



World Internet Experts Series

Turning the Web Into Your Own Personal Wealth Machine

Featuring Jennie Armato

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Ted: Good evening, USA! Good morning, Australia! And welcome all points between, including the UK, where it is now 1:00 a.m.

There's a special reason why I would single out the UK. We kind of haven't been including them enough, lately. But we've got a big, World Internet Summit going on there in October.

Our featured guest tonight is going to be speaking both at the World Internet Summit USA and the World Internet Summit UK. And, we happen to have one of the co-hosts of the World Internet Summit on the line with us, this night. Of course, it's morning Australia, evening USA, and it is 1:00 a.m. in the UK.

We've got two hosts working with us there. Allen Forrest Smith, and Mr. Peter Twist.

Peter, would you say hi to everybody?

Peter: Yeah, thank you, Ted. That was a fabulous introduction. Thank you.

Ted: Hey, we're glad to have you. People will get to know you a little bit better. What they may not know right now is it's kind of ironic that I should be "hosting" the show, because you've got way more voice, studio, radio background than I do.

Peter: Well, yeah. I suppose so. You sound great, Ted. So that's all that matters.

Jennie: The point is, Ted, that you're having a go at it.

Ted: Get the real info out. You've got that right. That's what I would expect from our special guest tonight, the rebel Aussie businesswoman, Mrs. Jennie Armato.

Jennie: Hey Ted, it's great to be here.

Ted: Hey, we are so glad to have you. Jennie also, of course, you're going to be the main focus of the show. By the way, just so everybody will know, about on the bottom of the hour, about halfway through, I'll stick in a two-minute, three-minute infomercial for the World Internet Summit so that we can get some of the details across to you.

But right now, what we want to focus on, what we do every single week with the World Internet Experts, let's get the meat out of our guests. Let's find out what we can find out that she knows, that we can put to immediate, practical use, to make big money on the internet.

Of course, Jennie, the title of your presentation, if I have it right, is turning the web into your own personal wealth machine?

Jennie: That's exactly right, Ted. The internet, like no other opportunity ever before, can allow you to do that in a number of different ways.

Firstly, you can build large businesses, if that's what you want to do, on the internet. Or you can take an existing business, no matter what the size, and you can expand and diversify that business on the internet. And/or you can

create multiple businesses on the internet that provide you with multiple streams of income.

But I want to say upfront, of course, I'm absolutely in love with business opportunity on the internet for all of those reasons.

Ted: You know, Jennie, you're quite a remarkable story, too. You have a real interesting background. And I normally ask the guest to do this, but I'm going to give a little bit and then ask you to do it. Briefly, you and I met approximately a year ago. From the story as I got it put together, because I was working with two of the other co-organizers at the time – Brett McFall and Tom Hua, who are still co-organizers, just we were working together – you had a successful offline business but you were getting it together online. Is that the appropriate way to say it?

Jennie: That's a very kind way to say it, Ted. I was struggling. I still actually operate parts of that business, but I've actually dissected it. But yes, I've run various different businesses in various different industries over the past 12 years, since I first went into business. Some have been more successful than others. Of course, you learn along the way, and you continue to learn every day.

What I found, though, was that I really just had a brochure online when I met you guys. It was nothing more than an advertisement. And I actually remember the feedback you gave to Brett and Tom on a recorded _____. He said, "You know what? It sounds a bit institutional. Someone's in need of some education here."

Ted: I bet that hurt you at the time, though, didn't it?

Jennie: Actually, thankfully, and I guess this is part of having ups and downs in your life, I'd actually decided I was going to approach this from a successful perspective. What I didn't have was the right knowledge. Yeah, it's always a bit of a dent in your ego, because your business is your baby.

Ted: Okay. So then, you've gone on from that beginning, as humble as it was, and you did a course – and I'd like to get into this more, if we have time – you did have a solid business background and I'd like to know how that relates to business on the internet.

But all that being aside from the question, you got on the internet and you pulled some might big figures. I think your record month would be somewhere in the neighborhood of \$50,000?

Jennie: That's right. That really came about once I realized there was a turbocharged way. And I guess that's the best way I can describe it.

When I discovered the turbocharged mechanism for beating this on the internet, I just went from stress to strength. And it's been really exciting. And some of the mechanisms, some of the turbo-charging things that I've done, I've actually had to stop at certain points because I've literally not been able to keep up with myself. It's a really exciting position to be in, when you've been in the convention business environment where, really, every day is a struggle. Even if you are successful and even if you've got

money in the bank, you've still got to turn up and invest your sweat and your personal exertion and manage all of the problems.

In this environment, it was coming in faster than I could keep up. And I remember actually telling you, Ted, I wasn't sure what my earnings for the last couple of months were because I hadn't had the opportunity to sit down and actually do my physical book work. I now have an aversion to sitting down and doing hard work.

Ted: Plus, it's kind of hard when you've got an opportunity to sell or you've got an opportunity to do accounting, which one do you choose?

Jennie: You've got it.

Ted: Well, that's fascinating. And as we're moving along, another element, another dimension that I want to pull into this in addition to the fact that you had business background that was a struggle, in addition to the fact that you found autopilot wealth on the internet that really does get systems set up, come in by itself. And you had some very good months, and you've got some good success to show for it. All indications are you'll go ahead.

There's another thing. You have a mission, a cause. And part of your business model is you specifically cater to educating and assisting the female component of the market. And maybe more precisely, of those who want to be marketers.

Can you give us some info on that?

Jennie: Sure. I've always been an advocate of networking and education. So I've met hundreds, possibly even thousands of these women in my travels over the past 12 years. And a common attribute and, I guess, struggle that we share. We understand them in the same sorts of ways, and we seem to be wanting to obtain the same thing.

If you go back say a generation or two ago, especially my mother's generation, they were really dependent on the family structure. In fact, my mother actually worked for my father in his business, and she supported him. And I guess she never really had that sense of personal financial independence or a sense of control over her finances.

That's a common theme I still come across today with women. And it's, I think, a driver behind a lot of these women that I've met in my journeys today.

The difference now, the shift for women now is that we recognize that there are opportunities that we can actually be involved with. We can actually still have all the family elements in our life that we all desire or we want in different kinds of ways. But we can also now go out and achieve success on the business front, maybe perhaps because we want to be in business. But I think underlying that, more so, is the desire for personal financial independence and personal security.

I saw a slogan, it was actually a bank brochure, and I sort of made the point really poignantly. It said, "Once upon a time, I wanted to marry a millionaire. Now, I just want to be one."

Ted: That is dynamic. Once upon a time, I wanted to marry a millionaire. Now, I just want to be one. Boy, if that doesn't sum it up!

Jennie: That's a sentiment that's shared across the board. And something I found out in my research, Ted, for the book I'm working on at the moment, is that the *Fortune 500* magazine has actually reported in their 2004 findings that the demographic of women in business – this is adult women – are the fastest-growing demographic of millionaires in the world today.

So guys, we are out there and we are running hot!

Ted: That's an interesting question, because there's still a lot of other obstacles that women have to overcome, such as this entrenched attitude, marry one instead of be one. And now you're saying they're the fastest-growing dynamic. What do you attribute that to?

Jennie: Well, I think it is that sense, of course within you, the desire. Desire is the ultimate motivator. You really can't move forward without desire.

I'll digress for a moment and say this. What I mean by desire is the want for something, as opposed to the need for something.

You see, these many women, like me, and I know that they'll be sitting there right now, when I'm saying this, nodding their heads and saying they know they need to lose weight, but it's whether or not they want to lose

weight. And it's when you want something bad enough that you go out and get it.

So, fundamentally, I think it's a shift there.

The second, I think, is there's more opportunity available for women. And women are more open to creating circles of influence outside of the children's parents groups and just the job that they go to. They're looking for the broader perspective on things, and they're willing to invest their time and money. In fact, they're willing to even say, now, that they will take some of the family money and invest it in themselves.

Ted: Oh, boy!

Jennie: And I remember that point really coming home at the World Internet Summit in Sydney, Ted, in February of this year. You may recall at the end here, where we were asking people who wanted to contribute something. And a lady got up, and I just can't remember her name. But bless her heart and I hope she's still with us and even on this call today. She said, "You know, I came along to this event because my husband asked me to, and I thought that I was going to end up helping him out, doing all his hack work for his internet business."

And then, her whole face changed and she said, "Now, I'm just going out to build my own."

Ted: Excellent. So women entrepreneurs is what you're really talking about.

Jennie: Absolutely. The internet presents the best opportunity ever for women to be able to do that and still have the other aspects of their life.

So no longer is it a sacrifice. You don't have to put your kids in daycare to create a business opportunity, or multiple business opportunities on the internet.

Ted: Which probably is very important, because in spite of all the changing mentality, feelings, sensitivities, morays – call them what you want – of society, when you get right down to it and it's nighttime, the women really do have the responsibility for the child rearing still, don't they?

Jennie: I think it's inherent enough, that nurturing nature. My partner, Paul, he doesn't lack in that area at all. But I think fundamentally, women still have a desire for that. And historically, we've sacrificed pursuing our own personal endeavors to be able to provide that.

The game's not like that anymore. For the women that are prepared to have to raise their energy level a bit more and stretch themselves that bit further, get a bit of education and look for the right opportunity, they can still provide that and also achieve in other areas, as well.

I think that's the most valuable contribution anyone – not just women – can make, when you're actually out there creating prosperity in your life, without sounding too fuzzy, because I'm really just about does it make profit, will I get rich.

Ted: Not fuzzy at all to me. Jennie, one of things, I know this happens, we're talking about you having earned \$50,000 in a single month. And even though we did qualify it by saying that was a good month, anybody who does any math says, "That's \$600,000 in a year! What if she doesn't earn quite that? What if it's only a half-million?"

And then, we find other people, and you know Melinda Barton and Amy Roberts, who have put together a simple website with autopilot money coming in all hours of the day. They don't even have to work anymore. And they've replaced their income of what they used to work 60 hours for. We're not talking about \$50,000 a year, we're talking about \$3,500, \$4,000 a month.

What kind of comments do you have on "the more realistic kind of replace your income type of thing," particularly as it relates to women?

Jennie: I'm glad you've asked that question, because I'm a little bit of a serial entrepreneur, so I can kind of blow away.

Ted: Yeah, you're out there, Jennie.

Jennie: It's so much fun. It energizes me, and I can achieve so much. I think when other people get that bug in them, you can't turn it off.

In Amy's and Melinda's cases, what an excellent example of the power of the internet. You don't have to model the direction you want to take on me or any other person at the World Internet Summit or anywhere else in a position where they're offering up their information to you. You can

model it on what really suits you. And that's exactly what Melinda and Amy have done.

Amy's now expanding. She's sort of clicking onto the idea of multiple streams of income. So she's now looking at a second site. She's putting a little bit more personal exertion into getting a second site up and running.

But that's at her pace, in her own time, because it now suits her to do that.

And in Melinda's case, she's cruising. I just love talking to her, because it's no stress for her. And, in fact, if anything, it is the stress of the financial burden that they were under in her family. She was pregnant at the time she came across this opportunity. And I know when you're in that financial position, you're just about to go down the ditch with a large capital investment when you're bringing a new child into the world.

So her, just having that coming in, is peace of mind. And really, Ted, I think that's ultimately what we all strive for, male and female. We'd like a sense of peace of mind. And I just come back to the financial security and the financial independence. That's where you find it.

Ted: Very much so. And having a good, independent income that's coming in consistently, and you're not even working for it in conventional terms, certainly has its appeal.

Jennie: Yes. Absolutely. Remember, though, they did do some work. And that's an important point to remember.

Ted: Okay, tell us what they did, then.

Jennie: Well, it requires some research. Now we're getting into the fundamentals of putting an internet business together. I can certainly expand on that.

But the point I want to make in relation to Amy and Melinda is that they needed to put some brain power into it. They didn't have to get too much education, but they realized they needed to get the right kind of education, they needed to hook up with the right kinds of people, they needed to have a circle of influence that was going to be able to lead them to where they wanted to get to.

Now, they did it on a very small scale, but they did need to make a contribution.

I think that's an important point, that the lure of opportunity sometimes gets blurred with the idea that, oh, you don't have to do anything. I'm not going to tell you that, that it doesn't work. It does work. But regardless of where you want to teach that, you will need to do something.

Ted: Correct me if I'm wrong, but being a rider at heart and training, I kind of think about what Amy and Melinda did as kind of like writing a book. In fact, they did. They both wrote e-books. They got some help, they did their research on the internet. They both had a little bit of knowledge and expertise on the subject matter. But when I say it's like writing a book, I mean a writer writes the book and whether they spend two weeks, two months or two years, they do that basically without pay.

They then put it out to the market and then they receive royalties for as long as the market buys.

Now, we're not dealing with royalties in the same convention sense. But what's happened in that same metaphor is Amy and Melinda did a little work. They did some research to find that there was a market. They created a product tailored to what that market wanted. They built a very simple website, put it up, and now they're getting paid in like residual income or kind of like royalty income, as an author would. Is that on-base or off-base? What do you think?

Jennie: That's exactly what they did, Ted. You have just hit on probably, for a lot of people, it's just a mental shift they'll ever have to make, to understand how business on the internet works.

Yes, they do get the royalties, you're right. And all of that works on an automated system. But here's the point.

When you bring a business or create a business on the internet where you're going to sell something on the internet, you want to lead a market to your product. That comes from doing the appropriate research to identify markets that need a certain product. You want to lead a market to your product, not take your product to a market, which is how conventional business operates.

That there is the fundamental shift. And that's where the girls, Melinda and Amy – they won't mind me calling them the girls – that's all they've done. They brought or they led a market to a product that that market

needed. So they don't need to go out there and – I don't know if this is the right term in America, but in the UK – flog their product.

Ted: Okay. Very good. Also, Jennie, because you were talking about turbocharged mechanisms for business on the internet, I know we've been sharing a lot of secrets and I really was getting the stuff out of you that I just felt like I had to get. I'd like to kind of turn this thing around and say, "Jennie Armato, you came to talk about turbocharged mechanisms for business on the internet. What have you got for us?"

Jennie: Well, I think the first thing is you need to understand it's probably not as easy for you if you've never actually been in business and you're starting from scratch. So while this might sound simple, and it is simple, it may not be as easy for some people as others.

But if you take a convention business model, and that's probably a good place to start, generally speaking you'll need three things. You'll need a large personal skill base.

So generally, I find that most conventional business owners have a knowledge, a working knowledge of the industry and the mechanics of their business. They'll need a large capital injection or capital base, because you've got overhead. You've got shops or factories. You've got machinery. You've got stock. You've got personnel. You've got financial management. You've got all these different aspects.

And then you've got a large time allocation. And I think that was the absolute killer for me, as a conventional business model. I found myself

working 18 hours a day. And really, when I divvied it up, I was probably paid the least in my businesses.

But with business on the internet, you don't need any of these in excess. And I think the thing to understand, if you can make this shift and understand those three things and get the next three things, then you can start the process of turbocharging.

I think the first and most important thing is the right knowledge. And it may not be what you probably think you need. And I found this on the ____, some people thought they needed to go to something like a workshop and find out how to write HTML code.

We could have done a workshop on that, but I don't know that that was the right thing for people because all we would have turned out were a whole lot of people that could make nice web pages. That doesn't teach them the system of the internet.

So the right knowledge includes understanding the laws and the rules that govern how to interact on the internet. And I've made this mistake, as I've mentioned, in my business earlier, when it was nothing more than a brochure. And I started e-mailing people. And I didn't have the education. I didn't have the rules. I didn't understand what governed how the internet went.

So I searched out clients from new websites and added them to a mailing list, and then started mailing them.

Now, thankfully, back at the time I did that, the laws were a little different. I had no idea that that was even the wrong thing to do.

So I needed to understand the right knowledge. I needed to find that out, the right association.

What I've talked about and I've mentioned, the circle of influence. Who do you associate with that will help you towards your goal? Not everyone you associate with will help you towards your goal. And I've had people say to me, in the past, you'll have to stop associating with those people."

Well, I don't say that's necessarily the case. But if the only people you're associating with are not connected to the goal you have in mind or what you're out to achieve, then that circle of influence is not going to lead you to where you want to go.

And I think finally, the turbocharge for me was really methodical determination. That meant I didn't just put websites up and then they made money.

Now, Amy and Melinda found a great need, and they're working on a system that's being developed after I'd gone and gotten my initial education. And that's part of getting the right knowledge, of course, is keeping in touch with relevant information, timely information, keeping connected with the latest trends, and so on.

But that methodical determination is really what will push you through the barriers of resistance that you have in yourself.

You see, if you draw a line from zero to 10, Ted, we'll all enter – based on our ability – somewhere between that zero to 10. If you're at zero, in other words you've never been in business and you know nothing about the internet, should you get involved? Well, yes. But someone that's an eight or a nine, or even a nine and a half, should you get involved? Well, yes! There's always something to learn.

So, that methodical determination, I guess, is probably, for me, the key. Now, that's about positioning, I guess, in the marketplace. And there's a whole lot of nuts and bolts that I'm happy to run over. But I better find out, are we still on the same phone line? I've given you the long spiel.

Ted: We still are on the same line. I'm taking notes like crazy, and I hope everybody else is, because you're making some solid, good points.

Jennie: I'm making them really from experience and really from my heart. I don't want to sound too fuzzy about that, but it is the best opportunity ever, in the history of business. And all you've got to do is get these fundamental points right, and you'll nail this baby. And you'll never look back, just as I have.

Ted: I'll tell you, I know you're not looking back. That's for sure. That's for sure.

Jennie: No.

Ted: Let me ask you this. I always get excited or thrilled or turbocharged might be the right word, because it has its impact. Why do they call you the rebel Aussie businesswoman?

Jennie: There's a couple of reasons. You'll have to ask Brett McFall for some of them. But again, I think it just comes back to the laws that govern my life. I don't just follow what everyone else does because everybody's doing it. I don't fall prey to the pack mentality, where one person starts pooh-poohing something or getting negative, and then the whole group joins in.

And I always look at what everyone else is doing, and I'll look at how it can be done differently. So there's some of them.

But most of all, Ted, I think the ultimate rebel in me is that I just don't take no for an answer.

Ted: You think that might be an important point for every person, man or woman, to take?

Jennie: Absolutely. I'm never, ever succumbed to my environment. In fact, that's not true. You move through the experiences in your environment. But in my own head, I've never been prepared to say, "That's my lot in life. It's only ever going to be this good. I'm going to leave it all there. If I'm broke at the time, then that's just the way it is. That's just what life dished out to me."

No, I'll never take no for an answer. There's always more I can do for myself and my family.

Ted: I've got one more question, then I'm going to give everybody a brief overrun of the World Internet Summit, the upcoming one.

That is you said you weren't willing to accept things. I want to share with everybody I've seen you in action, and there's a difference between someone who says they're not willing to accept a certain condition or they're not willing to be told no, and someone – such as yourself – who actually has the initiative, given an opportunity to jump first, think later.

Jennie: Yeah.

Ted: Comment. Am I right or am I off-base, and how does it apply?

Jennie: I definitely have a mantra. In fact, Brett McFall and I have discussed this. He encouraged this. He said, "Say yes to everything, and then figure it out later." I think that probably sums it up best.

Ted: I think that's a good law. How about you?

Jennie: Hey look, it's working for me. That's all I can say. And that's what I measure, the appropriateness of what I do in my business. Is it providing a result? Is it taking me one step further down the path?

And, by the way, I don't know where the end of the path is. It just keeps evolving and unfolding every day. But the important thing is taking steps.

Ted: And you know if it's progressing you or if it's just tension-relieving. In other words, to go with your friend on Saturday afternoon may be necessary, because we've got to have rest, creation and rest. But that's different than finishing up a proposal that you had to make. Right?

Jennie: Oh, yeah. Again, it depends on how big the stakes are that you want to play. Like I said, for me, I'm not taking this lightly. And I'll tell you why. It takes only maybe another 20% or 30% more, if you like that underachiever model that we were talking about, it doesn't take much more than that to actually have that turbocharged propulsion in your life.

So you're right. It's just a matter of getting on with things, actually, and realizing your priority in life. And that's not to say that I don't enjoy a personal life, because I certainly do. In fact, I come up with some of my best ideas when I'm out in the park with my four-legged baby here, who's actually cuddling up next to me as I speak to you.

I walk the dog and I have great breakthroughs. And I sit and I talk with people at lunch, and then I'll sneak out and take a note because I just had some amazing thought.

But you prioritize in your mind what matters to you most. Does what matters to you most include your financial security or not? I think that's really the bottom line there, Ted.

Ted: And that's the thing, as you identified earlier with your specialty with women, that 100 years ago, and really as short as 50 and 60 years ago,

basically women in the industrialized nations didn't have that opportunity. And today, they are grasping it.

Jennie: Right. And it's not just the mindset, either. If you go back into the industrial revolution time in history – and you know I love talking about history – there were a lot of opportunity around, but it took certain physical skills, especially. But in some cases, despite how much we want to be considered equal, we're just not. We're not built in the same muscular structure as men.

So a lot of industrial opportunities that came up in the industrial era weren't opportunities that women could take. But that's not the era we're living in now. We're in the information age. And I tell you what, women are full of good ideas, Ted.

Ted: I'll tell you, we could all enjoy sitting behind the keyboard.

Folks, we're going to tell you, right now, a little bit about the greatest internet marketing show on earth, the World Internet Summit. We have two of them coming up real soon. And Peter, I'm about to put you on the spot with a date.

The World Internet Summit USA is happening the 16th through the 19th of September, in Nashville, Tennessee, Opryland Hotel. And Peter Twist, when is the World Internet Summit UK happening?

Peter: Yes, Ted. That would be October the 28th, 29th, 30th and 31st. So over that weekend, it will be.

Ted: Excellent. So you've got something in the middle of September, USA, and at the end of October in the UK.

I'll tell you what, folks. I'm going to give you a quick rundown on the speakers, just a real quick rundown on some of the events.

I cannot and am not trying to cover it all. What you want to do is you got invited to this phone call. There should be a link in that e-mail. There should be a link to the World Internet Summit. Follow that through. Take a few minutes to look at it. Print it off, maybe, and take it to work. You can read it at the park and get inspired, like Jennie's talking about doing.

And if you can't find that link, you can always go to WorldInternetSummit.com, and that will give you information on both of them and everything we're doing.

So one big thing we're doing is called the World Internet Summit Challenge. Folks, this is the shot heard around the world. Here's the challenge, as we're putting it out.

Give me a willing person, loan me a laptop computer with an internet connection, and within 72 hours that person will have a product, a website, and money in the bank, plus a system to make that money over and over again, for life.

Folks, that's what we've been talking about. Now, we haven't been saying, "Let's have that happen in 72 hours." In real life, 72 hours is a little bit fast. But we make it happen. And the only reason we make it happen is so

that you can see, start to finish, nothing hidden, the entire process. And when you see it that way, it's like, "Aha!"

Who are we having speaking? We're having Armand Morin, Kurt Christianson, Johan Mok, Rob Bell, David Cavanagh, Frank Garon, Mike Stewart, Sean Roach. Of course, our esteemed guest this evening, Jennie Armato. Tom Hua, Brett McFall, Peter Twist, Allen Forrest Smith, Ted Ciuba, and Paul Culligan.

What do these 15 people have in common? Just this: any one of them could take a four-day even to themselves, to teach you how to make money on the internet. Every one of them has their specialties. Johan Mok, from Singapore, a giant on joint ventures. He's had some certifiable breakthroughs. He's going to be there.

Brett McFall, the ad wonder from Down Under, is going to be talking about making high-profit products.

Allen Forrest Smith, a copywriter from the UK, is going to be talking about – you can't wait to see his wiggly ways of doing it – making money with your words.

Kurt Christianson is a wiz kid.

Those of you who know Armand Morin know he knows how to create products. He's got it down to a system. He reveals the resources.

Of course, Jennie will be talking about making these supercharged, turbocharged ways to make money on the internet.

I'll tell you what, one of the other people that I did mention. I can't go through it all, right? I'm not even trying to. Get to the website.

But Paul Culligan is bringing about a special event.

Folks, when we originally put this together, Paul was going to be doing the newbie's day. Like everybody else, he said, "I've got to make some money on this. What will you pay me?" We said, "Well, we'll sell it, we'll pay you."

What we're going to do, we're changing that. The newbie's day on the first day of the event, you get in free. It's from 1:00 to 5:00. You will learn how to use FrontPage.

We're going to be having hot seats. We're going to be having panel sessions. We're going to do a worldwide teleconference call. You're going to get the launch pad exercise to get you started. You're going to get the 90-day kick-start, day-by-day plan.

Folks, I could go on, but we're going to get back to the show. Here's the bottom line, though.

At the World Internet Summit, USA or UK, you're going to discover what to do to make money online, how to do it, why to do it, when to do it, all with minimal effort, risk and out-of-pocket expense. That's what we're looking for.

Now, Peter Twist, co-host of the World Internet Summit UK, I would like to turn this call over to you, so that you can get the goods out of Jennie Armato.

Peter: Thanks, Ted. You take a sip of water, as well, and take it easy for a minute.

Jennie, I've really enjoyed just listening to the half-hour there, of information you've been giving us. For people who know me, I go on and on. Like, for example, when people say to me, "What's the most important thing about working for yourself," and I say, "Getting up on Monday morning, really."

Jennie: Or not getting up on a Monday morning.

Peter: Yeah. Yeah. And people laugh about it and it sounds like a crazy kind of joke. But one thing that really struck home with me was when you said about learning the fundamentals. A lot of people, possibly not being in business before, it's just so important to have those basics, whether you're running a bricks-and-mortar business or even an internet business, just to get your mind into that right kind of mindset of out of the 9:00 to 5:00 situation. Would you agree with that?

Jennie: Oh, look, absolutely. I meet people all the time and I have to come back to the internet with this, but they have a desire in them but they're trapped by the need to get that money in their hand every week.

I guess ultimately you have to back yourself. You have to back yourself. You've got to go for it. It's not a comfort zone that you're in right now, it's an uncomfortable zone. And you know it is. It's just that it's familiar. And suddenly enough, the safety and familiarity.

But I tell you what, these rewards in stepping out from that and even the fundamental shift, when I said I'd bring it back to the internet, you don't have to – like you had to do previously – throw in your job in order to start a business. You can actually do this literally on the side, literally at home, after hours. I can only tell you about an example that's living, happening right now.

My brother, David, he's got two young kids. My sister-in-law, my beautiful sister-in-law Katie, she's pregnant at the moment with their third. And she's expecting actually while we're away, at the USA Summit.

He's uneducated. He's a motor mechanic. But is he fired up about the internet! He's lucky. He gets to see behind the scenes, with me. It's kind of funny, because it brings up another issue about failing. I don't know what they were thinking I was doing, I was ___ online or something, and all of a sudden they started to see changes in my life. My brother said, "What exactly are you doing?" And I said, "Well, if you're open, sit down and I'll show you."

But he's now spending nights. And some nights, he doesn't actually go to bed until midnight, which he never used to do because his energy was at the take-home pay level and he had ___ and he had, in a way, resigned

himself to that, that he needed to go to work from 7:00 until 5:00 every day to make a living, to pay the bills, to support the family. His energy shifted. In fact, just minutes before I logged onto this call, he rang me this morning because he's taking a week off work and he's firing all this stuff at me. And I'm like, "I have to go. There's people around the world waiting to talk to me."

But you're right. You're so right, Peter. It is a shift. I think the first shift really is within yourself to say, "I'm going to back myself." And I don't see it, unlike some of the tumbles and turns I've taken in my business life, things haven't always been great for me. And I think for the majority of people, in the wage situation, things aren't great for them, either. And I relate to that and I understand that dilemma.

The only way you can make that change is to make the decision to back yourself. And like I said before, even when you work out on that line from zero to 10, where you're at, if you're at zero at least get on the line. Don't stand and look at it.

Peter: Yeah. Just take some action. And even if the feedback is negative, at least you're taking some action and you can see the results.

Jennie: Oh, yeah. The first thing you're going to do probably won't work. But that doesn't mean it's all over. No one can stop you when you're working for yourself. I love that. That's another reason I've been such a rebel. It's like, "Don't talk to me in that way."

Peter: I always tell people, “I work for an idiot, and he fires me at the end of every week,” which is totally true.

Jennie: You’re right.

Peter: The other thing which you mentioned is about these newbies learning HTML and stuff like that. My personal experience of a lot of people, and I think you’ll agree, is that many people do get bogged down in this techy side of things. What I’ve found is the less you know about the technical side, the better it is to move forward because you don’t worry about all of the things that can go wrong.

Jennie: You’re so right. You’re so right. Actually, it holds you back. If you want to just make a little bit of money tinkering, like a hobby, then don’t bother with anything I’ve said. Because I’m talking to the people that actually want to produce profit.

First, two points. If you wait until you know all of that stuff, in 10 years time you’ll be going to the World Internet Summit, still wondering when that money’s going to come. Right?

And the second thing is it misses a fundamental shift. If you haven’t been in business before, this might be a surprise or new information for you. If you are in business, I know you’re going to be sitting there, shaking your head as I say it.

A good businessperson isn’t necessarily the guy who understands how to run the clog on the machine.

Peter: That's right. Definitely.

Jennie: And, in fact, keeping that helicopter perspective on your business – if you're just starting with one business on the internet – is actually the key to your success.

Do you think – and I love this Donald Trump thing that's on at the moment, "The Apprentice." I don't know how it's showing in the other countries, but it's showing here at the moment. But he has this way about him. Do you think he bothers in the detail? No, he keeps the helicopter perspective all the time.

You read any biography on any successful person, and they'll never tell you that they spent two years mastering the art of the intricacies of their business. They mastered the art of making money, and the two don't necessarily equate.

Now, have I gone out and learned HTML? Absolutely, because I like that total control. And I like to be able to now say to my web people that I get to do some of my web stuff, "Here it is, and this is exactly what I want," and I talk in their speak.

Had I waited for that point, I wouldn't be on this call today and I wouldn't be going to America and the UK.

Peter: Exactly. Yeah. Just looking at it from a UK perspective, I've been following the Internet Summit, I've seen this happen in America and then I saw it go to Australia, and I've always felt the Australians are perhaps not

as cynical as people in the UK. You're perhaps halfway in between the US and the UK.

Do you feel that, for example, when you come to the UK, I know there are lots of experienced marketers in the UK, but do you see that the UK will be able to benefit because we're still slightly behind the US?

So what I'm saying is by presenting this information that we're going to show to people, they can still do something to really put them ahead of everybody else.

Jennie: I can't believe the opportunity that's available for people in the UK, because unlike Australia, you can do what we're doing, which is tapping into the American and Canadian resources, or the Americas, if you like.

But you've also got a much bigger marketplace right on your doorstep. Much, much bigger than Australia. We're just taking it all here.

But again, I've got a lot of English friends and I know that some of them... a lifelong friend of mine, she comes from a working class background in England, and they do have a very sort of ___ mindset, that they think their lot begins and ends in their town sort of thing.

For those people, I don't know what we could do to help them because you do have to want to make that shift within you. But if I was in the UK, if I came to the UK and I positioned myself there, not only am I tapping into the UK but there's all of Europe right on your doorstep as well. You really

are in a global position there. And I think that's why some of the marketers that have emerged out of the UK have been so successful. Because they're not just dealing with the foreign market, like I am. My Australia marketplace is very small. My American is huge. The UK, well, look out guys.

Peter: You're on your way.

Jennie: Right. I'm certainly trying.

Peter: The other thing, as well, I think this is great for anybody wanting to get into business, and especially women. You hit the nail on the head when you said that the internet is a great leveler. It's a level playing field, not only for men, of course, but for women. They can have that presence there, with a website or business, so much easier than as you say, leaving them or putting them in the crash.

Jennie: You can literally – and I've done this – work in your flannies and your fluffy sleepers, and no one need ever know. I've done some great deals on the internet, just in that format. It's great.

The other great thing is you do have really small children and you've got odd hours, then I know sometimes when I've been waken up in the middle of the night and you can't get back to sleep, you get on with things on your internet business and accomplish something.

And I'll tell you what, when you get into this stuff, you don't want to watch TV or read mindless magazines, or anything like that. You create a much more fun life.

Peter: Also, I think again from a UK and an Australian perspective, if a lot of your customers are in the US, you do have to work different hours of the day as well. Okay, I'm here at 1:30 in the morning now.

Jennie: Oh, you're so good.

Peter: I'm not saying that to say how wonderful I am, but that's the advantage of being at home. You don't have to keep driving to an office to do all of these odd hours, as well.

Jennie: We live in a small village in Melbourne. In fact, it's the first place in Melbourne, Australia that was established. And it looks back over our beautiful Port Phillip Bay, to the city skyline. It's absolutely beautiful. And it's joined by a bridge. And quite often, we'll be out walking the baby, the little four-legged furry friend here, and we'd look out at the bridge at 7:00 in the morning and it's just an ant farm. And I'd think, "I'd take my lifestyle any day."

I want to digress for a moment, Peter, and say this. It ties up all of these things we've just been talking about. If I can give anyone anything, this is it, right here and now.

When you know how to produce multiple streams of income without high capital investment, high time investment and high personal sacrifice, such

as leaving your kids and going to a job in an office or even running a conventional business and carrying the burden of that, with the internet I now know that even if everything I own is taken away from me, I know exactly how to get it back.

Peter: That's very powerful. And, of course, the other thing about the internet which you don't get with an ordinary business, is that mistakes don't cost you as much money, either.

Jennie: No, thank God. I've made a bucket-load of them.

Peter: I think it's important to say, rather than painting this picture to be totally rosy. But if you do make a mistake, I think people are very forgiving on the internet and it's easier to quickly correct a mistake. Isn't it?

Jennie: If I'm any model, you'll fumble your way to success.

Peter: Most people do, I think.

Jennie: You will. And that's why I kind of made that comment before, that probably the first thing you do won't work. But that doesn't matter. You'll learn a bucket-load from it.

But you're so right, Peter. The cost to get involved is so low. If I talk to anybody now, heaven help anyone that ever came up to me and said, "I'm struggling with money," because there's no need to live in that environment, not when you've got the power of the worldwide internet.

And while we're talking about the UK and US, let me say this. The four main English-speaking continents of the world, the UK, South Africa, America and Australia, you're covering all time zones. An automated business on the internet literally can produce money while you're sleeping.

Peter: Yes, definitely. I think that's one thing we do see in the UK and Australia, more so than the US. The money is there when you wake up in the morning, which is fantastic.

Jennie: It's truly exciting.

Peter: In terms of making mistakes, the great thing about the internet is that you can send out an e-mail with a couple of typos or errors and somebody's corrected it and sent it back to you in 12 hours. That's what I find, anyway.

Jennie: Yes, they do. You're absolutely right. People like to let you know when you've screwed up. That's for sure.

But just in terms of making mistakes, I think that's so important, Peter. And I'm really glad you brought it up. Because you don't just get on the internet and make money. You're going to go through processes. And I think that's why education is so important.

But if people want to get a little bit more insight into where I was coming from, if they go to UglyTruthRevealed.com, they'll definitely get the ugly truth about starting a business on the internet.

Peter: At the same time, I remember – years ago – going to see Brian Tracy and Anthony Robbins. And you see these people, and we’ve been talking about the mindsets, about how you have to change your mindset. And what I would say to people is that when they go to the World Internet Summit in the US or the UK, open your mind. And even if it means blindly following what you’re shown until you find your own feet, I think it’s really important to do that. Rather than you have that other voice in your head saying, “No, I wouldn’t do it this way.”

Don’t go off and try to reinvent the wheel yourself. Make sure you follow the basics, even if you don’t understand them to start with.

Jennie: Excellent point. You know, these are not uncharted waters anymore. These experts around, like Ted and Brett and all the guys they’ve got at the Summit – I don’t see myself as an expert at all, I’m doing it – you’ve got all of these experts now that have charted the waters for you and they’re providing their information.

So I think you not only be prepared to take it partly on board or to ignore anything, that’s not to say that you have to take everything on board and do everything that they say, because you’ll overwhelm yourself. But what I find when I go to seminars in particular, and Ted knows I’ve flown to the states twice this year to do exactly that, that’s my level of commitment. I’ll fly 20-odd hours in a squished-up, stinky plane to get that one or two pieces of information from each speaker that I can apply into my situation.

But I can only do that because I'm prepared to take onboard whatever I'm told, even if it is Ted Ciuba, America's foremost internet marketing consultant saying that my website sites institutional. I could have wiped it, at that point, and not gone any further and said, "How dare he!" What an idiot I would have been.

Peter: Well, it was worse for me. Ted actually said I should be institutionalized. You got off lightly there.

Jennie: I did, obviously.

Peter: Ted, you've only paid me up to this point, so I think I'm going to stop now, if that's okay with you.

Jennie: I could talk on for hours with you. Welcome aboard. It's lovely to see you guys, bringing that UK perspective to the table. It's great.

Peter: That's great. Thank you.

Jennie: I look forward to sucking your brain.

Peter: Thanks, Jennie.

Jennie: You'll make me money, I know it.

Ted: Indeed, all of us. We are very pleased to have Peter Twist onboard. Peter, thanks for helping us with the call tonight.

Peter: I really enjoyed it.

Ted: I know it's nearly 2:00 a.m. for you. I know you'll get a good night's sleep tonight.

Peter: That's fantastic. No problem.

Jennie: My intention was that you didn't sleep a wink, Peter.

Peter: I'll just keep on talking.

Ted: That's a lot of drive there, Jennie Armato.

I'll tell you what, folks. You have been tuned in to another World Internet Expert series, and we're so happy you could tune in.

As always, you know that you can tune in to the archives at WorldInternetWebcast.com, at your convenience.

Jennie, give us some closing thoughts, maybe 30, 60 seconds on what you think about what you can bring to them, what they should do, if they should be at the World Internet Summit? It's your ballgame.

Jennie: Really, I could have stayed out in the quagmire of potential and still got some education. But would it have been the right education? Who knows? I don't know who or what above led me to get the right information and education.

Ted, when you talked about the possibility of me doing America and the UK, two things really stuck with me. The first one was having seen, firsthand, the impact and the caliber of people and the information that they bring to the table at the World Internet Summit. Not only the very well-

accomplished speakers, but also the other people that are there, it changed my perspective on seminars and how I was going to approach them. And I don't know which ones to miss out on right now.

But unless you're there, unless you're in the mix, you're going to stay out in that no-man's land – or should I say no-woman's land. All I do is encourage people. I'm going to do my very best and share what I can about everything that I've done to get to where I am, so that you can pick the pieces of what I've done out that you think are going to work for you, and get on with it.

There will be something from all of the speakers.

But on top of that, you'll see experience and the networking that I think, in fact, Ted can attest to because he has seen me in action, the best deals are done at these events. I can only encourage people, if anyone wants to ask me anything candidly, outside of these, about the idea of coming to something like the World Internet Summit, please get in touch with me. It really is an opportunity. There's nothing else like it in the world, and I should know. I've been in the seminar industry 12 years. I think that's all I can say about it, Ted. Get off your backside and go for it.

Ted: Excellent. I think that's doggone good advice, and I think you demonstrated, when you said it, it's a trait I see in all real achievers. You're willing to apply 20 hours to get that one or two pieces of information that you can apply immediately to your success, to your site.

And then you also, of course, correctly mentioned that the best deals are done at these events.

So in other words, there's more than knowledge, there's deals and relationships.

And speaking of that, how would someone get hold of you, Jennie, if they wanted to get a hold of you?

Jennie: Well, I think probably the easiest e-mail address for people would be – and my name is spelled quirky, I don't know why my parents did this – Jennie is actually spelled J-E-N-N-I-E. So it's

Jennie@worldinternetworkshops.com. Or all my contact details, including my American office phone details, are available under the contact page at www.60MinutesWithJen.com.

Ted: Okay. And Jen, 60MinutesWithJen.com, that's a good site. But you also are putting together a promotion related to both the World Internet Summit USA, World Internet Summit UK. It's Women On The Internet. Can you tell us a little?

Jennie: I'm so glad you asked. It's an excellent complement to the actual Summit itself. We're going to spend the day after, the immediate day after the actual Summit takes place looking at the structure of your business and product creation.

We're offering a special ticket price, if people actually opt for the Summit, they can come along to this at a significantly reduced price.

What I've done is I've assembled some of the women achievers that are already out there offering products and services on the internet, with myself. We've teamed up to put together a day for you, so that you can work in a much more direct way with us as well, and further investigate not only what we've done and how we're doing it, but get us to help you model what you're going to do so that you actually leave the entire World Internet Summit family – if you like – experience ready to go, if not already started.

So to find out some more about that or to at least log your interest in knowing some more about it, the URL for that is

www.WorldInternetWomen.com.

Women of the world are ready and waiting to help you.

Ted: If a lot of those men are like me, I'm eager to learn more and more that you're teaching. You've been a remarkable case study about just really getting in there and diving in.

Jennie has shared a lot of things with us this morning, this evening or this night, depending on where you're tuned in, and we do appreciate you being there. She was sharing about different ways to turbocharge your business. Things such as remembering that maybe if you don't have previous experience, it may not be as simple and easy as you hear some of the flash stories.

On the other hand, other people have done it, you can too. That was her story there. You can do it, whether you're anywhere from two or zero or up to ten on a scale of one to ten.

She was talking about how important it is to get the right knowledge. Really, the best place to get that right knowledge is from people who are doing what it is you want to do. She compared, even though she didn't mention it, she did take the concepts that Michael Gerber put in an excellent book, which you ought to have in your library, called *The E Myth Revisited*. She was talking about the helicopter view in Michael Gerber's book. That's the entrepreneur, versus the engineer. That's the person who knows how to put the bolts on, who knows how to whistle and shine the shop and the machinery and the courts.

She was talking about, again, having the right associations to make that happen.

I think overall, when you look at Jennie and you get some close snapshots of her, you'll see that when she was talking about that methodical determination, that that's a giant secret that if we're not careful – because we may be looking for something more technical, i.e., remember the engineer, and she's an entrepreneur – she's talking about that methodical determination to do it. Nothing can stop her; not the feedback of other people who don't know, not the feedback of the conventional way, getting the right people.

In fact, I loved it. She said, "Say yes to everything, figure it out later." I'll tell you what, that's good. That's good. She was talking about how important it is. And she has put her money where her mouth is. She has flown across the big pond. And yes, it is 16 hours on a plane. And yes, it

is uncomfortable. But is it worth it? Folks, it's been worth it. You've got to admit, \$50,000 a month is pretty doggone good.

It's been worth it to Jennie Armato. She's going to teach you how to do it. She has taught you tonight it is worth it to you. If there is a little sacrifice, it doesn't matter.

Folks, tune in, because we're so excited. And we are doing these World Internet Experts conferences and teleseminar webcasts in conjunction with the World Internet Summit coming up.

Tune in to the link of the person who referred you. Get to that web page and see what the real excitement is about. If you can't find that e-mail, can't find that link, go to WorldInternetSummit.com.

And finally, folks, we want to have you tune in to next week's show, same time, same place. We have Johan Mok coming from Singapore. He's going to be revealing the one strategy the little guy can use to rake in big-time profits online. And folks, this is a guy who has done it, like all of our guests. We're never going to have BS'ers.

Folks, on behalf of Jennie Armato, who was our featured guest tonight, Peter Twist, who was with us as a co-host, myself, Ted Ciuba, and the other co-hosts – Brett McFall, Tom Hua and Allen Forrest Smith – everybody in the World Internet Summit family saying yes, we're glad you tuned in and yes, you can do it because the internet is waiting for you.

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