ethical and honest in business as not to make a bad name for ourselves - as a lot of the MLM's and "get-rich-quick" folks have done.

**BizE-zine:** What one piece of advice would you give to someone who is just planning to start out?

**CK:** I'd tell them to find something that they're passionate about. Promoting things that you aren't "feeling" can turn out to be a total waste of energy and time.

Invest in items that will teach you what you need to know and just DO IT! Don't tell yourself you can't or that it won't work. You will NEVER know what you can accomplish until you try. I never in a million YEARS imagined I'd be where I am today, but had I not even tried and kept looking at it as just a "dream" then that's all it

would be today, a DREAM rather than a reality.

**BizE-zine:** Finally, Cherie, you can have the last word. What drives you on?

**CK:** I just want to get the word out to as many parents as I can that help is here for them because I know they need it. I want this thing to get as big as it needs to and I want to be the one who is looked at as the "leader" in this niche. Making money, of course, is a part of the picture as well.

I want my family and I to take a well-deserved, much needed vacation somewhere and SOON because we have been through a lot in terms of finances. But things are definitely looking up and I can foresee that we will be where we want to be financially relatively soon (between what I'm doing and what my husband does with his computer business).

I think that the Internet is playing a key role for ME because when I first got the idea about the book, it was like a pipe dream due to not being able to afford a publisher. But learning about what all one can do from the Internet in terms of creating, marketing and selling infoproducts turned that "pipe dream" into a reality!

Cherie's websites can be found at:  
<http://herspecialhair.com>  
<http://theworkathomeadvocate.com>

*It's not because things are difficult that we  
dare not venture. It's because we dare not  
venture that they are difficult.*

*Seneca*

## Interview #10: Peter Twist

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***There are lots of ways to make the Internet work for you. Although selling a product online is the most obvious business model, it certainly isn't the only way.***

***This interview, with British voice-over artist, Peter Twist, shows how he has harnessed the Internet's potential. Not only is he selling products, but he is also selling himself, his services and those of his colleagues.***

***Truly a man who understands the power of multiple streams of income.***

**BizE-zine:** Peter, who are you and what is your background?

**PT:** My name is Peter Twist, I'm 41 and I live partly in London UK and partly in Monaco.

My bread and butter is as a voice-over for TV and Radio in the UK and abroad. As I work for myself it has been easy to work this and the Internet alongside each other.

I am probably one of the best-known "unknown" voices: the guy who promotes Classic FM Magazine and sometimes tells you what's on TV on Saturday night. I occasionally do work for clients in the US as well.

**BizE-zine:** When did you discover the power of the Internet?

**PT:** I first got involved about 8 years ago. I went online by joining CompuServe with a 2.5k modem! I initially set up a web site to promote my voice-over work. In this business, you spend a lot of time giving prospective clients details about yourself and demo tapes. Being lazy, I put it all on the web site with streaming audio files and told people to go there.

**BizE-zine:** Did it work?

**PT:** Putting my voice-over information on the Internet did work. It saved me having to send out CDs and tapes. It was also fairly easy to get a good search engine ranking for 'voice-over' or 'voice talent' so I did get a lot of referrals from the web.

If it was a choice between me and another voice who was sending

stuff to prospective clients by snail mail, it gave me the edge.

At about the same time, 8 years ago, the voice-over world had a major upheaval. ISDN telephone lines came in. I went from driving around 60,000 miles a year to all the major radio stations in the UK, to building a studio at home and talking down an ISDN line.

So, I was already beginning to experience the benefits of technology even before the Internet started to grow.

**BizE-zine:** What was your next Internet development as far as the voice-over work was concerned?

**PT:** Now that all the voices were at home waiting for work, the radio stations and production companies began asking for weekly faxes listing a voice-over's availability. Fairly soon they were getting up to 200 faxes per week. Every time they needed a voice, they would have to trawl through these faxes to find out whether or not the voice was available, and of course, that availability would change so the producer would have to telephone the voice artist too.

So where does the Internet come in? I thought to myself how much better it would be to go to a web site and see the list of voices and whether or not they were available on that day.

At the time, only the really big companies could afford their own programmers to write specialist software like this, so I began the idea using Microsoft Front Page. Each day around 50 voice artists would email me and I would update the site. Phew, hard work! Also, if I put 'no' instead of 'yes' for their availability I was in big trouble! A few voices did ask whether they could update their own pages, but it wasn't possible unless I invested around \$30,000 in software development.

Eventually, about 9 months ago, I finally managed to find and adapt some web-based software that allowed all the voice-overs to log in, and change their own details. There are currently around 35 voice-overs on the site and around 100-150 producers access it on a daily basis.

<http://www.powercomm.co.uk/isdn>

The key is not massive amounts of traffic; it's finding and filling a niche. The site is paid for by the voices, it generates around \$15,000 per year. That may not sound like much but consider that it's renewable, regular income, and I don't have any ongoing labor: the voices do all the work!

**BizE-zine:** You got started by selling yourself and your colleagues, but what happened next?

**PT:** Next I did what everyone seems to do - I tried to sell other people's products.

I followed all the strategies for advertising and promotion but saw that there were many more people who were better at it than me and had more patience. So, after about three months, (I have no patience at all!), I decided to take the other route, produce my own product and let the good marketers sell it.

I just kept seeing the same products being sold over and over again, and it was always the marketers with the best mailing lists (their own opt-in lists) who sucked up all the sales because they had already established themselves. You really have to hand it to those marketers who push stuff day after day and never give up.

**BizE-zine:** Let's get philosophical for a moment. You already had a successful offline business - what need did Internet marketing fulfill in your life?

**PT:** I was attracted to the Internet mainly because I could see the potential audience and the ability it gave you to work at your own pace, at times that suited you.

I had always envied writers (novel & song) who could live anywhere, and, if they were successful, live off royalties.

Yet, I could see that for every successful novel and songwriter there were thousands of others who weren't. In large part s seemed to be because other people control their destiny. If your face doesn't fit, you have no chance.

The Internet creates a level playing field; you get a chance to let the buying public decide whether or not they like you.

I love the "unknown territory" of the Internet, it's relatively inexpensive to test and you get results, good or bad within hours.

**BizE-zine:** You are very much a 'have a go' person, Peter. What checks and balances do you apply to your ideas prior to jumping in?

**PT:** Whatever project I've thought up, I always like to look at the end result and then work out how to get there. If you analyzed any new venture and all the things that could go wrong, you would never begin anything!

**BizE-zine:** So how did your business develop?

**PT:** I thought this web-based stuff was really something so I looked for other niches that would benefit and I thought of auto dealers, real estate businesses and travel agents. I have started off with auto dealers and have begun selling sites like the one here: <http://www.hendymotorsales.co.uk>

All these guys need is a digital camera and a connection to the Internet and no specialized software.

Because I have my own servers, I make money by setting up domains and renting web space to people.

**BizE-zine:** Then, as if you didn't have enough going on, you created your own info products to sell. How did that come about?

**PT:** I really like to help other people and have always been a fan of [Brian Tracy](#) and [Anthony Robbins](#) who are great motivational speakers. I love listening again and again to their tapes and CDs. To me it is better than just reading a book - I find it much more enjoyable.

There are many ebooks available online, but all you can do is read them. So the first actual product I developed was "The 7 Secrets Of Success". It's an ebook in PDF form, but it has links so you can listen to me reading too. I had a great response to this, especially as people in the USA loved my UK accent.

**BizE-zine:** How did you go about promoting it?

**PT:** You can have the greatest product in the world, but if nobody knows about it, you won't make any sales.

By chance, I received a mail shot about these guys in the US who were really successful online, and had just presented a seminar in Las Vegas. I bit the bullet and spend around \$500 on the [videotapes of the seminar](#), all 30 of them!

That really turned my head around to see how these guys were finding the customers and leading them into their websites and products and making sale after sale. I put many of their strategies to use for the "7 Secrets" and they worked.

The best product I bought after seeing the tapes was Yanik Silver's '[33 Days to Online Profits](#)'. Rather than just present a pile of stuff in one go, it took you a day at a time through what you needed to do. He even chases you with reminder emails!

People then started to ask me for advice on how to get their Internet businesses going and so I figured I'd work smart and muster up all that experience from radio, TV and the Internet. I decided to interview 10 of the top online marketers.

Obviously, I started with the guys I'd seen on the videos. First, Yanik Silver said 'yes'. Then I contacted Jonathan Mizel and so on. I set up telephone interviews with them all, transcribed them (nearly 200 pages in the end) and converted them into streaming audio for Real Player and Windows Media Player. There were many frustrations and heartaches along the way, not to mention numerous technical failures, but because I had committed myself big time to all these gurus there was no way I could stop.

**BizE-zine:** How much of your income is now derived from the Internet?

**PT:** About 40% at the moment.

**BizE-zine:** Is that fairly stable, or have you experienced any slowdown online?

**PT:** There has been a bit of a reduction in my voice-over work recently because of the recession in advertising. But online, I haven't found a problem.

**BizE-zine:** It is clear that you believe in investing in yourself, from all the tapes and books that you buy. What was it about these books that lit your fuse?

**PT:** What really lit my fuse about the books I read was that they were real people talking about the challenges they faced and setbacks they overcame. I always used to think that people were successful because of their education, amount of money or talent. None of it is true. Anyone can be successful; you just have to follow a certain set of rules just like an instruction booklet. Just follow other successful people and copy what they do.

**BizE-zine:** What is your favorite way of generating traffic?

**PT:** Just to connect with people. I spend lots of time sending personalized emails to other successful marketers. I participate in discussion forums and just offer help whenever I can.

**BizE-zine:** Do you worry about making mistakes?

**PT:** I have made thousands of mistakes over the years, but if you analyze them and don't repeat them, they can help. I've learned to keep all those boring things like accounting up to date, to pay attention to details and double check when people say it's no problem. You have to take total responsibility for yourself.

**BizE-zine:** What software do you use to help you run your business?

**PT:** Although I have swapped from one to another I would say that I couldn't be without good autoresponder and mailing list software. I prefer web-based systems so they don't tie up your own computer. Also, you can access them from anywhere.

**BizE-zine:** What is next for Peter Twist online?

**PT:** The great thing about the Internet is that your business can expand whether you like it or not. By that I mean new people are always finding out about you and putting links into your site, so it grows on it's own. I would like to develop a few more products and expand in that way.

I'd be daft to try to re-invent the wheel, so how about another book interviewing Internet experts? When are you free Martin?

A lot of books you read waffle on for page after page, I want to write one called "The Smallest Ebook in The World" It will be one page with a list of what you need to do to succeed online. Watch this space...

**BizE-zine:** I don't know if you are joking or not! What advice would you give to someone who is just planning to start out?

**PT:** Read as much material as possible from people who are doing right now, what you want to do. Then when things get tough, you can focus on them. Don't be a perfectionist, just take action, but learn quickly from your mistakes. Write down in great detail exactly what you want - down to how much you'll earn. Even more importantly, write down what you will do with the money. Look to earning a good monthly income rather than \$1 million.

If anyone is thinking of writing a book now, you just have to get on and do it. Write it with something like Microsoft Word, which has a spell checker. Don't get hung up about security and passwords, if people are going to copy and steal it that may be a good thing because it gets your name around! Try to get people to send you

their email address, offer them a free gift, or updates to your book - that way you can build up you list and when your next book comes out they'll buy that.

I have looked at all the formats and personally prefer books that can be read with [Adobe Acrobat](#). Then, people with Apple Macs as well as PCs can read it and it looks professional. To collect the money, just use [Clickbank](#). They process the credit card payments and pay you the money, and, others can sell your book through them too.

The most useful piece of advice that I have ever seen is to start building your own "opt-in" list. These are people who have seen information about you or your web site and have then given you their email address because they would like more information. It's up to you to then develop a relationship with them so they begin to see that the information you are sharing is useful to them.

I would say to anyone starting out, just get your hands on as much material as you can and start learning. Choose a good mentor, someone who you can see is doing what they say, but also get online yourself and start making mistakes. It's the only way to learn.

Peter Twist is the author of the FREE ebook called "You're Going The Wrong Way!" Why 94% of websites are failing and how to fix it. To get your copy, send a blank email to <mailto:powercomm7@freeautobot.com>

*If you have something to do that is worthwhile doing, don't talk about it, but do it. After you have done it, your friends and enemies will talk about it.*

*George W. Blount*

## Interview #11 Ricky Higgs

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***In interview #1, we talked with a guy from Melbourne, Florida. Now, in interview #11 we are going all the way to Melbourne, Australia.***

***Ricky Higgs is a 42 year-old father of three who has only been active online for about three years, but has already established quite a name for himself.***

***Let's see how he has done it...***

**BizE-zine:** Hi Ricky. Tell us a little about yourself.

**RH:** Martin, first off, I'd like to congratulate you on the excellent and interesting interviews you've put together and for inviting me to talk with you. It's a real honor.

**BizE-zine:** Thanks for the kind words, but don't think they are going to get you easier questions!

**RH:** I'm just an ordinary guy who has worked very hard on my online venture and through trial and error and effort has found what works and what doesn't. I guess I'm one of the 'new kids on the block' because I've been active online for only three years, running my Internet business on a part time basis.

**BizE-zine:** When you say 'part-time', what exactly do you mean?

**RH:** When I started online, it was as a part time affair to generate extra income. Then 2 years ago I went at it full time. I left my former employment with Australia's largest IT distributor specializing in multimedia, Internet and digital video hardware and software. But you know what? I got bored. Sitting at home in front of a PC connected to the 'net 12 hours a day was really not my thing.

I missed the daily contact with the outside world ... the real world ... meeting people ... selling face-to-face ... having coffee with a business client. I discovered that I was more of a 'people person'. So back in late 2000, I returned to corporate Australia in a job I truly enjoy. Now I run my online business part time again. And I've never been happier!

Contrary to popular belief, once you get your online business

established and know how to market properly, you really don't need to spend more than a few hours a day to achieve the same level of income. Once you reach critical mass, momentum takes over.

However, I still put in 6 hours a day, 6 days a week, usually from 9.00pm to 3.00 am in the morning on my business. And that's after a regular 8 hours in my real world job. I'm lucky I guess ... I'm one of those people who can survive on four hours sleep a night.

**BizE-zine:** Do you have any real-life friends who are also Internet marketers, or do you keep your worlds separate?

**RH:** I have a few, but I don't go looking to try and turn online associates into offline acquaintances. When you spend hour upon hour sitting at a PC working in the virtual world, you don't really want to spend your social hours talking Internet marketing in the real world. You need a change of pace and varied interests I feel to stay balanced. I like to keep different areas of my life separate, preferring not to mix business with pleasure. The quality time out with friends and family is important to me.

**BizE-zine:** You have alluded to your real world job, but what do you actually do?

**RH:** I'm involved in the multimedia industry and work for one of the largest companies in the world. Right now I'm riding on the crest of a wave with the next biggest product to establish itself in the retail brown goods sector: Big Plasma gas Televisions. Large flat screen monitors you can hang on a wall just like a picture.

With the popularity of DVD, HD digital television and home theatre, this product is about to explode on the world market. Here in Australia, government predictions are that 500,000 will be sold in this country alone over the next eight years. I'm responsible for retail distribution and sales in two states in Australia. It's a product everyone wants ... it's the visual display medium of the future!

**BizE-zine:** I wish I hadn't asked! Back to your Internet business - it must be profitable for you to put in so many of your leisure hours. How profitable?

**RH:** I'd rather not talk in percentages, since everything is relative to the income you are on, and my 'day job' income varies from month to month. But I will say this ... I've made enough money from my online business alone to double the size of the house I now live in and can afford to pay others to work for me!

**BizE-zine:** What is the most money that you have made in one week (online)?

**RH:** From memory, my best week totalled a little over \$3000.

**BizE-zine:** What happened to suddenly open your eyes to the potential of an online business?

**RH:** In early 1996 I was working for a multimedia and computer distributor. One of the owners of the business also had a struggling sister company that developed websites and 3D animation for clients. He also sold a unique downloadable software application from his site - a very easy to use screensaver creator program.

Back then, screen savers were big. People loved collecting and searching for them. It was cool to have a really neat and entertaining screen saver proudly displayed on your office PC for your work mates to see. At the time, I didn't take much notice, as I was never attracted to them. I quite happily used the standard boring Microsoft-supplied Windows screen saver.

Then one day I walked into the owner's office and noticed he was filling in a "merchant summary form" of credit card orders. At first, I thought he was simply banking the regular offline sales made by his business. Being an observant character by nature, as I glanced at the individual credit card details on the form, I noticed all the dollar values were identical - exactly \$75. I said to him, "One of your product lines must be selling well?"

He said, "Actually these are this week's orders for my screensaver creator program, that have downloaded from my website". He then told me how he was averaging around \$600 per week from sales of just this one digital downloadable product alone!

What further amazed me was that he had no sales letter on his site to entice visitors to buy. No well crafted sales copy, no power words or 'big sell' as we see on so many websites today. Just a paragraph describing what his software did, and a free trial of a cut down version of his software on offer.

You know Martin ... you can tell people they can make money on the Web until you are blue in the face and most people won't believe you, thinking you are trying to sell them another get rich quick scheme. Yet, nothing, and I mean nothing, leaves a greater and more lasting impression on your mind than when you actually see someone who is physically writing out their merchant deposit slip loaded with orders ready to be banked from their online sales efforts!

From that day on, I was hooked. I mean, here was a fellow I knew in person, not some unknown entity talking to me through a sales letter on a website, not some big time online marketing guru with some fancy hypnotic sales copy. Just an average guy, with some HTML and programming experience with a simple, very ordinary looking website. And to top it off.... He was getting all the traffic to his site simply from submitting the free trail version of the screen saver to [Cnet.com](http://Cnet.com).

\$600 a week was a good weekly wage down here in Oz at the time.

I knew that with my many years experience in sales and direct marketing that I too could make a similar amount of money on the Web. Problem was, I knew nothing about putting up a website, not a thing about HTML, nor was I a programmer. What could I sell? What could I create that people would want to buy?

**BizE-zine:** What was the first product you sold online that made money?

**RH:** Even though at the time I didn't even know what an 'ebook' was, I knew that if I could just package my knowledge in my areas of expertise and create a document people could download, I'd have something that just might make a few sales. However, it was not until around 1998, that I actually sold my first product online.

**BizE-zine:** And what was that?

**RH:** With my 15 years previous experience in the "climate control industry", I wrote "How to profitably sell heating and air conditioning." It was a book targeted at those in the industry. At the time, in Australia there were many "back yarders" working from home ... refrigeration mechanics, plumbers, and electricians and other "one man operations" who were selling air conditioning and central heating into homes. I knew most of them were not making much more than wages from their businesses. Being trades people, they lacked the selling and marketing skills and were flying by the seat of their pants, living from day to day trying to carve a living in this competitive market.

The book sold fairly well, even though it was a niche market publication. At the time, few trades people and blue-collar workers were connected to the Internet here in Australia so my online promotions failed. Eventually I promoted it by sending a direct mailer to everyone listed under heating and cooling in the yellow pages. The mailer directed them to my website. Because of the lack of Internet connection with these people, I must admit, I had to send many of them the ebook on a series of floppy disks. (CD burners at the time were still relatively expensive).

**BizE-zine:** If you suffered a complete meltdown and lost everything to do with your online business (God forbid!), how would you go about starting again? What would be the first thing you would do?

**RH:** Fortunately, that is unlikely to happen as I keep both off-site and offline backups on CD of everything I do - something everyone running a virtual online business should discipline themselves to do. However, if it should happen, I would lose very little as my online business is based upon my reputation and branding - something nobody can take away from you. The first physical elements I'd rebuild would be my websites and e-zine list.

**BizE-zine:** Which ebooks or courses have had the greatest influence for you?

**RH:** I spent a lot of time and money over the years researching and reading the many popular titles on Internet marketing. Many have been disappointing, a rehash of what has gone before, or provide information which is outdated with techniques which simply do not work anymore.

The ones that were the most practical initially were books by [Ken Evoy](#) and [Ken Silver](#) in terms of selling info-products on the Web. I also like the works of [Yanik Silver](#), [Gordon Alexander](#) and [Neil Shearing](#). In terms of wealth creation in general, I think Charles Goodwin's "[The Secrets of Wealth Creation](#)" and Robert T. Kiyosaki's "[Rich Dad, Poor Dad](#)" have had the most recent influence on how I now view the world of money.

The all time classic "[Think and Grow Rich](#)" by Napoleon Hill should also be on everyone's personal library and read many times over like the Bible.

**BizE-zine:** The Internet is crowded with people wanting to give or sell you advice. How do you go about sorting the wheat from the chaff?

**RH:** I've bought plenty of information along the way that was useless or purely a rehash. Probably, the greatest disappointment you can have is buying info-products that you later find out you could have got for free, or as bonuses packaged with other info-products. However, if the information is valuable and makes a difference, then it is still worth it.

In terms of "sorting the wheat from the chaff".... The following guidelines will help newcomers from wasting their money on second rate ebooks and products:

1. Does the author or person selling the information or advice have some "fame" on the Internet or offline world? Do they have a good reputation, or are they seen as a recognized expert in their field?
2. Do some research before you buy ... simply asking the right questions about a product or person in a relevant discussion forum can usually provide some useful feedback. Doing a search in the Search Engines can provide extra insight on the product or person you are thinking about dealing with.
3. If it sounds too good to be true, it probably is a scam or another "get rich quick" scheme.
4. Use common sense and logic when reading sales letters, don't let the emotional appeal of the product, or the "power words" used, cloud your reasoning. Learn to read between the lines.
5. If you have questions about the product, try emailing the author or seller before buying. Their helpfulness and manner in which they respond can also guide your decision.

**BizE-zine:** What has been your biggest mistake online?

**RH:** That's a good question. On reflection, I should have started doing joint ventures much earlier on and not taken advice from people who are not making money themselves!

In terms of JV's, sooner or later you'll come to the realization that you just can't do it all alone. I don't care how talented you are, there are only so many hours in a day, and no one has all the talents and time needed to go beyond a certain point in income level.

It's no different to running a business in the real world: very few one-man bands can make it really big. You need the help of others to maximize your income and to leverage your time.

**BizE-zine:** How do you go about generating traffic?

**RH:** I believe that offline promotions can yield a much better response for the small online marketer. Many marketers make the mistake of believing that the Internet is an advertising medium, when it is really just a means of communication.

Now your website is, in essence, one big full color advertisement. A typical mini-site with a well-worded sales letter is simply the electronic equivalent of a full-page ad in a magazine, but without the huge cost attached. And it is low cost because, unlike the magazine, it doesn't have a built-in readership. You have to provide that for yourself.

A website should be viewed as a low cost, 24/7, convenient and instant means of communicating your sales message to whoever you target through all forms of advertising, whether it be online or offline.

Take a simple classified ad in a newspaper. In Australia, many of the local newspapers are syndicated or owned by the same group. For a \$70 classified, I can have the same ad be seen by 500,000 readers. Now since your 'full page color ad' is on the Web, a simple line ad with a few teaser lines and your URL is all the space you need to buy. The 'selling' is done online and not in your offline ad. It's just like having a full-page magazine advertisement for the cost of a cheap classified ad.

My most successful offline tactic has been in the "silent salesman". I print A4-sized posters on my color printer on glossy card, insert them into a clear Perspex menu holder which is left at cafes, waiting rooms such as doctor's surgeries, tire outlets or anywhere else that holds a waiting captive audience for ten minutes or more. 20 outlets ... and the results are amazing! A very low cost promotion technique I describe in great detail in my highly regarded ebook, ["Sell Your Brain On The Net"](#).

**BizE-zine:** Do you use any proprietary software to help you run your business, and which one would you most hate to be without?

**RH:** I'd be lost without the following hardware and software.

["Go-back"](#) - Software that literally turns your PC into a time machine. It allows you to go back in time and restore your computer to how it was in the past... Before you deleted a file, before a virus crashed your PC or even if you completely and accidentally deleted windows or any of the operating files.

["Zone Alarm Pro"](#) - Personal firewall that stops hackers getting into your PC, it's never let me down.

["Maximizer"](#) - A database program for emailing to my list and keeping records on contacts, clients and follow-ups I have to make.

["Ulead PhotoImpact"](#) - Simply the best image editing program around.... I use it for all my ad images, website pics, ebook covers and illustrations.

["Homestead Professional"](#) - The easiest and fastest way to edit and design stunning websites. It so good they should put it in a box and sell it in every computer store!

["Adobe Acrobat 5.0"](#), "MS Publisher", "Norton Anti-virus" and "Norton Systemworks" I also find indispensable.

And last but not least ... my trusty Palm IIIc and foldaway portable keyboard that goes everywhere I go with the software application I wrote (available on Zdnet.com) called "[Website marketing dairy](#)".

**BizE-zine:** Your 'Website marketing diary' intrigues me. What is it, and why is it as useful as you imply?

**RH:** The key to a profitable business website is regular promotion and marketing of your site to ensure a steady flow of targeted visitors and traffic.

My 'Website marketing diary', is a freeware application that allows you to keep track of all your website marketing activities on your Palm OS powered Handheld PDA.

It lets you list the promotions you intend to do each day or week. As you list each marketing promotion, you can then add notes to each entry as they come to mind. Enter details of the promotion, the results, the response rate, costs, thoughts and other things you need to do in conjunction with each promotion.

Keeping your website promotion activities on your Palm PDA, makes it easy to review and brainstorm new marketing ideas where ever you are. The Website Marketing Diary is a standard Palm PRC file and is only 66K in size, and downloads in 10 seconds. Works on all Palm models running OS 3.0 and above.

**BizE-zine:** Do you have any plans to expand your online business and if so, how?

**RH:** I teamed up with David Orme and created "[Forum-Tracker](#)" - the Internet's first and only dedicated online marketing and biz forums search engine. This is a huge traffic generator for us and it gives something of value back to the whole online marketing fraternity.

Then we developed and launched "[Instant ebook websites](#)" This is software that allows anyone with no technical knowledge or HTML skills to create a professional looking mini-site in minutes. With it we offered an affiliate program and got fellow Australian, [Phil Wiley](#), the 'affiliate master' to help us get it up and running.

It's the best thing we ever did. Today, 95% of our sales come from our large affiliate base.

Late last year I offered my "PowerPack": my professional services along with 17 ebooks valued at over \$1000 for a mere \$29. It was hugely successful for me, but I had to withdraw it from sale, because it was taking too much of my time. I guess I made the

mistake of offering just too much of myself in the package for the cost. Some days I was working 16-hour days just to keep up with all the requests for my advice by email!

I think the future lies in offering specialized software that solves a need. That is something I'll be working towards.

However, having said that I still think the quickest way for someone just starting out online is in offering 'how to' information. Especially information that makes others money in their hobby or profession, or just solves a need. Good information will never go out of fashion.

**BizE-zine:** You've talked about the past and the future, but what exactly is your business right now?

**RH:** Currently, my main streams of income come from my own ebook, private consultation services, ghost writing for other people and of course the lucrative 'mini-site creation software'. It is very difficult to make a continuous online income from just one product in my experience. The key is definitely to add more 'strings to your bow' as you go along. Often as one income stream dries up or fails to make the income you expected you've got other offerings to fall back on. I can't think of a top Internet marketer online today who relies on just one product. Multiple streams of income are definitely the way to go.

**BizE-zine:** On that note, what advice would you give to someone who is just planning to start out?

**RH:** I'd advise them to do the following:

1. Concentrate 70% of your marketing efforts offline and only 30% online.
2. You've got to have your own products in the long run. Affiliate schemes and selling other people's products will rarely make you the big money, although they will provide additional income if you put the effort in. Being an affiliate is like working for someone else online. You never will have complete control.
3. Find a mentor, someone who is actually doing it online successfully, and someone you can work with and follow their advice, no matter how good you think you are everyone needs a coach by their side to pace them. Even the best athletes in the world have them.
4. Team up with others, network, make contacts and try a joint venture or two early on.

5. Make sure there is a market for your product first, before you leap in and spend hundreds of man-hours creating your product. You might be in love with your baby but no one else might.

6. Never underestimate the power of forums. Participate in those akin to your product, establish yourself as an expert in your field by helping others first. I made much of my initial income on the Web through the forums. Consider also creating your own discussion board. It really makes a big difference.

There are no online 'secrets'. The real 'secret' is you. The amount of effort and hard work you put in, coupled with making the right decisions, grasping the opportunities that present themselves and a determination to succeed is all it really takes.

Ricky Higgs is an author and successful online marketer. Check out his highly regarded ebook, "Sell Your Brain On The Net" and "Instant Ebook Websites", the easiest software to create professional looking mini-sites in minutes with no technical knowledge.

Main Website:

<http://www.work-at-home-making-money-online.com/>

FREE gifts for visiting!

<mailto:rickyhiggs@1website1.com>

*Do not squander time, for that is the stuff  
life is made of.*

*Benjamin Franklin*

## Interview #12: Andy Frain

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***The final interview in this series is with an English marketer by the name of Andy Frain. Andy is a 40-year old ex-teacher who lives in Shropshire, deep in the heart of rural England.***

***Although he doesn't seek out the company of his ex teaching colleagues, he says, "Old colleagues I now occasionally meet are envious. I wish I could have a pound for every one of them that says ...'if only I had the guts!'"***

***Doesn't that sum up this Internet lifestyle? 'If only I had the guts.' Well, the twelve people that we have talked with in this series have all had the guts. And now they are all reaping the rewards.***

**BizE-zine:** What pushed you to give up teaching – and what did you move on to?

**AF:** I started working life as a Physical Education and History teacher in a very tough Senior School in Birmingham. After injuring my back fairly severely I had the opportunity to do a Masters Degree (in the Philosophy of Education of all things.)

My brief spell in academia was enjoyable, but when I went back to teaching for a year, I decided it wasn't for me. It wasn't the kids. I loved them no matter how tough they were. It was the politics and the eternal BS. I'm sure I made the right decision because I believe the situation is even worse now.

So I took the best decision I ever made and moved part-time into direct sales. I started selling to individuals in their homes and progressed to Area Manager within three months - earning three times my teaching salary. Within two years, I was Sales Director responsible for Corporate Accounts. I suppose I am one of those people with a natural ability for sales.

**BizE-zine:** Do you ever miss teaching?

**AF:** No! I think after you have been in the real world of business for a while, you see teachers as being petty. They do a very important job...but boy do they make it more difficult than it needs to be. In any case, my soon to be ex-wife is a Head teacher ... so I have had my fill of teachers!

I do run a junior football team and scout for Birmingham FC's academy in my (spare?) time, which means I still fulfill that desire to help kids

**BizE-zine:** How did you move from sales to the Internet?

**AF:** In 1998/9 my business was bought out. After a period of contemplation, a friend made me an invitation and I wound up selling web sites. I knew nothing! Not one end of a PC from the other. (Some say I still don't). But I could sell and it was a 'flops' period in Internet development because of all the hype. 'Flops' are people with their checkbooks out before you get there. A fair percentage of people WANTED a web site because of the hype. It was very easy at first for an accomplished salesman in this environment.

So, I took selling web sites into my own business.

**BizE-zine:** What happened next?

**AF:** Web sites became very tough to sell after the dot-bombs hit in 2000. The environment totally changed after the initial rush. Sales resistance ruled. This was further strengthened as business people started to realise that web sites were not the panacea for business that all the hype promised. Of course, the fact that the average businessperson was being contacted several times a day by wannabe's and professionals alike offering to 'build a site' just made it harder.

My solution to this was to write an ebook/course, which launched in September 2000. It was called ['How to Sell Web Sites Like Wildfire'](#) and directly addressed the sales resistance problem that was cutting web designers income.

**BizE-zine:** Looking back, do you know of any of the people or businesses who you sold sites to in the heyday, that actually made successful web businesses with them?

**AF:** Well I am bound by a confidentiality agreement (I sold my web design business), but there are two that I am very proud of. Both of them have offline promotions that drive traffic to their sites. They do VERY well.

**BizE-zine:** Was your book an immediate success?

**AF:** The book has an asking price of \$97. In the latter part of 2000, it accounted for 90% of my income. The same was true for the first few months of 2001 as I took on several joint ventures. Eventually,

sales started to plateau but by then I was getting offers for other opportunities.

Sales still roll in for the book almost daily. But it's the on and offline spin offs that came from writing the book that account for income today so actual numbers sold are only a small part of the equation.

I now consult for a large web designer on new business sales. Also, I get frequent requests to write copy for sites and offline campaigns on a profit share basis. I also have web site 'projects' where I consult offline businesses on how to get the best out of their web sites.

**BizE-zine:** So you started making a profit online from the very start?

**AF:** That's the beauty of an info product ... it is almost instant. Apart from the length of time it takes you to write a comprehensive, quality, 250-page ebook!

But it's the best thing I ever did because of the doors it has opened for me, and the contacts that I have made all over the world.

It took me well over two months to write. But it is a comparatively high priced ebook/course with a great deal of content.

Selling an ebook at \$97 that still brings in regular income nearly 2 years later has proved a good model for me on the topic of my expertise.

**BizE-zine:** Can you suggest some basic pointers for people who are setting up their own web businesses? What must they do, and what should they avoid?

**AF:** Concentrate on copy, NOT design. By far the most useful skill you can have is mastering direct, emotional-response copywriting. In other words, being able to get into people's heads and make them WANT your offering. I am getting better at it. Seriously. But it has taken a while.

I have recently compiled emails to cold personalized prospects that have achieved a massive 20% response. And, as Martin knows, a recent offer of mine received an astonishing \*80%\* response rate!

Quality of copy is the key to success. Definitely.

If you can't write, cut a deal with someone who can. You have to be able to MOVE people. Beg, steal, borrow or barter with a good copywriter because without emotionally directing prospects you will sell diddlyquat! (That's colloquial English for not very much.)

If you have the right product or service and want me to look at it drop me a line. If it's exceptional I will consider a profit share with no up-front fee. You'll never know unless you ask!

**BizE-zine:** As a writer yourself, which ebooks or courses have you read that have really helped you?

**AF:** I have spent a lot of money on ebooks over the years. I am a big fan of [Marlon Sanders](#), [Gary Halbert](#), [Dan Kennedy](#), [Jay Abraham](#), [Bill Myers](#) and [Jim Straw](#). But the one I really rate is [Gordon Alexander](#). He has a wealth of knowledge. I am in the process of learning to be effective in print as I am in direct sales. [Remote Hypnosis](#), by Gordon, is a masterpiece in my mind. It's ridiculously low cost for the gems it contains. Gordon and Gary Halbert are my favourite copywriters.

**BizE-zine:** How do you go about getting targeted traffic to your site?

**AF:** Targeted traffic? Without doubt, joint ventures. When you are dealing with a tight niche market, often the quickest route is to use those already there.

**BizE-zine:** Lots of people talk about JVs - how do you go about seeking them out?

**AF:** I take a lot of time to ensure I contact the right people in the first place. Quality research is key. I use [Copernic](#) originally and then [Alexa](#) which automatically measures traffic to web sites. If they are not ranked in the top 100,000, I don't investigate any further.

Alexa also has an excellent links service that provided prospect after prospect for me on potential jv partners.

I'll then do a whois search to find out the contact details, if they are not on the website. If I still can't find out the details, I'll often phone and ask.

That's for web sites ...

... For e-zines, I'll go through the directories for the biggest readerships in my niche.

THEN it's all down to the copy! If I sound like a worn out record it's because it's true. If you can't get inside your prospects head and get him to raise his hand, all the hours spent researching are worthless!

**BizE-zine:** What has been your biggest mistake?

**AF:** Letting my soon to be ex wife be in charge of the finances! I am still recovering from that one.

But other than that, I have made some poor partnership choices. Although I am trying to be much more careful these days, I do have a tendency to be too trusting.

**BizE-zine:** What software do you use and recommend?

**AF:** These are things I use most:

Ebook creation software: <http://www.ebookcreator.com>. I use this for a multitude of things including:

- + Special reports that can't be copied
- + Cloning web sites for promotional purposes
- + Sales letters that either expire or need access codes
- + And of course, ebooks.

Copernic.com for research (free download). Cant be recommended highly enough

Alexa.com (free download) This ranks web sites according to Alexa usage and is an excellent guide to site traffic to find joint ventures etc.

**BizE-zine:** How do you see your online business expanding in the short term?

**AF:** I was waiting for this question! I am working on a project at the moment that involves Local Email Marketing. It's exciting because I have found a way whereby people, even without sales experience, can easily find clients from their local community

And even more importantly, instantly turn as little as one client into an instant four-figure income.

I will show them step by step how to do this as I have. It really is very simple to do.

The details are just about to be announced for the first time. Essentially, small business owners have had 'sales' people to the back teeth! They are now approached by a cold call several times a week or even a day.

They have also had to contend with the 'big internet lie' ... that web sites will earn PROFITS. The figures available indicate that 95% of web sites for offline businesses don't generate enough income to cover their hosting fees! So much for the information-age gold rush.

This has meant that sales resistance has increased many times. Even since the publication of my book. The Internet and web sites are full of BS sales pitches. Every time a businessperson switches on their PC, television or radio they are bombarded!

Small Businesses owners are subconsciously screaming ... ENOUGH IS ENOUGH!

And, because of this, they have developed avoidance tactics to break through all the manipulation and learned scripts. They have become a match for even the most professional sales person. The numbers game for sales just doesn't work any more:

5 years ago, you may have had to knock on 50 doors for two sales. Now it's 500 or more! And it's getting worse.

But I have developed a system that cuts through all this. It automatically gets business owners to trust you. And once they trust you, I have a system of leverage that will multiply your business quicker than you ever thought possible. I call it the New Reality.

Mix the New Reality with a concept whose time has arrived (Local Email Marketing) and the **boom** will follow. Guaranteed!

**BizE-zine:** What would you say to someone who has just discovered online marketing and is looking to take his or her first steps?

**AF:** Don't try to rip up trees when starting out!

A lot of people are suckered into writing their own ebook or other big project. My advice is to become an affiliate first of a proven product. We are only scratching the surface of the Internet so don't worry about competition. There are always niches that have not been touched

**BizE-zine:** How would you suggest they select a good affiliate program?

**AF:** RESEARCH and ask personal questions!

If you have trouble deciding on a project, email the originator and see whether you get a helpful reply. Ask them whether they can put you in touch with their highest earning affiliates personally. Then talk to those affiliates to ascertain their validity and integrity.

Use this experience, as your personal 'Internet University', before creating your own master plan and keeping all the profits.

You have three choices if you want to succeed:

1. LEARN how to sell. If so visit: [Andrew Frain Online](#)
2. Get an expert so sell FOR YOU. Again, visit [Andrew Frain Online](#) and decide whether copy of that quality could sell your product or service
3. STRUGGLE!

If you want me to consider selling your product or service, drop me a line at [andy@sellmoresites.com](mailto:andy@sellmoresites.com)

*First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination.*

*Napoleon Hill*

#### Article 4:

An introduction to the varied moneymaking potential of the Internet.

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### ***Six Ways to Make Money on the Internet Without Quitting Your Day Job.***

By Martin Avis

Not long ago, books, tapes and programs were all the rage telling how easy it was to make money in mail order. The ads are still running, and a few people are still reaping the rewards. Remember the guy making money from his kitchen table, wearing only his shorts?

Now the playing field has changed. Now it is the Internet that offers the lazy way to riches.

Thousands of folks bought the books, and failed to get rich. The Internet will also fail to deliver the expected riches to millions of hopefuls.

But if you learn the closely held secrets of online success, YOU can be one of the few who profit.

Well, that is what they would have you believe. Truth is, the secrets are easy to discover. So easy that I will tell you some of them right now. And over the next few issues, I will uncover all that you need to know to really make the Internet work for you.

The Internet is a 24/7, 365 day shop, just bursting with customers. Actually, it is more like a giant Arts & Crafts fair. You've got to get the customer's attention, while thousands of other stalls are doing the same. Once you have attracted them, they look at your stall. If they like what they see, you get the chance to go into sales mode. At any time their attention can waver and you lose the customer.

*If you do catch them, and they like what they buy, and you were polite, helpful and courteous, then next time the fair is held, they will head straight for you.*

The Internet is exactly like that.

The good news is that making money from the Internet doesn't have to be a full time occupation. You can run a business in a few hours a day without risking your day job. Most of the hard work can be automated, and there are hundreds of web sites offering free or

very inexpensive software solutions for problems you don't even know you have got.

So why is it made to sound so difficult? There is a lot of technical jargon out there, and it gets in the way of developing a clear understanding of what you need to do. Once you have progressed along the learning curve, everything gets a lot simpler, but in the initial stages, you just have to grit your teeth and read everything you can lay your hands on. Go to [www.google.com](http://www.google.com) and type "'internet marketing" ebook' without the single quotes.

You will be presented with dozens, if not hundreds of free or 'for sale' ebooks. Buy some. Get the free ones and read, read, read.

There is no substitute for knowledge.

Here is a list of 6 questions that will lead you to decide how you can start making money with your own web site. It is not exhaustive: new ideas are being developed all the time, but it covers the bases:

- Do you want to sell hard products or digital products?
- Do you want to sell your own products, or someone else's?
- Do you want to concentrate on selling one product hard, or spread over a wide range of products?
- Do you want to accept payments online, or let other people deal with the money?
- Do you want to capture email addresses so that you can sell to them later?
- Do you want to run an affiliate program?

Let's look at these one at a time.

### ***Hard products, or digital products?***

You can probably sell anything on the Internet. However, if you are looking to run a business in your spare time, digital information products are the easiest to handle. Why? Simply because there is no inventory to worry about, it is all in computer files on your hard disk. Also, the products are delivered directly to your customer, instantly.

***Do you want to sell your own products, or someone else's?***

Your own products can be the most profitable. If you write an e-book and sell it for \$25, who gets the \$25? You do. All of it. Every last cent, apart from a small commission to the credit card company. 'But I can't write an e-book,' you say. Sure it can be difficult if you have not written anything before, and you may think you have nothing to say that people would pay good money for. You are wrong! You do have a book inside you. Almost everybody does.

Ken Evoy's outstanding book, written with Monique Harris, [Make Your Knowledge Sell!](#) will open your eyes and get you writing anything from a four-page report to a full sized book.

Alternatively, the bonus article in this book, '[How to Create Your Own High-Octane Info Products](#)', will give you a good overview.

***Do you want to concentrate on selling one product hard, or spread over a wide range of products?***

This is a very personal choice, and depends somewhat on the target audience you will be aiming for and the expected profit-per-sale. If you have a product that is fairly high ticket, aimed at a niche audience, then you are probably best off building a web site devoted entirely to promoting that product.

Why waste your time diluting your efforts?

If, however, your audience is broad, and/or your profit margin is small, then by all means try to cross-sell them other products.

The choice has to be your own, but a lot of money is being made at the moment from single product sites.

***Do you want to accept payments online, or let other people deal with the money?***

If you are starting out in business and have no trading history, it will be difficult for you to persuade your bank to give you a merchant account and the so accept credit cards online.

There are ways around this, but they will cost you a bigger percentage of your sale.

Don't even think about asking customers to send you a check. This is the Internet: people just won't do it.

One good solution is [ClickBank](#). If you plan to sell digitally deliverable products only, ClickBank may be the answer. Their setup charge and commissions are low, and there are no monthly

fees. An amazing free resource to help you get the very maximum out of Clickbank is the great website created by Harvey Segal at [www.clickbankguide.com](http://www.clickbankguide.com)

***Do you want to capture email addresses so that you can sell to them later?***

An increasing acceptable business plan is based upon the idea of building a customer list and then selling to them at a later date. To make this work, your web site must be capable of generating a high traffic, and must have content that is of real value to its readers.

Once you have established that, invite visitors to opt in to your mailing list. This act gives you permission to email them without risk of spamming (sending out unsolicited email, which can get you into serious trouble with your ISP). Then you set about building a relationship with them through e-zines, newsletters, special offers, tips, recommendations, site update announcements and so on.

It can take up to seven communications before you make a sale, so perseverance is required.

*This method is longer term, but virtually all the Internet gurus agree that it is the most effective way of making money online.*

***Do you want to run an affiliate program?***

Affiliate programs are special relationships that you create with companies that sell online. You advertise their products and direct your visitors to their site. They do all the work of selling, taking the money and delivering the product and you sit back and reap the commission payments.

With an affiliate program you can create a web site offering one, two, or a million products. Create themed sites (books, music, jewelry, art, you name it, there will be an affiliate program for it). You can even create entire department stores online.

And every time a customer buys a product, you will be credited with anything from 2% to 60% commission. Just wait for those checks to come rolling in!

Sounds easy? It isn't. Like any marketing method on the Internet, it only works if you put in the effort. You can design the best looking, hardest selling storefront on the web and if nobody visits it, that is how many sales you get. Zero.

Have no illusions, to make money on the Internet you have to put in the work. Maybe not 12 hours a day, seven days a week, but in

the early days you will need to devote some time to setting things up.

Like anything in life, the dream is alluring. But this dream can, with hard work and perseverance, become a reality. Then maybe you can think again about that day job!

*"To fulfill a dream, to be allowed to sweat over lonely labor, to be given a chance to create, is the meat and potatoes of life. The money is the gravy."*

Bette Davis (1908-1989), actress.

## Article 5:

How to make a website that people want to buy from.

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### **How To Look At Your Site With Buyer's Eyes.**

By Martin Avis

**Y**ou slave away for hours, days and weeks building the best web site the world has ever seen. You master the art of HTML, learn how to upload it to your server, promote like crazy. You're going to make a fortune.

Then you wait for the orders to roll in.

But they don't.

You see ads all over the Internet from people who claim to be able to convert 5%, 8% even 30% of visitors into sales and wonder what the *big secret* is. But you've spent your budget buying a domain name and hosting services. The little that you have left over is earmarked for buying traffic - or paying the rent. Tempting as it is, spending \$47, \$67, \$97 or more just may not be practical right now.

*Incidentally, have you noticed how many Internet products are priced ending in 7? Sevens sell. Don't ask me the psychology of it, but it seems to work time and time again. Try it out for yourself.*

I'm going to tell you a big secret. And I won't charge you a cent. Not even 7 cents.

Here are the 5 secrets that have made a lot of successful Internet marketers very wealthy.

- Secret #1: **S**implicity
- Secret #2. **P**ersonalization
- Secret #3. **A**ttention to detail
- Secret #4. **C**apture
- Secret #5. **E**ase

Summed up by the easy-to-remember acronym, **SPACE**.

Before I explain what these elements mean, and how they apply to you, let me digress for a moment. What are we actually talking about when we discuss web sites?

There are 4 main kinds of web presence:

1. Offline companies who want a web site as a shop window. These can be huge corporations or Mom and Pop corner shops. They may sell product or not. But the key point is that the Internet is not their main business.
2. Internet mega companies who have complex and long-term business plans. Companies like Yahoo and Amazon.
3. Personal web pages that have little or no commercial intent.
4. Web sites run by individuals to make money. I call these the 'no fall-back' sites. If they don't turn a profit, they wither and die.

We are concerned with the last of these. It is these sites that **SPACE** can be the most help to.

Apply **SPACE** to your site and you really will be seeing it through buyer's eyes.

### Simplicity

Layout. Not everyone can be a top graphic designer - in fact, many of the graphic designers I have worked with seem to find effective web site design very difficult. Look closely at your site design. Is it cluttered? Have you tried to get everything except the kitchen sink onto your homepage?

Back to the drawing board. Think of your home page as an extended classified ad. It has to please the eye, grab the customer's attention and compel them to take the next action - move on to the next part of your sales story.

Another thing it has to do is to satisfy the demands of the search engines. It is often said that your homepage text should contain all of your main keywords within the first 250 words. That is a good target to aim for. And it helps you focus on what your most important keywords actually are.

### Personalization

Your site will not get sales without it. It is as critical as that. Every copywriter in every ad agency in the world knows this secret. In case you can't afford a copywriter, I'm going to tell you what I have learned in 25 years working with some of the biggest advertisers around. And it's so simple you will wonder why so few writers do it.

## They Want Benefits

They want benefits.

**They.** Not you. Your visitors are only interested in themselves. A reader of a newspaper ad is only interested in himself. A TV viewer is only interested in herself. Tell them about themselves. Sure, tell them about your company and great products, but do it in a way that is relevant to THEM.

**Benefits.** In the first 200 or so words of an ad (and start thinking about your homepage as an ad), the reader could care less about the range of sizes or colors. They are not interested in how much meat goes into each pie. They are bored by details. Features kill your message.

What they **want** to know is how the product is going to make them feel better; be slimmer; be more popular; be attractive; earn more money. How you are going to improve their lives or businesses.

### *Sell them the sizzle, not the sausage*

Once you have got their attention, tell them about every feature under the sun. By now they are so excited they will eat your words like candy.

While we are talking about personalization, remember, your visitors are only interested in themselves. So humor them. Do a word count of your copy. If you don't have at least 5 instances of 'you and your' for every one 'me, mine, my, I, our or we', rewrite it until you do. The higher the ratio the better.

### Attention to detail

So many sites are badly programmed. Before you upload your site always check:

1. Spelling. Every word. Twice. Then get someone else to check it for you. Unnecessary spelling mistakes give an impression of sloppiness. Would you willingly buy from a sloppy shopkeeper?
2. Links. Do they all work. If not, fix them. They must all work.

3. Does it work for the majority of viewers? Have you checked how it looks on small monitors and in old browsers? There are still lots of people using older equipment. Try not to offend them.

4. Does it load quickly? One of the biggest turnoffs for visitors to your site is a slow loading homepage. Optimize those graphics.

5. Since we are talking about graphics - do you really need all of them? One good picture can be more powerful than ten bad ones.

When you have checked and double-checked, upload it and then check again. It is amazing how many links go dead after the site is uploaded. And get into the habit of checking your site regularly.

### Capture

This is so important, Moses should have carved it in stone:

"THOU SHALT NOT LET THINE VISITORS GO WITHOUT FIRST GETTING THEIR EMAIL ADDRESS."

Statistics show that it can often take up to seven (that magic number again) communications with a visitor before they are willing to buy from you. It's all about building trust and developing a relationship.

So how do you get them to come back once, let alone seven times?

By offering them something of value. That could be a newsletter, a special report, a free consultation, a free gift voucher, a tips sheet. You decide what works best for your business. But ensure that you get their email address AND permission to use it.

Whatever you offer them must have a high *perceived* value.

Armed with their email address, you can send them news of changes to your site, special offers, 'I heard about this and thought you might be interested' affiliate offers. Anything to keep you and your business top of their mind.

If you are careful, and don't overdo the mailings (no more than once a week), AND ensure that you are seen as honest and reputable, they will come back and buy.

***The mailing list could be the most valuable thing your business produces.***

## **Ease**

This shouldn't need to be said, but so few sites do it: make it easy for the visitor to do what you want them to do.

If you are capturing their email address, don't ask for anything else (maybe not even their name). Make it a no-brainer. There are loads of free resources on the Internet that will let you have simple scripts to get the job done. Try <http://javascript.internet.com/>

To make a sale, you have to make the process as painless as possible. Don't ask for pages of personal information that you don't really need. It should go without saying that you must always reassure customers that your payment process is secure.

Always remember that your visitors are never more than a click away from leaving you forever. Do everything you can to make staying easier than leaving.

There are the big secrets. **SPACE**. Not so hard, are they? Follow these principles and your web site will look better and work better. And you will make more money.

There is one other secret which deserves to be put into a section all on its own as without this, nothing else matters:

## **Focus**

Focus is critical. Focus on who you are talking to. Focus on what you are trying to say. Focus on what you want the visitor to your site to do.

Too many web sites lack focus. The webmasters know what they want, but totally fail to communicate that message to their visitors.

If you want to get an order - everything on your site must be focused on delivering the visitor to your order page in the right frame of mind to buy.

If you want to get their email address (highly recommended), focus on that as your prime objective.

Don't run off on sidetracks and tangents. Don't waffle about how great your company is. Focus your mind on your customers and tell them exactly what they want to hear.

Then they will do exactly what you want them to do.

## Article 6:

How to extract every last cent from your customers.

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### **Does My Back-End Look Big In This?**

By Martin Avis

**D**o you want to hear a secret? Something that high- priced gurus would charge you a fortune for?

Okay, I'll tell you, but only if you promise not to spread it around. This is how the big players make real money on the Internet.

It is called selling to your back-end. Does that sound painful? Well, believe me, learn about this and you will feel no pain.

The term 'back-end products' is jargon that simply means selling additional items to existing customers.

The traditional mail order business, and more recently, Internet selling, depends largely on the power of leveraging (that magic word) existing customers to make maximum profits.

How does it work?

The first point is that there is no rule that says you have to have back-end products. There are many people online who sell a single product and make good money at it. But, in truth, they are wasting a valuable resource, and making a lot more work for themselves, as we shall see.

Let's look at two examples of how back-end selling works well online.

There is a lady I know online who sells a fantastic topical cream that helps eczema sufferers. She spends time and money targeting her advertising to the right audience so that she can sell as much cream as possible. But she is a one-product company. She only sells that one cream and has no plans as yet to introduce new products.

What is her back-end?

More cream. Everyone who buys becomes part of a new 'super-targeted' audience. She can email them special 'repeat purchase' offers at virtually no cost to her. So she makes these existing customers feel special by giving them great cost savings - and ends up making a higher profit-per-customer than she would have done otherwise. Along the way, these 'super targets' also recommend

her to their friends and family, so she makes even more sales.

That system works for her because she sells a consumable product, that really works, and is not available elsewhere.

But what about one-off purchases that do not have a repeat function built in?

As a second example, let's suppose you want to sell information products, or ebooks. Having created your first book, take a moment and think how you can expand it to add interest to the type of people who would buy. Perhaps a special report, another book on a related topic, a video, a member's site - the list is almost endless. Only after you have created this second-string product should you launch the first one.

How might this work in practice?

In order to sell anything on the net, you need to invest some money. Don't believe the people who tell you that it can all be done for free. It can't. Maybe you need less to start up a business online than in the 'real world', but you still need some seed capital. You need money for search engine positioning, money for advertising, web hosting, domain names and so on.

If you are clever and well advised, you will waste as little of your cash as possible. But, spend you must.

Suppose you spend \$500 and you get 5,000 targeted hits to your web site. If you have written a really good sales letter and have a clear message, you might be very lucky and convert 3% of the visitors into sales (very lucky!). That would mean that you sell 150 items and each sale has cost you \$3.33.

If your ebook sells for \$9.99 you are looking at a healthy 200% profit.

Now, here comes the magic.

You have not just created 150 happy customers; you have also created a list of 150 'super-targets'. People who have shown themselves to be predisposed to buy from you.

The next step is to send them an email saying that as a valued customer, you would like to make them an exclusive special offer - a prelaunch special deal on your new ebook - instead of the normal price of \$24.99, which it will cost when it goes on general release, they can order it right now for just \$17.97.

Your conversion rate against these super-targets should be much higher than before. Perhaps as high as 20%. So you may sell 30 copies and gross \$539.10 from these customers that you would not

have otherwise got.

At zero advertising cost!

Instead of making \$1,498.50 for your \$500 investment, you have made \$2,037.60. 308% return on investment instead of 200%.

And that is just the beginning, because you now have a loyal following to pre-sell your next product to - and the next.

The lifetime value of your select band of 'super- targets could be enormous.

I have done a lot of mail order marketing in my time (I worked in the advertising industry for 25 years) and have seen back-end marketing make companies millions. I even did it myself when I ran my own mail order company. We advertised a 'free' bottle of aromatherapy oil, which customers just paid carriage on. Thousands responded. We then sent a sales letter with every free bottle selling a great value pack of 6 oils. That sold a lot. Then every customer got a regular order form with additional products on it.

It worked well, and everyone was happy, but believe me, it works even better on the Internet. Repeat contact of customers (often called relationship marketing) offline still carries a considerable cost - paper, printing, envelopes, postage, fulfillment.

Online, all of these costs just melt away.

Leaving you with that lovely, cuddly six-letter word: PROFIT.

So to answer the original question, yes, your back-end does look big.

*What I hear, I forget;  
What I see, I remember;  
What I do, I understand.  
Confucius*

## Sources and Resources

Where to get every book or program mentioned in the interviews

... And a whole lot more!

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### Free Resources

<a href="#">Adobe Reader</a>	Vital program for reading PDF files.
<a href="#">WinZip</a>	Trial Version of the superb zipping/unzipping software.
<a href="#">'The Absolute Beginner's Guide to Starting a Web Site'</a>	<b>Free</b> downloadable ebook from Milana Leshinsky
<a href="#">'Website Marketing Diary'</a>	Useful <b>Free</b> marketers resource for Palm PDA platforms from Ricky Higgs
<a href="#">Ken Evoy's 'Make Your Site Sell! 2002'</a>	Download a <b>Free</b> trial edition
<a href="#">Remote Keys</a>	Freeware program to simplify text input
<a href="#">Zone Alarm Firewall</a>	Free for individual use
<a href="#">Jaws PDF</a>	Evaluation version (puts a watermark on the pages)
<a href="#">Paint Shop Pro</a>	Fully functional 30-day evaluation version
<a href="#">Compactdraw</a>	Fully functional 30-day evaluation version
<a href="#">FTP Dummy</a>	Shareware

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**Online Forums that are highly recommended**

Online forums are a wonderful resource if you treat them right. I visit most of these forums every day, and regularly post on many of them.

The rules vary slightly, but in the main, follow these guidelines and you won't go wrong:

- Never post a blatant ad (don't spam)
- Don't pick a fight
- Ask sensible questions
- Offer practical answers
- If you make a mistake and say something you regret, apologize immediately.
- Learn the etiquette of the forum before you jump in

<a href="#">Anthony Blake Online</a>	This is the big one. If you have a question you need answering about online marketing, here is the place to ask it first.
<a href="#">Seeds of Wisdom Forum</a>	Wonderfully inspirational forum run by Dr. Dien Rice. <b>Gordon Alexander</b> posts here a lot.
<a href="#">Ricky Higgs Online</a>	<b>Ricky Higgs'</b> forum, which he runs with David Orme. Access Ricky's amazing 'Forum Tracker' search engine from here.
<a href="#">Affiliate Talk</a>	Phil Wiley and Andrew Laing run this relatively quiet, but very useful forum for affiliate marketers.
<a href="#">Mike McGroarty – Homemade Booklets</a>	Mike is very active on this board so you can get answers right from the source.
<a href="#">Friends in Business</a>	Lesley Fountain runs a tight ship in this very active forum. Be careful you don't bend the rules, though. The inmates take no prisoners.
<a href="#">Home Business Web</a>	A great place to go when you need some technical assistance. Steve MacLellan, the owner is a mine of information.
<a href="#">Local Email Marketing Online</a>	Jay Jennings' very popular forum does just what it says: gives you all you need to know about local Email marketing.

<a href="#">Internet Success Forum</a>	Neil Shearing runs this forum and makes some great posts.
<a href="#">Ken Silver Online</a>	Not content with running his own forum, <b>Ricky Higgs</b> moderates this one as well.
<a href="#">Marketing Forum</a>	Mike Rodman, a highly respected expert in sales and marketing, runs this busy forum in a very hands-on way. Almost every post gets a response from Mike himself.
<a href="#">Profits with Information Discussion Board</a>	If making your own information products is your aim, Klaus Dahl's board is a great place to seek help.
<a href="#">Auction Hints</a>	<b>Jim Wilson</b> set up this board quite recently, but already it is a useful resource for anyone wanting to make money from online auctions.
<a href="#">First Business Web Site Forum</a>	<b>Milana Leshinsky</b> runs this forum with great style and professionalism. Worth visiting to get Milana's unique perspective on things.
<a href="#">Willie Crawford's Marketing Forum</a>	Sensible questions, good answers and an impressive team of moderators make this a successful and useful place to visit.

Note: All forums are active at the time of writing. Internet forums open, close and change rapidly, so if any of the above no longer exist by the time you read this, please search on your favorite search engine for new ones.

**Sources and Resources**

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**My favorite Internet Marketing E-zines**

(In my humble opinion. Others will have their own favorites)

E-zines, or Email newsletters are a vital part of running an Internet business. They allow you to keep in touch with your customers and to spread the word about your services and products to a much wider audience.

There are tens (or even hundreds) of thousands of e-zines available. Think of a subject, virtually any subject, and someone, somewhere is producing a newsletter about it.

In this huge universe of hastily cobbled together e-zines, there are many that are not worth your attention. Some are simply badly written. Some are ill conceived. Some are so full of advertising that their message is lost. Some issue so many 'featured mailings' that your inbox will fill up (one publisher sent me over 180 'solo' mailings in a four-week period. I unsubscribed fast!)

But, hidden among the mass, a few stand out. There are some real gems out there.

Currently, I subscribe to over 130 Internet-related ezines. The vast majority of these are well intentioned and worth reading. Some, however, are truly awful! The following short list highlights the very few that I look forward to receiving – and make sure to read regularly. Apart from the top one, the list is in alphabetical order.

Any list of this kind is bound to omit some that others love– and include some that others hate. It is not intended to be definitive – just a reflection of my own rather idiosyncratic taste.

I hope that you will enjoy them too.

<p><a href="#">BizE-zine</a></p>	<p>It would be silly of me not to mention my own weekly newsletter. BizE-zine is an eclectic mix of opinion, quotes, interviews and articles on Internet marketing and business excellence.</p> <ul style="list-style-type: none"> <li>• No advertising.</li> <li>• No regular 'featured' mailings.</li> <li>• No spam.</li> </ul> <p>Just a thoroughly good read.</p>
<p><a href="#">1<sup>st</sup> Search Ranking Newsletter</a></p>	<p>Sumantra Roy produces this excellent newsletter every couple of months. If you have a web site and your search engine performance is important to you, it is a must read.</p>
<p><a href="#">All the Secrets</a></p>	<p>Phil Wiley, of 'Mini Site Profits' fame is a master at making money from affiliate programs. His weekly newsletter is always packed with useful, readable, and often downright entertaining content.</p>

<a href="#">Associate Programs Newsletter</a>	Allan Gardyne is a 'super-affiliate'. What he doesn't know about capitalizing from associate programs is simply not worth bothering about. His twice-monthly newsletter is mandatory reading.
<a href="#">BizWeb eGazette</a>	Jim Daniels is one of the real gurus of Internet marketing. He started out with \$300 and now makes a six-figure income. In his twice-monthly newsletter, Jim offers tips and advice that we can all understand and profit from.
<a href="#">Business Lyceum</a>	JF (Jim) Straw is not modest. He calls himself a marketing genius. From anyone else, this would be bragging. From Jim, it is a simple statement of fact. Jim has done everything in business, including selling over £250m worth of goods by mailorder. So when he talks, I listen. And boy, does he talk in his monthly e-Letter. It is a monthly masterclass.
<a href="#">Crash Course Marketing</a>	Mike Rodman is a master salesman and a great communicator. Put the two together and you get a highly readable and informative e-zine. If sales and Internet marketing are your passions, then Mike Rodman is a good companion to have alongside.
<a href="#">The Entrepreneur's Hotsheet</a>	Thank goodness this one comes out twice a week. I would hate to wait any longer for it! Dr Dien Rice and Michael Ross trawl through endless online forums to provide links to the very best posts. Apart from saving a huge amount of time, it brings you information that you would never find for yourself.
<a href="#">Lightning Solution</a>	Don Goss' newsletter features a selection of well-chosen articles on all aspects of Internet marketing, by Don and others.
<a href="#">Predatory Marketing Ezine</a>	David A Eck makes a pretty clear promise: " <i>Predatory Marketing is usually published once or twice a week. If I cannot find exceptional ebooks to give you, products to tell you about or great tactics you can put into use, I will not clutter up your inbox.</i> " I have been a subscriber for almost a year, and so far, David has lived up to his words admirably.
<a href="#">Seedzine</a>	Sometimes quirky, occasionally baffling, always interesting and thought provoking. Gordon Alexander imparts his weekly dose of wisdom on all kinds of topics. If you think hard enough, you will usually find the link to business and marketing. But even if you don't, you'll still enjoy it. I love it!
<a href="#">Supertips</a>	Harvey Segal, who also produces an excellent website all about <a href="#">Clickbank</a> , seems to publish Supertips once or twice a month. It arrives when he has something to say, and when he does, it is always worth reading.

**Sources and Resources**

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**Ebooks and Products Created by the Interviewees**

Jim Wilson	<a href="#">Pathway To EBay™ Success CD</a> <a href="#">EzineAdResults</a>
Spencer Uresk	<a href="#">AdvertisingResults.net</a>
Milana Nastetskaya (Leshinsky)	<a href="#">'65 Instant Web Answers.'</a> <a href="#">'First Business Website in 10 days'</a> <a href="#">'50 Ways to Grow Your Practice on the Internet'</a>
Ben Prater	<a href="#">Software Secrets - Exposed</a>
Quentin Brown	<a href="#">'My Ebook'</a> <a href="#">'My Templates'</a> <a href="#">'My Website'</a>
Pearl Sanborn	<a href="#">Free 'Heart and Home' Newsletter</a>
Gordon Alexander	<a href="#">'Think and Reach Par'</a> <a href="#">'Remote Hypnosis'</a> <a href="#">10 Days to Get Out of Your Rut and Into Your Groove</a>
Linda Caroll	<a href="#">'Search Engine Secrets 2002'</a>
Cherie King	<a href="#">'Her Special Hair'</a>
Peter Twist	<a href="#">'Success Internet Interviews'</a>
Ricky Higgs	<a href="#">'Sell Your Brain on the Net'</a> <a href="#">'Forum Tracker'</a> <a href="#">'Instant Ebook Websites'</a>
Andy Frain	<a href="#">'How to Sell Websites Like Wildfire'</a>

**Sources and Resources**


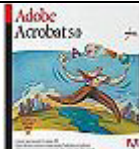



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**Top resources and Ebooks that will cost you money**

<a href="#">'Mini Site Secrets'</a>	Ebook by Phil Wiley covering everything you need to know about mini sites and how to make money from them.
<a href="#">Internet Warriors Private Site</a>	One of the best private sites for Internet marketers. More free resources than can be listed – and a top-class forum.
'Cash Machines'	Outstanding ebook by Allen Says. Free when you join the Internet Warriors Private Site.
<a href="#">'33 Days to Online Profits'</a>	By Yanik Silver
'Million Dollar Emails'	By Yanik Silver. <b>Here is your special bonus gift.</b>  <a href="#">Click here</a> to download this \$17 book (with full reprint rights) absolutely free!
<a href="#">'Make Your Site Sell!2002'</a>	Three of the best, and lowest priced, instructional ebooks available. Written by Ken Evoy.  <a href="#">Click here</a> to download a free, no obligation trial version of 'Make Your Site Sell!2002'
<a href="#">'Make Your Price Sell'</a>	
<a href="#">'Make Your Knowledge Sell'</a>	
<a href="#">'The Secrets of Wealth Creation'</a>	Charles Goodwin
<a href="#">'Marketing on Steroids'</a>	Jay Conrad Levinson
<a href="#">'Auction Profits'</a>	Robin Tungett
<a href="#">'The Amazing Formula'</a>	Marlon Sanders
<a href="#">Manhattan Direct</a>	Tapes of Internet marketing seminars
<b>Other online authors worth checking out:</b>	
<a href="#">Ken Silver</a>	<a href="#">Brian Tracy</a>
<a href="#">Neil Shearing</a>	<a href="#">Gary Halbert</a>
<a href="#">Dan Kennedy</a>	<a href="#">Jay Abraham</a>
<a href="#">Bill Myers</a>	<a href="#">Jim Straw</a>



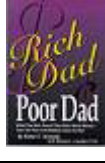

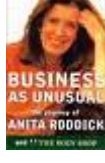
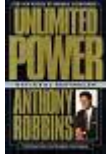
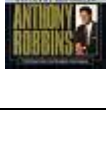

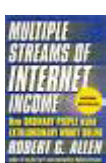

**Sources and Resources**

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<b>Other Recommended Programs and Organizations</b>	
<i>Ebook creation software</i>	
<a href="#">Ebook Editor</a>	
<a href="#">Ebook Creator</a>	
<a href="#">Adobe Acrobat 5.0</a>	 Create pdf files from just about anything. Can be read on PC and Mac platforms.
<i>Mailing List Management</i>	
<a href="#">Worldmerge</a>	
<a href="#">Aurate Mailer</a>	Now called 'Group Mailer'
<i>Affiliate Schemes and Programs</i>	
<a href="#">Clickbank</a> (See also <a href="#">Harvey Segal's</a> free website to get the best out of your Clickbank account)	If you are selling your own product, or want to affiliate with others, Clickbank should be the first place you check out.
<a href="#">Empowerism</a>	
<a href="#">SFI</a>	
<a href="#">Amazon</a>	The number 1 choice for buying books and software online.
<a href="#">Allposters</a>	
<a href="#">Commission Junction</a>	
<a href="#">Newbie Club</a>	
<i>Business management software</i>	
<a href="#">Go Back</a>	 Takes a snapshot of your computer so that when something goes wrong, you can put it back the way it was.
<a href="#">Maximizer</a>	 Powerful contact management software that really helps to run your business smoothly.
<a href="#">Ulead PhotoImpact</a>	 Budget photo manipulation software that delivers as much power as you need while still being easy to use
<a href="#">Homestead Professional</a>	Web site design and hosting

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<b>Paper and Ink Books that you can order from Amazon</b>	
<p><b><i>The Seven Habits of Highly Effective People</i></b> by Stephen R Covey</p> <p>A life changing book offering easy to follow principles for personal and professional success.</p>	
<p><b><i>The 80-20 Principle</i></b> by Richard Koch</p> <p>How understanding that 80% of results come from just 20% of causes can transform your life and business.</p>	
<p><b><i>Rich Dad, Poor Dad</i></b> by Robert T Kiyosaki</p> <p>The financial bestseller that everyone should read. Don't work for money – make money work for you.</p>	
<p><b><i>Forbes Greatest Business Stories of All Time</i></b></p> <p>The title says it all. Stories to motivate, inspire and educate anyone with even half an interest in the world of business.</p>	
<p><b><i>Business as Unusual</i></b> by Anita Roddick</p> <p>The story of the Body Shop. From tiny beginnings, to world-wide expansion by the founder herself.</p>	
<p><b><i>Awaken The Giant Within</i></b> by Anthony Robbins</p>	
<p><b><i>Unlimited Power</i></b> by Anthony Robbins</p>	
<p><b><i>Think and Grow Rich</i></b> by Napoleon Hill</p> <p>The classic self-improvement book that should be on everyone's bookshelf. Timeless and magical.</p>	
<p><b><i>Multiple Streams of Income</i></b> by Robert G Allen</p>	
<p><b><i>Multiple Streams of Internet Income</i></b> by Robert G Allen</p>	

*The rewards in business go to the man who  
does something with an idea.*

*William Benton*

## Bonus Article.

If you'd love to get started, but don't know how to write your own book – here's how.

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### ***How to Create Your Own High-Octane Info Products.***

By Martin Avis

Like most things in life, there are 'secrets' to being successful. Creating info products is no different. And like most things, the 'secrets' are there for all to see.

The first problem that most people face when starting out as an 'info-producer' is in coming up with ideas to write about.

Initially, you have to be a thought recorder. Write down every crazy (or not so crazy) idea that fleetingly crosses your mind. Carry a notebook. This not only lets you capture the brilliant ideas that have a habit of disappearing, but also starts to train your mind into an opportunity state.

Opportunities are like cosmic rays: they are everywhere, but most of the time we can't see them. With the right training, our brains can easily become very sensitive opportunity detectors.

At some point you will start to notice that many of your brilliant ideas are rubbish. Don't worry. Keep on writing them down. Even a bad idea can sometimes be adapted later.

You will notice that a lot of your ideas fall into patterns. This is your subconscious mind's way of pointing you in the right direction. If it keeps on returning to a theme, the chances are that somewhere, buried deep inside you, is gold. Now go digging.

When your notebook is growing, start thinking about your ideas bank. Be objective and ask yourself, "If this was the only project that I could ever do, would I be happy?"

Take all your top scoring ideas. Take a little time and expand each one. Write a broad synopsis of each so that you have a concrete idea of what the final product will look like. Don't try to write it - just outline it.

What do you put in your outline?

Remember the old adage: 'I take advice from five wise men: Mr Who, Mr Where, Mr What, Mr Why and Mr When.'

Add to those two more: How and How Much.

Make every section or chapter answer one of these seven questions (and you can ask each of them in different ways) and you have the outline of your book.

Now you should have a shortlist of realistic, doable projects - any one of which you would be happy to run with.

Next comes the most important step of all: do your homework. The best product in the world is worthless unless there is a market for it. So how do you find that out?

1. Take your shortlist and talk to 5 good friends. See what they have to say. Do they all favor one over the others? Why? What is it about it that captures their imagination? Would they buy it? Who do they think would buy it?
2. Pay attention to their advice, but don't even think of acting on it. Even if they all think every one of your ideas stinks, it could easily be them who are wrong: they may simply be the wrong audience.
3. Write a very detailed description for yourself of exactly who you think will buy your products. Really try to get inside the mind of someone who could use what you have to say.
4. Write down at least ten words (or 2 word phrases) that most sum up each of your possible products. Define your keywords, in other words.
5. Get yourself online and search every search engine you know for every one of those key words or phrases. Check out as many sites as you can that the engines throw up (and don't just look at the first page of listings either). Get a feel for the market. What you are doing here is trying to find out if there is already a market for your product, and what the people searching for it are being offered.
6. Be brutally honest with yourself. If google only comes up with 10 sites for one of your keywords, and none of the sites are particularly relevant, then you can bet that right now, there isn't much of a market. If this is the case, ask yourself honestly if you have the staying power and specialized knowledge to carve a completely new niche. And where would you go to reach them?
7. Find newsgroups and forums that are relevant and lurk. Are people asking questions that your product will answer? Can you discern a need?
8. If you can, you may have the next super-niche product all ready to be written. Congratulations!
9. If you can't, move on to the next project on your list and repeat.

This might all sound rather long-winded - and it certainly flies in the face of the proponents of 'create a product fast' philosophy, but it needn't take all that long.

At the end of the day, you will have achieved three things. You will KNOW which project to work on, and why. You will KNOW who to target. You will KNOW what your future projects (and backend sales) will be.

And, as a by-product, you will have become a super- powered opportunity magnet in the process.

As you can see, the real secret is taking action. But if you are like 99.9% of people, you will find excuses for not taking action.

Every single excuse is 'getaroundable.' For example:

"I don't know if anyone will be interested."

It certainly helps to write about your passions - if only because your time spent in research will be minimized. But it isn't strictly necessary. Do you really think that people who write fascinating fact- filled articles in magazines are all passionate about their subjects? No, they are just writers who are given an assignment.

If you can't find a subject that YOU are passionate about, find one that SOMEONE ELSE is passionate about. Maybe that someone else is a friend or family member - great! Start a joint project.

Or maybe you don't have friends who are passionate about anything (hard to believe, but possible). Then go and find a subject that a lot of people are trying to find out about. Do a search on the most popular keywords. I just did that and these seven all came in the top 50:

Weight Loss Jobs Prom Dresses Travel Recipes Dogs Baby names

Now, I'm not passionate about any of those, but I can clearly see how any one of them could be turned into an information-packed special report that would sell for 10 bucks or more. Can you?

Weight Loss: What are the most popular diets in America today? Go to newsgroups and find out what people are saying about them. Find two or three people who have succeeded in losing serious weight on each diet. Interview them. Package the whole thing up as an 'insiders guide to today's diet plans.'

Jobs: How about a state-by state analysis of unemployment figures. A regional plan for optimizing your chances to find a new job. A directory of job- seekers resources. A book on 101 things you can do if you are laid off. A report on 'home workers guide to

surviving the recession.'

Prom Dresses: Now I know nothing about dresses, and I've never been to a prom, but this subject is not only highly important to those involved, it is also emotionally charged, and perennial. What more does a business need? Subjects that could be included: this year's styles and colors. How much should you pay? The best suppliers. It is highly researchable and I'd bet, very much in demand. This search term came 28th out of 500 so the market is pretty big!

Travel: Where do you live? Folks come there. They want to know the best places to go. You can tell them. I'm not going to labor this one, the scope is so huge, but you could do a lot worse than visiting Mike McGroarty's forum at [www.homemadebooklets.com/boards/webbbs\\_config.cgi](http://www.homemadebooklets.com/boards/webbbs_config.cgi) to see what he has in mind for the future of travel booklets. Very exciting!

Recipes: This is a big field, but you can narrow it down. Everybody loves cookbooks. Take a look in any bookstore. And there is a worldwide market. The secret here is to link it with something else that people want. So, to use our example above, you could produce a series of recipe books for each of the top diet plans. See where I'm going?

Dogs: Dog lovers are obsessed. If you own a dog you'll understand. If you don't, you will be baffled. Yet canine = cash. You can write about breeds, training, behavior, exercise. Just go to the library, or search on google and facts will fall at your feet. Pick them up and put them in your book.

Baby names: Okay, there are books in the stores with lists of names. SO WHY ARE PEOPLE SEARCHING ONLINE? There is a market. People want the answers NOW. Not next Saturday when they can get to a bookshop. What can you do that is different? How about a list of all the names celebrities have called their kids in the last 5 years? What about a list of names with all the meanings, plus the numerology forecast for each one?

See what I mean? You may not be passionate about any of these things, but if I told you that when you have finished writing your book 1000 people will pay you \$10 each to read it - will that spark a little passion in your belly? It does in mine!

"I can't write that well."

That is really just an excuse for not doing it.

It doesn't matter one little bit if you can't spell - the software will sort most of it out for you.

So what if you don't understand grammar? Most ebooks are written in a very conversational style. Can you talk to your friends? Write like that. Totally correct grammar is often a disadvantage online.

When your book is written, give it to a few friends to read over for you. Listen to their suggestions because no matter how good at writing you are, other people will always spot your mistakes. You can even post on forums for people to review/critique your work.

"It's not that easy. I have been trying for six months or better to find something to develop and cannot seem to find that one big hit-that home run."

The problem here is that you have paralyzed yourself by wanting to see the end result before you have put pen to paper (or finger to keyboard). That is where you have gone wrong. If you tell yourself that you can't do it, then GUESS WHAT? You CAN'T!

The only way to finish a project is to start it.

To summarize:

1. Create your own ideas bank.
2. Find out what people are interested in.
3. Find a subject that you like (passion is optional).
4. Write your 7-question outline.
5. Research until your eyes hurt - looking especially for facts that are not easily accessible.
6. Write, write, write. Don't even think about if it sounds good, or reads right. Just get words on paper.
7. When it is done, read it over and then put it aside for a week or two.
8. When you come back to it, re-read it and then start to rewrite it.
9. At the point that you feel you can't do any more, ask other people to chip in.
10. Then, if you have done a little each day, you will have a product to sell.

There is an old writer's mnemonic: **WRITER**

**W**rite **R**ead **I**gnore **T**rash **E**dit **R**ewrite

Do you want to have an information product of your own to sell? Then congratulations, it is right there for you to take.

Or do you want to find more excuses for not doing anything? It is your choice.

**Go and get your book started. You and I both know you can.**

*I may not have gone where I intended to go, but I think I have ended up where I intended to be.*

*Douglas Adams (1952-2001), writer.*

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BizE-zine is about business, Internet marketing and personal success strategies. There is no useless theory, no programs to buy to get 'the real stuff', no waffle. Just honest-to-goodness tips and articles written by experts and 'hands-on doers' to give YOU a real [unfair advantage](#).

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is the day you stop earning."***

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### **What do you get?**

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<b><i>I have read many e-zines since I started. This issue has brought me more hope than all the others, because it gave me (or reminded me of) tools to cope with my stress, and turned a light bulb on in my head. Thank you so much. S. Dennis</i></b>
<b><i>I devoured every single word in your newsletter, and already can see a treasure trove of goodies. Yours is the 6th Ezine on file - definitely a keeper! K. Houghton</i></b>
<b><i>Judging by the first issue I've seen, BizE-zine is going to become required reading. I have already used some of your ideas and I only read it yesterday. William Macdonald</i></b>
<b><i>Really enjoyed your newsletter, it's from the heart-which is cool! C. Grant</i></b>
<b><i>I have to say it again - - yours is probably the most intelligent and helpful newsletter I receive. Rev. Hal Humphries</i></b>
<b><i>I enjoy your ezine and I have for a while. It's one of the few I read. Michael Ambrosio</i></b>
<b><i>Short email to thank you for you great newsletters that you send out to me ... I live in Perth, Western Australia, and found your site via Mike Mc Groarty's site ... I really enjoy your interviews and sound advice on marketing ... thanks again. Peter Jowett</i></b>

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