



## *World Internet Experts Series*

What to do **AFTER** you've made your first \$10,000 on the internet - how to set yourself up for huge and automatic profits

Featuring Margaret Berman, Ted Ciuba, Brett McFall, Tom Hua, Armand Morin, Mal Emery, David Cavanagh and Jennie Armato

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# **Please Read This First**

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**Ted:** Good morning, Australia! Good evening, USA! And welcome all points between, to another one of the World Internet Summit series of internet information interviews. Boy, have we got a packed one for you today. Margaret Berman, who won the internet challenge at our latest World Internet Summit in Sydney, Australia, just this last February, the 19<sup>th</sup> through the 22<sup>nd</sup>, came up on stage and, in fact, she came from a place where she didn't have a lot of extra money. She was sleeping, as I understand, in a backpackers hostel or hotel, where it was ultra cheap to sleep for the night.

She comes up on stage. Next thing you know, designing a product with coaching, of course, creating a backend marketing system, thinking about some of the things that we would build into a product from the start to help it be successful. We brought things up, she contributed, the audience contributed. We wrote two different headlines. We did a lot of stuff.

But 72 hours later, the challenge had been fulfilled. And that challenge originally was give me a willing person, loan me a laptop computer with an internet connection, and within 72 hours that person will have a product, a website, and money in the bank.

So she had a product, she had a website. The question, how much money would she have in the bank at the end of 72 hours.

Margaret Berman, I'd like to welcome you to the call. You're from where, Margaret?

**Margaret:** The Gap, in Queensland, Australia.

**Ted:** And exactly how much was it that you made in 72 hours?

**Margaret:** By the end of the 72 hours, Ted, I think we had gathered about \$11,432 US.

**Ted:** Okay, \$11,432 US? You also made some additional money, too. Is that not correct?

**Margaret:** Yeah, that's right. By the following Wednesday, we'd sold \$15,009.

**Ted:** Okay, by Wednesday. I'm going to be introducing the rest of the speakers here in a minute, so we all get together. And then we'll go from there. I'll identify the call.

But I want to ask this important question. Do you think you ever want life to go back to what it was before?

**Margaret:** I'd like life to continue a bit more on this road, actually, Ted.

**Ted:** You were actually sharing some of those concerns, when you and I were talking last Wednesday. And basically, we were just doing some clean-up accounting, figuring out how much you did make in 72 hours. Is that not right?

**Margaret:** All together? Yeah.

**Ted:** Yeah. So the question that you asked me, and it was just a real session, do you remember what that question was, or the comment? I'm not sure if it was a question or a comment.

**Margaret:** I can't remember, Ted. But I know what my question is right now.

**Ted:** Let's hear right now.

**Margaret:** First of all, we've got a lot of people on the call with a lot of experience and a lot of knowledge, and the ability to help other people very significantly. So I guess the question that I had is I would like to take the next step to make this concrete and to make it a revenue earner into the future.

**Ted:** Well, that's pretty clear. You would like to take the next step to make this concrete and to take the next step into the future.

**Margaret:** Yeah.

**Ted:** I want to applaud you, because that desire and that vision, which it doesn't probably feel too extreme to you, is actually the first step on the journey.

What I want to do now, I want to get the rest of the speakers who are in on the call, get everybody identified. And then, what we're going to do is we're going to answer our particular point of view on that, and then we're going to talk about it a little bit.

Now, have any of the speakers joined us that were not previously identified? Okay, good. Thanks.

So with us this morning, with us this evening, we have Brett McFall, co-host of the World Internet Summit. Good day, Brett.

**Brett:** Hey, how are you doing there, Ted?

**Ted:** Good. We can't wait to hear what you've got to say.

**Brett:** Yeah, me too. I don't know what that is yet! ;-)

**Ted:** We've also got with us Tom Hua, also from Australia. Can you do that again? I stepped on you. We can't wait to hear what you have to say, Tom.

**Tom:** You'll hear that very soon.

**Ted:** Alright. We have Armand Morin, from the US of A. Good evening, Armand.

**Armand:** I'm glad to be here, Ted. Thanks.

**Ted:** Glad to have you here.

**Armand:** I'm just going to make up what I'm going to say.

**Ted:** You're the greatest guy in the world. We have with us Mal Emery.

**Mal:** G'day, Ted. G'day, folks. Good to hear from you again.

**Ted:** And we have Jennie Armato. Jennie, good morning.

**Jennie:** Good evening, good morning, Ted and Margaret. Great to be onboard. Margaret is someone that's just taking a startup business to its next level. I'm thrilled that you've taken this initiative and I hope that I can help you out this morning.

**Ted:** Excellent. Any other speaker/presenter online? Okay. Here's what we'd like to do, folks. Here's the rules of engagement, so to speak.

Margaret had what she surely recognized as a windfall. But she also knew how deeply and intensely she was exposed to the principles of marketing. And her big concern was beyond what she's going to do with the \$11,432. It was how do I make this last? How do I take the next step? How do I make this concrete, so that we've got tomorrow?

So, what I'd like for us to do, each speaker that's on the line, we'll go in the order of – and you might want to make a note here – we'll start with Brett, we'll go with Tom, then we'll go Armand, we'll go Mal, go Jennie, and then myself, Ted Ciuba, will give mine.

But like each speaker maybe give anywhere from three to four minutes of what they think would be really cool. And then maybe I'm thinking that the rest of us could join in, the rest of the speakers and Margaret, for maybe three to four minutes. So each “presentation,” on the blackboard looks like an eight-minutes or so thing.

So that being the case, Brett McFall, would you like to lead the way?

**Brett:** I sure would, Ted. No problem at all.

Margaret, you certainly had a fantastic start, haven't you? A start which is like a miracle. Do you agree?

**Margaret:** That's true, Brett.

**Brett:** So the best thing that I can say on this call, here's what needs to happen now, from my point of view.

You've made a fantastic start, made over \$15,000 in your first week, basically. That's incredible. I'd be doing something which I think not enough marketers do and not enough business owners do, in particular. It's this. Write this down. It's a really, really simple concept, but it is so powerful.

Ask your customers what else they want to know. Ask your customers what else they would want to know. And here's the actual questions that you would actually want to put down. You can actually put it in an e-mail to your customer or I would suggest putting a separate web page they can all go to. And not just them, but anyone else you can get to go there, you might want to use some of the search engine techniques that we actually talked about at the seminar, to get this one web page listed highly.

But the question would be this: "What is your greatest concern about making money online?" "What is your greatest concern about making money online?"

Now, why have I suggested that? It's simply this. You have all of these customers who have purchased from you something they wanted. So you

already have a bit of an idea of what they want. And then you think, “What do I do now? How do I make some extra cash?” Why try and reinvent? Why try and have another pot luck go at it, when your customers can tell you. You’ve sort of started a relationship.

They can tell you, “Margaret, I thought this was fantastic. I enjoyed the product. But I want to know this, I want to know that.” And you’ll never guess it. You might try and think, “Well, I think they want this sort of subject covered.” But you never will guess it. And the person who has all of the answers, of course, is your customer. They know what they want to know. And you can just be that person that brings it to them?

Once they let you know what they want to know, you can then think, “How can I cover that?” Maybe I need to ring up a certain speaker and organize a call with them and record it. Maybe I need to put on a sort of workshop myself. Maybe I need to create a product for that exact concern.

Does that make sense to you, Margaret?

**Margaret:** Yes, it makes a lot of sense, Brett.

**Brett:** Really, really simple stuff. You don’t need to be a rocket scientist. And, again, I’m not even talking about technology here, really, other than putting it on the web page or something. Find out what they want.

My second little tidbit is you now have a database of customers and some prospects and some affiliates. The first thing you should be doing is

creating regular communication with them, via your own Margaret Berman newsletter.

So you become independent of the World Internet Summit, of Ted, Tom and myself. You get on your own two feet and start to deliver some good information.

Now, I know you've got a good marketing brain in your head. I think some of the answers you came back with during the seminar were quite fantastic. I know you've got a marketing brain. And I think that very simple, once every fortnight, you can sit zip out maybe a page worth of information, little tips. Maybe they were insights that you're discovering.

“You know what? I thought it would be easy to set up a web page, but it wasn't that easy. But I did this, this and this. I hope it helps you out.”

So, bits of information, Margaret, little tips. You're on a discovery. You'll be at a good angle because you're coming from nothing. You're like a beginner. And that should be your angle for the next two years. “I went from nothing and I discovered I found a problem with e-mail. It didn't work for me. So I got this program, and I found that worked. And if you'd like to do it, too, perhaps you can purchase this program at this website.” And, of course, set up an affiliate program for that, as well.

But that's the communication. But most importantly of all, find out what their greatest concern is and then deliver it to them.

**Margaret:** Yes. That's fantastic, Brett. Thank you so much. So simple, but so much content.

**Brett:** That's right, yeah.

**Ted:** That is powerful. Any other speakers like to piggyback on that one and just kind of develop Brett's thoughts there?

**Armand:** This is Armand. I just want to jump in there quick.

I think what Brett said is really good. I agree with everything that he said.

One of the things, though, I think that's really important for you, at this point, is because you were so quickly immersed into the marketing aspect of this, is now it's time for you to backtrack. And what I mean by backtrack is now learn the principles and the techniques that were utilized in order to get you there.

So, what I mean is you now have to become a student. You have to become a student of marketing. And instead of just being said, like we actually just gave you the fish while we were in Australia, now you have to learn to fish for yourself.

By learning the strategies, such as basic marketing techniques specifically for the internet, learning, for example, proper headlines, proper advertising on the internet, which is going to be a mainstream, if you don't have a big list now, advertising is going to be a main key for you.

One of the things that Brett said was about the communication with your current customers. The biggest problem today – and this is not just beginning people on the internet, but also experienced people on the internet – is they are afraid to e-mail their list.

That's one thing is never be afraid to e-mail your list with any kind of communication. The more personal you can get with them, the better they will respond to you and build that relationship. You ultimately want to build a relationship.

One of the things that Brett said was just send them tips. My point with the tip is just a small tip, in my opinion, works really well because at first you may not have a lot to say. In some cases, people try to overcompensate for that by sending out too much information. It's like the more you talk, the more you give yourself the ability to get caught in something that you don't know what you're saying.

**Brett:** Good point. Your e-mails, in particular, are nice and short and sharp.

**Margaret:** Very, very brief. With a newsletter, with just a tip, there was a tip that you sent out the other day. It was just talking about I Dictate. It was a great resource. If you just sent people a resource that you found anyway, that you're surfing for, that you run across in your surfing on the internet, I would take a little bookmark space – as you're surfing the internet – and create a folder in your favorites and call it tips. And every time you find something neat that you think other people could utilize, just

click and add it to your favorites. And then just send one of those. It doesn't have to be every week. It doesn't have to be twice a month. In fact, once a month, at the bare minimum – you could do it more frequently – just send them that one little resource. That's a quick way to get started.

**Ted:** Yeah.

**Brett:** What we're really talking about there is creating the relationship.

**Ted:** That's it.

**Brett:** So these people can learn to trust you, Margaret, and learn to like you; as opposed to all of these faceless sort of websites that are out there. You start to become permanent in their mind.

**Ted:** Yeah. And you've got a lot to be human with to start with, Margaret. You did just have this amazing internet windfall, this amazing jumpstart. You can share your emotions, you can share what you were thinking about when we were stirring the bowl, about to draw, whether you thought it would be you or not.

All of this is human interest. Which, again, it is relationship and that friendship factor, like Armand said. That's a good thing, by the way, putting those tips out. That's just one of the things that you do. You tell a story, you run an ad, and you share a tip. And they appreciate it all. They get to know you.

**Margaret:** Yeah. Yeah. Interesting, isn't it, that you can be so personal on such an potentially impersonal medium.

**Armand:** One of the ways that you can tell how you have a relationship with your list is how they respond to you. For example, if someone calls you, if someone writes you an e-mail and they call you Mrs. or Ms. and then your last name, or if they just call you Margaret, there's a big difference. That shows you the relationship you have with your list.

Most of my e-mails come in and they address me as just Armand. "Hey, Armand," and it's very, very informal. And I like it that way, because that shows I have a tight relationship with them.

**Ted:** Excellent. Excellent. Boy, I'll tell you what, we're only one down, Margaret. You're getting the good info tonight.

**Margaret:** Yeah.

**Ted:** Tom Hua. Welcome to the call, Tom.

**Tom:** This is Tom here. How are you, Margaret?

**Margaret:** I'm fine. Thank you, Tom.

**Tom:** Right. I try to give you some advice, and I try to put myself into your shoes and how I could possibly make it a long-term cash-generator machine for you. Right?

**Margaret:** Yes.

**Tom:** Now, since you've started this conference call, why don't you think the possibility of making a monthly conference call, as Brett said?

First of all, you can regularly communicate to your existing customers and gather the questions, the concerns that they have about internet marketing. And have them all list them, and invite the speakers and other experts, whoever you can find out could provide a solution or answers to those questions, and schedule a monthly conference call.

Now, if you happen to have any difficulty at any given month, to invite an expert to join the conference call, it's simple: you can have your own discussion call among your customers and prospects. Now, you have a monthly product.

**Brett:** A monthly product, Tom, that she could then perhaps sell or package.

**Tom:** That's correct. Number one, you can sell to new customers. Number two, you could offer a discount to your existing customers.

Now, opportunities will arise. You can give them like a three-month package or even a 12-month package with some heavy discount for your existing customers.

And after you have a few conference calls, you can have them transcribed. Then you have electronic books that you could give away as free reports, or sell them.

Also, you can plug in with your Autopilot Riches account to have your affiliate program set up. Therefore, your existing customers and all of the other experts could sell those electronic books as your affiliate. And

obviously, you have plenty of links to send the readers back to your website, where you're promoting the next month's conference call. And, again, you can sell resell rights to those electronic books, even master resale rights to those electronic books.

So this way, you are building up an ongoing product and also expanding your customer base. Utilize the power of your affiliates to expand further and further. Therefore, \_\_\_ into a long-term product and customer relationship, to have your internet business built.

Can you follow me, Margaret?

**Margaret:** Yes, exactly. I've written it all down, Tom. Thank you so much. It's really simple, and I can see really powerful.

**Tom:** Try to make it viral, and try to expand from where you have now and make it timely and, not only the member or the customers, but also make it a regular event like a teleconference call. Or you can have a simple discussion board set up, if you think a teleconference call is too much involved for you to set up at this moment.

So get the questions together and try to find the answers for those questions, to hear this with your customers and prospects.

**Margaret:** Yeah.

**Tom:** That's my practical advice to you, Margaret, at this point.

**Margaret:** Thank you, Tom.

**Ted:** Yeah. And the great thing about that, too, is that the other people that you would have as guests on your conference calls or as guests on your forum, would be other people who were experts, other people who have name recognition, that would bring people with them. They want to do it. They want to be there for you, if you will make the invitation to them after you get your infrastructure – in other words, your recording and your call center in order. So it works good.

**Tom:** At the same time, you can always offer them affiliate deals for those presenters and speakers, experts. Encourage them to bring you more customers.

**Margaret:** Yes.

**Brett:** A killer idea, Tom. That is absolute gold.

**Tom:** Thank you, Brett.

**Margaret:** Could I just ask something? Does anyone else have noise on their line?

**Tom:** I'm quite alright here.

**Brett:** I have no noise, but I have a little bit of echo.

**Ted:** Okay. Anybody who has not muted themselves out yet, which it does sound like most people have, you can hit star-six, and that helps control the background noise. It came down noticeably. So thank you, very much.

Okay, any other comments?

**Margaret:** I can just hit star-six then. Can I do that?

**Ted:** Not you. Not you.

**Tom:** Before I go, Margaret, not only you can have the live conference call, but also you can have them formative electronic books, but also you can have them at download links that you can sell, your previous conference calls.

**Margaret:** Yes.

**Tom:** So the possibilities are endless, really.

**Margaret:** Yes. These are fantastic points, Tom. Once again, I realize there's a lot of technical stuff I have to get my head around, being a bit of a technophobe.

**Tom:** How to put an electronic book together, you have to only have one in your lifetime. Once you do one, you'll know what to do for the rest of your life. That's not difficult at all.

**Margaret:** Good. Lovely. Excellent.

**Ted:** There's another thing, again, bouncing off Tom's ideas to you, I'm not sure and this is bouncing off one of Armand's earlier ideas also, I'm not sure that your best audience would be... You may not be in your best and right place in all the world. We gave you an audience that was looking

for internet marketing. You certainly have tremendous advantages and fame in this field. It would be a natural to develop that way.

But the truth is you may have a whole other niche that, in your life plan and purpose, might be more important or more fun, or even more profitable to you.

The principle, though, that Tom is talking about, having a monthly call, developing product from it, recycling it, selling it in pieces, making books can be of tremendous value. Affiliate deals to get viral marketing in. Creating these products backend and spinning them off. Whatever your subject matter is, all that's right there.

**Tom:** Exactly.

**Margaret:** Okay. Great.

**Brett:** Margaret, you might hear variations of that idea throughout this call, because every stick is going to have their own view on that.

But just take the twist that suits you. You can brand your ideas from every speaker here, but you might just get too huge a return and just make it go through the roof for you.

**Margaret:** And the thing I'm thinking is there already are lots of people, like maybe tens of thousands, hundreds of thousands of people, who are in the same position as I am and who want to go where I want to go. And surely, this information is going to be useful for them, but it's up to me to seek them out and make it available to them. Is that correct?

**Tom:** Sometimes a niche market might even be a bad alternative for you to pursue, depending on your personal expertise and your personal passion, of course.

**Margaret:** Yeah.

**Ted:** And there are hundreds of thousands of people in your situation, who know that the internet offers the only realistic opportunity for the ordinary person to not guarantee get on and make a lot of money, but it is a real opportunity to have a significant independent income. And where else can you do that?

**Margaret:** Exactly, with very little startup cost.

**Ted:** And you've got fame on that one, too. What were your startup costs?

Alright, you're getting some good, solid advice. Tom, thank you. That was really sharp.

**Tom:** My pleasure.

**Ted:** First of all, before we introduce the next speaker/presenter, is there any other speaker/presenter who's joined the call, that we did not round up earlier? Alright, good. Thank you.

Our next one is no stranger to people looking for good, honest, actionable information on the internet. None other than Armand Morin.

**Armand:** Okay, here's my advice. What I'm going to do is probably tell you very similar to what everyone else has just said, but I'm going to position it in a different way.

What I'm going to tell you is get out. What I mean by get out is get out of the internet marketing make money market.

Why? Because there's a lot more money in all the other markets, other than this. There's no reason for you to compete against the likes of myself, Ted, Mal, Tom, Brett and everyone else. There's a lot more money in the other markets, the niche markets that exist on the internet. It's just a fact. The internet marketing market, the make money market is really a small slice, a very small slice of the pie.

What you want to do is you want to learn the principles, though, of marketing online, which will apply to any business. And therefore, my earlier statement was you need to become a student. That's your number one goal, first, is to become a student.

You need to buy the books, you need to read the books. I hate to be cliché, but this statement really works. And that is, "Leaders are readers," meaning I read books all the time on the subject of marketing, just to find the one technique, the one tip maybe that I can grab from that book. And the majority of the book, I've probably heard 10 times before. But there may be something that one person says that they just totally hit me just the right way at that point, and I truly understand that principle now. Your objective, at first, is to learn those techniques.

Now, since you do have something that was started already, I'm not saying forget that. I'm saying that you need to start looking at the other options and where you can apply these principles into other markets.

Something that you may like, something that you may have a passion for, something that has a market that you're aware of and that you want to go into, something of that nature.

But with this market that you've already created with this product that you've already created, with this list and affiliates, the first thing you need to do is sell the product. What you need to do is motivate the affiliates or get new affiliates to market the products for you. That's certainly very inexpensive and only takes a few e-mails every now and then.

In order to incentivize them, you might want to run a contest, some sort of contest with them, where you may trade out something very simple. Like you may put a banner or a link from your website to their website.

Now, that didn't cost you any money, but it gives that affiliate free exposure. And you could say, "For 30 days, we're going to put your link on our main website, and that's going to drive some traffic to your site as well, too, for the affiliate that sells the most during this next 30-day period."

So that may be an idea for you, for a contest to motivate the existing affiliates.

The second thing is to advertise. What I mean by advertise is things like classified ads on the internet, inside of newsletters on the internet.

There's a book I think you should get, because this is probably the best form of advertising I think there is on the internet right now, and that is Google Ad Words. And the book's name is *Google Cash*. It's just GoogleCash.com. It gives a great explanation of how it works and how you can make money marketing your products and services on Google. So that's definitely a book you can get for less than \$50. It's very inexpensive, so I would definitely get that book.

The third thing is to continually build your list. People have said this many, many times, that the gold is in the list. And it's true. It's absolutely true. You need to build the list, but you need to build it with quality people.

One thing I would recommend not doing, which many people fall into the trap of when they're first getting started online, and that is buying lists, buying names. I don't believe in it, personally. I'm not saying I'm right or wrong, but I'm saying that I don't believe in it. And the reason I don't is because you have no relationship to that customer. There's no relationship if you buy the list.

Where if that person came to your site, they purchased your product, they subscribe to your newsletter, they're signing up specifically to get information from you.

So, continually build that list. There's a product, again, to build the list much faster, I would recommend. It's called Opt-In Automator. Again, OptInAutomator.com. It's like, I think, \$39. That will increase your subscriptions on your website. It increased mine from 150 a week to over 700 a week, when I first started using it. And that was quite a few years ago.

But that's a great product that you can utilize to build your list.

The other one is follow up. We're in a business where it's truly a hands-off business; meaning that with the automation like Autopilot Riches and any system that you use, everything has to be systematized. Your follow-up process, you should go in and actually write your follow-ups for your product. I mean, this week, simply go in, add your autoresponders after a person purchases a product from you. Put not just one, not just two, not just seven, but in reality you need about 22 different autoresponders. Not different autoresponders, but autoresponder messages to that same person, and spread those out over the next year in following-up with them.

Initially, you're teaching them how to use your product. Then, what you're teaching them is how to consume the product first. Then, after that, you're going to teach them about other products. You're going to build in a whole evergreen responder system, where it's going to continually follow-up. That's going to free up your time to do other things, your marketing.

The fourth thing I actually have is JV's, joint ventures. Obviously, you've created some great joint ventures right now, already. But now, let's go

after other joint ventures. Look for people on the internet that you can find, that this product would be responsive to, that their list would be responsive to this product. And approach them and say, “Hey, I have this product and I think it might be something for your list. How about doing a joint venture?”

That’s the short version. But let me warn you. Don’t send an e-mail like that to anybody because they’ll probably just delete it.

What you want to do is you want to build a relationship with these joint venture people; meaning that the first contact, you’re not asking them to send an e-mail to their list. Maybe, “Hi, my name’s Margaret. You may have heard of me. I was at the World Internet Summit in Australia. I just wanted to drop an e-mail by and just say hi.” That may be just the first one.

The second time, you might get a chance to talk with them on the phone, or the second or third time. And then, ultimately, build a relationship.

And then, get that person to send an e-mail to their list. When you create joint ventures like that, you’re not just creating a joint venture one time, you’re creating a joint venture for a lifetime. Because when you create a friend, they’re going to e-mail for you almost anytime you want, obviously on an affiliate basis.

The other part is the tips. Brett had said two things. First of all, he talked about the tips, which we already talked about. But then he talked about

asking your database what they want, and that's the best way to create a product. You can create it in no time.

I've created tons of products online, and I do them really fast. Just this week alone, I created two products. And it's only Wednesday.

Oh, by the way, they were both software products, too.

**Margaret:** Really?

**Armand:** Oh yeah, it's not hard.

**Margaret:** Can you tell us about them?

**Armand:** I can tell you all about them, if you buy my course.

**Margaret:** I have bought your course.

**Armand:** But the key is that with the products that you create, the software products or anything, e-book, information products, ask your list first because there's something that you don't want to create. And that's what I refer to as a puts. Now, a puts is P-U-T-S. It stands for a Product you're Unable To Sell.

If you have one of those, it's not going to do you any good. It's just going to sit on the shelf. Because what happens is we become too close to our own products, so therefore we don't see the clear picture on it. And then, we proceed with it anyway, against what the market dictates.

Our business really does revolve around what that market dictates, so get used to reading and interpreting what the market is saying rather than you trying to figure it out for yourself.

So those are some of my thoughts.

**Brett:** Margaret, what I liked about what Armand said there is this. Get out of the niche. Or, if you're American, niche.

One thing that's good about that is this: let's say you were going to aim for \$1,000 a week from your website. That's your number one goal.

Once you have a system in place for doing that, you want to choose another market and try and apply the same principles to that market. So that one earns you about \$10,000 a week.

What about if you had 10 of those sites and, the next year, had 10 of those sites each bringing you in \$1,000 each week? Would that be okay?

**Margaret:** That would be fine.

**Brett:** Wouldn't it? But just think about, for a second, what that really means. How many investment houses would you have to buy in order to get that sort of positive cash flow return?

**Margaret:** Exactly. You'd have to buy about 300, I think.

**Brett:** You'd have to mortgage yourself to the hilt to be able to do anything like that.

**Margaret:** Thanks for that, Brett.

**Armand:** What Brett was saying, though, is exactly the key part to all of this.

Whenever one of us creates a product, we know that that's not going to be the only product that we're going to create. We know we're not going to try and hit a homerun.

There was a person – I can't think of his name offhand, I'll think of his name in a moment – Bill Meyers. Actually, that's his name. He had a very simple philosophy. He created 12 videos a year. That was his thinking at one point in time. He figured that one video out of those 12 videos would become a best-seller. It would be a hit, it would be a homerun. What he considered a homerun was selling 10,000 copies of that video at \$97. Obviously, I'd consider that a homerun, too.

But he didn't expect every product to make it big like that. And by creating multiple products, you will run across that one product that does become a huge success. So it's a continual process.

Fall in love with the process, don't fall in love with the product, if that makes sense.

**Margaret:** Yeah, got it. I got it. Very sensible and open.

**Ted:** Yeah, exactly. I tell you what, folks, we're on to the next one. A brief update for David Cavanagh.

David, here's the batting order. Of course, Margaret Berman is the star of the show. And you know that we're here – recap – to help her take the next

step, if she had a windfall, to help her take the next step to making this really concrete, productive, a long-term cash flow, money machine. That's where we're going.

So each of us speakers/presenters on the line were giving a little presentation to her, anywhere from three to four minutes. And we're not keeping real strict time on that, by any means.

And then after that, we're going anywhere from three to four minutes to other speaker/presenters to chime in, Margaret to ask questions, that kind of thing, comments.

Brett McFall has been with us. Tom Hua has been with us. Armand Morin just finished up. Mal Emery will be next. Jenny Armato will be after Mal. David Cavanagh and Ted Ciuba.

That is providing are there any other speakers and presenters on the line right now? Alright.

I'll tell you what, we get to hear from one of Australia's finest, Mal Emery.

**Mal:** With an introduction like that, I'll have to come up with something pretty good.

Hi, folks.

Look, Margaret, the first thing I'd be doing is creating your own product. And it would be something along the lines of, "Free report reveals how

Brisbane housewife made \$11,132 online, without spending a cent.” What do you think of that?

**Margaret:** I really love being called a housewife. Thank you.

**Mal:** I don't know if you're a housewife or not. It doesn't matter. But you do live in Brisbane. So the point is you've already got a product. And the sooner you can create one that's about Margaret Berman, the better.

You've got one sitting right in your hands. Here's how you went about it, and what happened to you, and tell that story. People would be very interested to know how you achieved it.

Brett, do you think you could write a free report based on that headline?

**Brett:** There would be absolutely no doubt.

**Mal:** It's a no-brainer, isn't it, Brett?

**Brett:** It's so easy. You just simply go through step by step. “Here's what I did at the start. I booked a ticket. I turned up. I won the seat.” And it just takes her step by step by step. And that's all people want to read is how you did it.

**Ted:** Human drama. By the way, Mal, could you repeat that headline once again, for everybody?

**Mal:** Free report reveals how Brisbane housewife made \$11,132 online, in 72 hours, without spending a cent.

You can play around with that a bit, too. I don't know, Margaret. You might be a technophobic. Are you, or not?

**Margaret:** I am.

**Mal:** Okay. So free report reveals how technophobic Brisbane housewife made \$11,132 online, in 72 hours, without spending a cent.

**Margaret:** We could call it technophobic, neurotic Brisbane housewife, you know.

**Mal:** You could have some real fun with it. But the bottom line is that there's the message, loud and clear. It doesn't leave anything to chance. It's a free report, so it's non-confrontational. It's an opportunity for people to deal with you. It can simply be a website, as we've discussed, in the formulas the fellows have dealt with and shown you all these last two or three days, at the Summit. So you know exactly what you need to do with it online.

Brett, do you think you could write a great one-page ad in the business opportunity magazine, James Curio's product? I know you advertise in there, the one that goes into all the news agencies around Australia.

**Brett:** Absolutely. I run one-page ads that just sell one product for about \$97 at a time.

**Mal:** Do you think this would sell for \$97 off the page, Brett?

**Brett:** It would sell like hot cakes.

**Mal:** There you go. And then you also tag it with an online website.

Margaret?

**Margaret:** Yes?

**Mal:** So you've got your own product, you've got the media to advertise it in. That's two medias, not just one media. Everyone should know that my style is offline and online. I don't rely upon any one media for my success.

Now, do you think you could also run classified ads for this product, Margaret, in business opportunity magazines all over Australia with that headline?

**Margaret:** I could.

**Mal:** You bet you could. And then out goes Brett's free report. But you must tag the end of your sentence with "For free report, for free seven-page report, call 24-hour free recorded message, 1-800-blah, blah, blah." Those are the exact words you must say on the end of that classified ad.

**Margaret:** Okay. Fine. We have a 1-300 number that people can call 24 hours?

**Mal:** Well, I break down all barriers to business on black and white, in relationship to what I do and how I do it. In other words, I give them a 1-800 non-confrontational, free recorded message. They don't want to talk to live people. No one does. That's why I said it has to be exactly as I've described in that call to action.

Or, go to my website, [Brisbanehousewiferevealssecrets.com](http://Brisbanehousewiferevealssecrets.com).

So there you go.

The other thing, you've got classified ads all over Australia, on your own product that Brett's written the free report for. You've also got ads in Australian business opportunity magazine, full-page, preferably, which Brett can also write for you, no problem whatsoever.

**Margaret:** Brett can just offer me a bit of advice.

**Mal:** Well, hopefully you got enough information to write it yourself.

**Mal:** Write it yourself. You've got enough knowledge to do that. But then, run it past the likes of Brett and myself for critique. You've got a format, you've got a formula already created with the product you've got, so there's no need why you can't just follow that.

Now, the other thing is selling the reprint rights. There's tons and tons of people out there that want a product but don't know how to go about creating one, like you do. So the other thing you might like to do is after you've fully tested and created all the marketing materials, sell the reprint rights to the product for probably around about \$997 or \$1,997.

So you've leveraged off the product you've created. This one you own, and you can do what you like to it, Margaret. You can show other people how to be successful and do what you do.

**Margaret:** Fantastic.

**Mal:** So leverage off the reprint rights to the product.

Now, I've got a legal document drawn up in relation to reprint rights. If you send me an e-mail, I'll attach it and you can have a copy of it. Okay?

**Margaret:** Thank you. Thank you so much.

**Mal:** You're welcome. I'm also a fan of marketing offline. Let's get back to your own product now, which you already have and own the rights to. I suspect you could also run classified ads for that, also tagging a website in your ad along the lines of a free report in classified ads all over Australia, also in business opportunities. Couldn't you?

**Margaret:** Yes.

**Mal:** In other words, you turn that copy that was created at the Internet Summit, and you make it into a one-page ad that looks like Brett's ad in the business opportunity magazine.

Now, we're going back to your original product that got \$11,132 for you. Okay?

So you run an offline ad for that, in all those media I've already recommended to you. But tag it with your website as well, because will go online as well.

But don't just rely upon one media.

Now, the other thing that's quite obvious to me is that even the marketing gurus, although they're using the internet and the e-mail, they're also

mailing people. So you might like to ask the people whose lists were mailed, e-mailed to you on the weekend, if you can also do a mail-out to that list. Because they're finding that the mail-out lists are out-performing the e-mail lists, depending on the quality of the list in the first case. So they're using it as a sequence. It's called "planting the farm."

In other words, instead of just marketing to people once and presuming that's the end of it, the very first thing I'd be doing is asking all the people who will own the list that this was mailed out to, that you send out a second offer.

The thing is this, Margaret. You don't know when people go from interested to ready to buy. That's why 80% of people who inquire about a product will buy a product on that subject within one year.

So if you are continually talking to that group, and that's what the fellows have alluded to through the call already, if you're talking to that group either by e-mail or by mail, or both preferably. And if you really want to up the ante, phone call follow-up.

This sounds like a bit of work, but this is how you create a million-dollar business from home.

Joint ventures have already been mentioned, and I alluded it too, by re-approaching everybody again. Re-mail the database.

Newsletters have been covered. And duplicate what you've learned. There's no reason why you can't.

And Armand rightly alluded to this again, that you should be recreating other products in the same vein, using this same formula that you've learned.

So that's about me, folks.

**Brett:** Well done, Mal. Well done, indeed.

**Mal:** Thanks Ted, Brett.

**Margaret:** Thanks, Mal.

**Ted:** Yeah, you covered it very well. Does anybody want to jump on those coattails, though? He covered so much.

**Brett:** I sure do. I just think what Mal's telling you there is just like a formula; a formula that would take you maybe 15 to 20 years to discover on your own. But he just gives it to you in a matter of five minutes. The exact steps that you or anyone on this call can take to take all of the money that's really left on the table and actually make sure some of it comes your way. And that's by doing things other people don't do: taking offline ads, mailing offline.

And as Mal says, the response can increase offline considerably.

I have one example where my \_\_\_ pulls a 9% conversion rate on a website, pulls 48.7% when it's direct mailed. The same copy, the same sales letter. You know what I mean here? You could send your business soaring just by going to mail away.

But \_\_\_ happening at the one time. The best of both worlds, this is called multiple streams of income. It gets to a stage where you don't know where the money's coming from, you just know it's all coming in. And it's all because you put these things all in their place properly.

**Ted:** Folks, if Brett's comment sounds like a dream, it happens. Doesn't it, Brett? Say that again. It gets to where you don't know where all the money's coming from?

**Brett:** You can say you don't know where the money's coming from, you just know that it's coming because you put those steps in place.

**Tom:** Brett speaks the truth. \_\_\_ I joined an affiliate program and I'm expecting a check to come in. Nowadays, I can't even track that. I just get \_\_\_. Someone happened to forget and send me a check, I just can't even remember it.

**Ted:** Yeah. It's great to have enough excess that you don't have to count the pennies.

And, by the way, I do want to jump on a couple things that Mal said, too. He quite literally put his finger right on the button. If you choose this niche, the internet marketing niche, you already have your product.

That was a killer headline. You may craft it, adapt it, change it a little bit, but you've got the product, you've got the special report, you've got the system going.

Then, when it took it to online/offline, that is where I have been all along. For a while there, for a number of years, I was a voice crying in the wilderness because people wanted to go because of the advantages, of course: 100% online, including all your marketing, all your delivery, all your processing. All you do is check your e-mail.

Well, I've always said I wrote the book, *Mail Order In The Internet Age*. That, the best use actually, for the internet, is as a low-cost, no-cost lead generator, where they buy their way in. That's how they get onto our mail list. Mal hit it right. Much more powerful. Horsepower, horsepower, name by name is probably hundreds of times more powerful. Of course, it costs more. That's why we balance.

But when people have bought, they are then on our physical mailing list and they get mailed. And that's where, I guarantee you, our company makes more money offline with our online-generated leads than we do that comes through the submit button online. And that's a real powerful thing to keep in mind, from some top marketers sharing that with you.

**Brett:** So if Margaret has earned \$11,500, which in fact turned into \$15,500 online, Margaret, what could you earn if you were then going to apply those principles to offline?

**Margaret:** Yeah. Yeah. I've thought of that.

**Brett:** Very exciting.

**Margaret:** It sure is.

**Ted:** Yes, it is. Not to fail to mention that you, because of your lucky streak of winning the Internet Challenge at the World Internet Summit, you actually have a preferred affiliate pricing over anybody else for the rest of your life, as long as you want to sell it.

Now, you got, if I remember correctly, something like 106 customers who gave you that money. But something like 700 people who didn't yet buy, you've got a product to sell them. You can share the excitement and the enthusiasm that Mal was talking about.

**Margaret:** Yes. Exactly. I'm excited.

**Ted:** Any way you cut it, it wasn't a bad experience. Huh?

**Margaret:** It wasn't. It was fantastic, actually. It was really fun.

**Ted:** Okay. I'll tell you what, our next speaker/expert who's going to contribute to your future success, you may have seen her at the World Internet Summit, working very diligently on more than one project. I don't know how it is women can do this better than men, you know. Because she is none other than Australia's own Jennie Armato.

**Jennie:** Greetings, Ted. Well, Margaret, I don't know about you, but I've made copious amounts of notes because I'm a relative newcomer, a new kid on the block in comparison to these guys.

So I would say overwhelming is something that's striking a cord with me right now. How is it striking with you?

**Margaret:** Well, I've taken many full pages of notes, Jennie, too. And the thing that struck me is that the kinds of things that everyone has been saying has been extremely practical and extremely executable. Easy to do, but I think so effective, they could be so effective. That's how it struck me.

**Jennie:** Right. I see these very obvious things to do, and these sequential ways to do things. And I guess they're all ingredients for a recipe.

I just want to go back a step prior to that. Because, as you know, I've recently walked this path myself. And the internet is a medium and it's a very powerful medium. And, in fact, the potential is unlimited. And that's a very exciting prospect. But it also can leave you hovering around, not really knowing where to get.

So what I'm going to go through, I guess I want to share a little bit about my story in the context of the principles that I guess I've taken to get where I am so far. And hopefully, we can look at how you can adopt those ideas yourself.

I guess the first thing we need to appreciate is that you're a business person, first and foremost. It's a business that you're running. And as you've had an unexpected startup, the first question I think you need to ask yourself is, "What do I want to do with this startup business?"

The guys have tapped on that in a few different ways, suggesting that this main fact not be your niche or to explore multiple niches. And I guess, like any business, you want to diversify. I think that's a really important thing

to do to survive in the long-term, particularly when you have a good opportunity like the internet, where it can get a bit crowded.

The first thing I think you need to understand as a businessperson is what is Margaret really all about. What resonates with you?

I had to work through this process myself when, in fact, Brett came up with the idea for my 60 Minutes site. I just loved the idea. It sat really well with me right from the start, because it was relevant to my interest, which is business and investing.

I loved getting into where other people can't get to. So that sort of backstage idea really appealed to me, where I could interview leading people in their field and ask the questions that I've always wanted to ask and I know that other people want to ask.

So that really resonated well with me. The idea or the decision to take that idea somewhere was the first point I had to get to. And I think that's probably the first thing you need to find out. You've got an excellent opportunity here, and I think it's wise to explore what you can do with what you've now got as a startup business.

Find what parts of that resonate well with you, the idea that now you've got all of this access to these people and this information. Because out of that will come the uniqueness that is Margaret in this business, and on the internet. And understand that usually something that's working well for me at the moment, the people are finding that what I'm doing, most other people are doing the same thing. I'm doing it in my way, in my style.

Does that make sense so far, Margaret?

**Margaret:** Yeah. Can you clarify it a little bit, Jennie?

**Jennie:** Yeah, sure. In my case, what I'm doing is I'm interviewing people, which is a similar sort of thing to what you're doing, and I'm asking them questions specific to their area of expertise, which happens to be an area I'm interested in, which is business. And right now, I'm currently talking to people that are in business on the internet.

I'm also asking them things such as how women perform, because I'm also very interested in women in business and empowerment of women, and growing the market. It's a male-dominated area.

So that sits very well with me. I don't feel like a fish out of water. I've been in business for several years. While the internet is relatively new to me, the principles of business aren't. So it sat really well with me, and it's been easy for me to make that transition to being an online businessperson. Does that make sense?

**Margaret:** Yes.

**Mal:** I might just add in there, Jennie, that what you're saying is talking about positioning there. Margaret, if you were a multinational company like Coca-Cola, and you wanted to launch a new drink, before you launch a new drink, you find out what else is in the market as well, and you choose a different positioning tactic. You're going to be the fizziest drink or the

most nutritional drink, or the best color, or whatever. But you find a position that's not taken yet.

So what Jennie's doing there is she's finding an angle, investigating business and investment, but what it really means for women. And that's what we call a niche. And that's where the power comes from, because she can start and dominate that area, and virtually has not like no competition, but definitely have a point of difference over all the other products that are out there.

**Margaret:** One question I have is how do you find out whether a niche is already too crowded?

**Mal:** Often, a little search on the internet can do that. Search engines will give you virtually everything you want. If you want a different market or certain type of product, the search engines will tell you within a matter of 30 seconds.

**Margaret:** For example, last night I did a search, a Google search on IELTS, which is an English language course. And there were half-a-million entries on the search. Can I just assume from that, that the market is too crowded?

**Tom:** How many sponsor ads did you see? How many people are buying Ad Words on Google for that keyword?

**Margaret:** Yeah, that's right.

**Tom:** How many people did you see have those boxes listed? How many boxes do you see on the right-hand side on the screen?

**Jennie:** I think, Margaret, the point there too is it's like opening the yellow pages. If there's a lot of listings say, for example, hairdressing, does that mean that hairdressing's not viable? Well, it may or it may not be. It may not be in your area because you've already got 22 salons in the local suburbs. Although in another suburb, that's not the case.

So I think you need to, again, just remove yourself from the actual product in any listing that you're looking at, being internet marketing on the internet, and look more from the businessperson's point of view. You want to do some good research to get a prospective, and not just rely on that there's a lot of ads or a lot of listings.

Do you see that point?

**Margaret:** Yeah. So, obviously it has to be a little more deeper.

**Tom:** To add to that, you always find thousands or millions of listings for almost any kind of a keyword. That doesn't mean that every one of them is aggressively promoting that product.

So pay attention to how many people are paying for the listing. For example, Google Ad Words, for Google, if you can buy those sponsored ads for low cost, then you might still have a chance. Although, many, many people are listing.

**Mal:** And a lot of businesses don't know how to sell. So their sites are loaded with potential, but a lot of the guys that are offering a service or a product know how to sell. They don't know what makes a good web page, a headline, all that.

And you could just out-market them all over the place, easy.

**Ted:** Plus, it comes back down to what we talked about earlier: differentiation. In other words, the course that you mentioned, I don't know it. It was ITC, or something like that. It was English language.

**Jennie:** You would know it, Tom. IELTS.

**Tom:** Yes. I guess you mentioned like English as second language, or something.

**Ted:** It's a course. I'm assuming it's popular and it's selling there in Australia right now?

**Tom:** I guess there's many \_\_\_ having those courses.

**Ted:** Okay.

**Tom:** Not necessarily anyone is doing online education of English as a second language.

**Ted:** Oh, exactly.

**Tom:** You might have a niche right there.

**Tom:** Like videos, DVD's, audios.

**Ted:** Exactly. And there's differentiation. How do you package it? Is yours the one that makes it the easiest transition? You listen to this for 72 hours and you can go into any country? Or is it the one that makes you speak like a diplomat? Is it the one that works in 24 hours or is it the one that works an hour a night, one night a week, seven weeks you've got it? Is it the one that is part of a course, where you come and you're in location for a few days and then you have this as follow-up? Or is this preparatory material? How do you package it and how do you promote it?

**Margaret:** I think that's an excellent point, Ted. And it's really coming back now, but it's a blend of what is Margaret all about? What resonates well with you and what part in the marketplace? You want to follow the trend. You want to go with what's moving. You don't want to be trying to sell interpreting Egyptian hieroglyphics just because that's an area that you're interested in, when there's very limited prospects there.

But just coming back to that idea, blending those two things. What resonates well with Margaret and what resonates in the marketplace? And I think there's three key questions that you need to ask yourself. And the first one is where do I want to go with this? Is it I want to tinker? I want to experiment, I hope? Or is there a vision there?

And I think once you start going down that path, the possibilities that present and the ideas that you've been given start to take shape. You actually start to see them coming into a reality, that you can then implement.

So where do I want to go with this?

The second thing is what am I prepared to do? Because running a business – once it is automated, of course – it is a simple process. And I am getting up in the morning and things are happening without my input. I'm making sales and I'm getting new subscribers. So that's all very exciting.

But it still takes time and resources. It will take some financial commitment and it will take some money.

Every player plays the game differently. You have to know, again, what Margaret is about. Where does Margaret want to go with this? And what is Margaret prepared to do in terms of your time commitment and the resources?

I think the great point that Armand hit on earlier, and this is critical and it is the third and most important question, what do I need to learn? You really need to get a good sense of what it is that you're involved in, and start getting hungry for information. Build into your daily pattern the reading of materials and research. And make a daily commitment to this, because if you do that, it's only a matter of time before new things happen.

I've made the commitment myself. I do one thing each day for my customers. So I've got a database there. Now, that doesn't mean I communicate with them every day, but when I'm sitting there thinking, "What do I do now," because there's so much that can be done and, as we said, the potential's unlimited, I just break it down to, "Okay, what can I do today that's going to benefit my customer?" That may be some of the ideas

the guys have hit on. It may be compiling some tips and hints. It might be making a contact for another product that I'm going to develop and sell. It might be building a relationship with a joint venture partner. It could be a myriad of different things. It could be just buying a couple of magazines, to see what other ads are around.

But making that commitment will help you to start learning what it is you're going to need to know to play the game above the average.

Because, as we know, anyone can get into business on the internet. This is a great opportunity. And if you haven't got that yet, it's a great opportunity.

But it's going to continue to get crowded. So you want to be not only ahead of the pack, but you want to be, as Ted said, you want to be different. You want to differentiate by learning what you can do and what possibilities there are. You learn more about innovation and you'll avoid suffocation in a crowded marketplace.

So these are three key things: where do I want to go with this? What am I prepared to do? And what do I need to learn?

**Ted:** Very good.

**Margaret:** Thank you, Jennie.

**Jennie:** It's my pleasure.

**Ted:** Thank you, Jennie Armato. Our next speaker/presenter, David Cavanagh.

**David:** Good morning, Ted. Good morning, everyone. Good morning, Margaret.

Okay, Margaret. What I would say to you is everyone who I've heard say things so far is exactly right with what you have to do.

The first thing I'd recommend to you is to establish good-quality joint ventures with people who have a good, responsive list, to build an even stronger database of raving fans and Margaret Berman followers.

I feel like you can buy leads, you can get e-mails. But if they're not people who want to buy your product, they're not interested in what you're selling or promoting, it's no use.

So get with the strength. Get good-quality joint ventures of people that have a good, responsive list. The people that usually will respond to your offers there have also got other friends who are similar to them. People like themselves.

So I feel that getting on good lists like that will give you a very, very good, strong database to sell even more products. That was my first thing I'm thinking.

I was thinking if you write little newsletters to put in e-zines, like the electronic magazines on the net, to get swaps with other e-zine owners, and then you place literally thousands of e-zines all around the world, read by people over and over and over again.

**Mal:** David, how could you actually do that?

**David:** Okay. What you can do with those things, just go into Google and just type in “e-zines” or “e-zine groups.” Find out the different groups on the net. And then all you do is go to those pages, where you can sign up or where you can participate in adding your e-zine to their list.

And basically, what happens there, Margaret, you’ve got a whole lot of people around the world like yourself, who are master marketers, gurus, normal moms and dads, but all writing different e-zines. And they all, for example, cut and paste your e-zine into their e-zine and share it with their people.

Of course, a lot of those things are free. But the thing with those e-zines, you’ve also got your website address, you’ve even got your name, you’ve got things about Sydney, you’ve got things about what you do. You can write anything.

And I think the more you get yourself out there, people think, “Oh, who’s this Margaret Berman? What did she win? What was it? What products does she sell? I’ve never heard of her, let’s go check her out.” So just little things like that.

I think little e-mail teasers. When I say “teasers,” just a real quick little headings and copy just to put into newsgroups. Like you can go to news.Google.com or your own dial-up internet connection. They’ve got a little newsgroup apart from your e-mail addresses, in Outlook Express or whatever. They’re just quick little headlines or paragraphs to send along.

As Mal said, they're really good headings. Then people think, "Oh wow, what's that? I've got to check that out."

I think little ads that you can write up to be placed on forums. And, again, you can search Google for different forums, etc. to check that out."

I think little ads that you can write up to be placed on forums. And, again, you can search Google for different forums, etc. You want the main name to get your story in URL, which is your domain name, of course, out to people.

A lot of times, I've noticed in the search engines I'll go and type my things in and I'll notice that, for example, if I put "David Cavanagh" in Google or I put "Australian copywriters" or whatever, sometimes I might have an ad on Brett's website and Google's actually come along and spidered – which means collected data – off of Brett's website.

And the thing is, because my name is on there, it's got a listing going to Brett's website. But when you get there, it's going to David Cavanagh. And on David Cavanagh's section, of course, it's leading back to my website, the same as I did for Brett and I'll do for you, as well.

Little ads you place in forums would give domain name and just get to people. Start answering questions on some of the forums. Start talking to people, then they start to look at you as an authority in the field that you're relating.

I think any success story, and Sydney was a brilliant success story for you, just put onto a one-page web page and require the viewer to leave their name and e-mail address, which then goes into Autopilot Riches to follow-up on a consistent basis.

Sean D'Souza said that at the Summit, as well. Follow-up with good quality material, and you'll get good quality people coming back to you with good quality advice and good sales.

Any success stories. Chris Bloor is an example with \_\_\_\_\_. He writes out, "Hi, guess what I did on the weekend?" And he tells them a story. And people love that stuff. Some people just love logging on just to read Chris Bloor and what he did on the weekend. You might think it's trivial, but some people love that.

So just keep in touch and let them know you're human.

As I said, follow-up with autoresponders, Margaret. Do good quality autoresponders with great, readable content that people want to hear. And you've got some good stories. I've talked to you. You're a smart lady. And follow them up with exciting products and offers, like this today. Give your people a chance to actually sell your ideas, tips and success stories through your online affiliate program that you can also set up through Autopilot Riches. You follow me so far?

**Margaret:** Yes. I just had a question. You were talking about e-mail teasers, and there was one web address for newsgroups.

**David:** Yeah. That's news.Google.com. Or tentatively, if you forget in any regards, just go to Google.com, the website, the search engine, and you'll see a little pad that says "news." Just click on that and it will take you to it. But you can put little teasers in there.

I also thought a lot of people who buy online get sick and tired of people offering things that they have to buy.

Now, you notice that people like Armand Morin or people like myself, if you're on my mailing list and that, which you will be today if you're not because I'll put you there, give your people some free reports, asking for no money. Let them know they're your friends. The same as Chris Bloor, what he does, and Brett McFall, what he does with his McFall Report. I hang out for my McFall Report each month.

Let them know that you're their friends, and not just there to take their money. What you're doing there is you're establishing rapport, building credibility with the people, and you're really letting them know, "Yes, I'm an online marketer. Yes, I'm one of those persons who try to sell you things. But I'm also giving you good quality content. I'm giving you things that will really help you. And, if you want to promote me as well, you can also make some good money out of it."

Your headlines and copy, what Mal was saying. When I say the word "copy," of course I mean the words on your page apart from your headline. Make sure it's top-notch and it's exciting, something that will make people jump over buildings just to go and read, not just how I made money.

As Mal said, learn the secrets of how a Brisbane housewife made \$11,000 in 72 hours, without even spending a cent.” For example, “How you can do exactly the same by following her quick and simple, step-by-step tips,” or whatever.

You can have things like, I don’t know, how you can make easy money with a real basic online system: the story of Margaret Berman and her 72 hours in Sydney, Australia.

For example, for me, how I was held hostage in a Sydney hotel with three of Australia’s biggest marketing gurus. Learn the secret of how these three gurus spilled their moneymaking ideas while hot, hungry, tired, and waiting for dinner. You know what I mean?

That’s a true story, as you know.

Just something that will really make them go, “Oh wow! What’s this?”

Also, to get your point across, get listings, search engines using my product, use Brett’s hints and tips about copy and online exposure. And Brett’s got dozens and dozens of real good things on his site.

Look at Mal Emery’s site. By now it’s got a lot of stuff over there that you can really copy. And as Mal said to me, he’s got really basic websites that work.

Follow the ideas, instructions of what Armand Morin’s course is, because he’s got some brilliant things. As I said, I owe a lot to Armand when it comes to ideas now, because I listened and listened and listened to

Armand's kind of things. Honestly, that guy's got a mind that's powerful as anyone on this planet.

So the thing is follow the things that work, because they're proven they work.

And I suppose, in closing, don't give up. Stay focused. Beat the system. And if you have any doubts, just ask. Because as you can hear from on this call today, we're always here and help's around the corner for you, Margaret. I hope I've helped you today, as well.

**Margaret:** Thanks, David. That's great, particularly the last point, beat the system, don't give up.

**David:** Too many people will go out and they'll win a course, they'll win at an event. And they're winners. They've been given something on a plate, on a golden plate, to go and market. And what do they do? "It's too hard now."

It's like some people at a Tony Robbins seminar, getting all hot and fired up and walk across fire, and then they leave and what do they do? It's not Tony's fault. It's not the crowd's fault. It's just their fault, because they're not putting into action exactly the next day or the next morning what they've learned there and then.

Just take what you've learned, do what you know you have to do. Go out there, really impress people with good quality products and content and hints and tips and everything, and get out there and make yourself some

money. But also, get a lot of raving fans that really want to come back and look at everything that Margaret has to say.

**Margaret:** Right. Thank you very much, David.

**David:** That's fine, Margaret.

**Ted:** That is right on. That is. Anybody want to jump on David's comments there?

**Mal:** Not actually on David's comments. They were great, David. Thanks, man. I made a couple pages of notes myself. It just occurred to me, while you were talking, in relation to a press release. That headline I shared with you earlier on would make a great press release around Australia, for your product. Is it Brian James, Brett, that writes press releases?

**Brett:** That's the one.

**Mal:** And he's connected with all the media all around Australia?

**Brett:** That's right.

**Mal:** That would make a pretty good press release, wouldn't it, Brett?

**Brett:** I don't have his phone number right here. But what you can do is at BrettMcFall.com, free gift number 10, it's contained within that actual report there. I don't have it here right now.

**Mal:** A press release is something you might want to consider, Margaret.

**Ted:** Or, again, Margaret, you're a pretty intelligent person, if you want to write your own – and I would always run it by some of the people here willing to help you, at this point in time – if you want to write your own, Paul Hartunian in the US has a real good course. That last name is spelled H-A-R-T-U-N-I-A-N.

**David:** Another thing, Margaret, if you want to write this phone number down, this is Brian James, the same number. I read the Brett McFall Report. It's 03-9572-2856.

So as you can hear, David reads Brett McFall's McFall Report each and every month.

**Brett:** Thank you, David.

**David:** If I haven't got it there in my e-mail box, I ring him up. You ask him. I ring him up and say, "I've been hanging out for mine."

I can't sleep if I don't read my McFall Report.

**Ted:** And Margaret, if you become and practice being a personality, like every speaker/presenter has suggested, people will be saying the same thing about you, half in jest, half true.

**Margaret:** I've got a really bad line, Ted. Could you repeat that?

**Ted:** What I just said was we all laughed whenever David said, "I can't wait! I can't even sleep until I read my Brett McFall Report." And what

I'm saying is that's because it's the principles that we've been talking about. Brett has become a personality. David's a personality himself.

But what I'm saying is if you put your personality – this is Margaret, who is Margaret – into that e-zine, into those brief broadcasts, into communicating with your customers, people will be saying the same thing about you, too, half in jest, half truthful.

**David:** Ted, that was exactly right. The thing is I wasn't joking when I said that. I like reading Brett's materials, because I really do feel Brett's got some awesome copy and he's one of the best in the world when it comes to that.

I did actually ring him one day, and I rang him up and he said, "Hi, this is Brett." And I said, "Listen, I'm hanging out to get your McFall Report. When's it coming out?" And I left a message for him. And I got a phone call back, "David, this is the Brett McFall hotline, just answering your message."

The thing is, really, I think he's got some great stuff. And Margaret, if you go to Brett's site, read it, pinch some of these ideas. Just don't tell him. Knock off his copy. I do. Everyone does.

And the thing is, really, he's got some great proven methods and tips that work, so why not use them and alter them and change them around to suit the product or the actual thing that you're putting across. If they work, it's no use reinventing the wheel. Just use what works and go on from there.

**Margaret:** Yeah, lovely. Thanks very much.

**David:** Yeah, that's cool.

**Ted:** Okay. Margaret, number seven speaker/presenter to give you some special, unique insights happens to be Ted Ciuba. None other than your host for the call.

I'll tell you what, I'd like to start off, number one, by saying that, "Oh yeah, everything that everybody said is really, really powerful."

By the way, you actually have rights to this conference. I think you should resell this, because you've got an encyclopedia immediately.

So therefore, what I'm coming to you with really combines a little bit of what every single person has said.

Brett McFall, differentiate and asking your customers what is it you're most concerned about. So therefore, you use that in everything that follows.

Tom Hua's ideas about creating a product. A simple way to start, just with audios. And this can be your first one.

By the way, this particular call right here, I think, is worth an easy \$97, maybe \$197. In fact, if I was going to do it, it would probably be \$197. It includes the ideas which Armand Morin was talking about.

You've got the whole process backwards. Most people have to learn how to fish before they get the first fish. But you got the fish. In fact, you had a

dump truck load of fish backed out and poured out on your driveway.

Now, you've got to learn the principles.

So I'm going to give you an idea that's following sound marketing principles.

Mal Emery was talking about free reports, about having no barrier to entry, no barrier to get your sales message, after all. So I'm going to incorporate that.

And, by the way, free on the internet, free can be 100% free. When we go offline, of course, free may actually involve something such as, for instance, if you have a free offline report, you've got to produce it, you've got to put it in an envelope, you've got to mail it.

It borrows a little bit from what Jennie Armato was saying. What is it that Margaret is really all about? That's who you want to share. That's the personality that has been a theme throughout this call.

And David Cavanagh, he shared so many things. But I'll tell you what, if you really get to it, like with his story about getting stuck in the lift with top marketers, as they spilled their guts, he's talking about outrageous marketing. That's what I call outrageous marketing.

But, follow the processes that work, which is outrageous marketing.

So hey, I've got an idea, and it's real simple. My intro probably took up more time than my idea does. But when you get all of these things together, then and only then are you in a position to really leverage, to

really go that quantum leap and to get astronomical returns for your investment.

I'm talking about what you really need. And, again, this is a theme that's been echoed time and time again, what you really need is to develop your personality and make your own personality up, whoever you want to be, that Melbourne housewife or Queensland housewife could be.

But what you really need is hordes of quality names. Those things have been repeated too, as in a bunch of people, not just a trickle.

**Mal:** Actually, what you suggest, Ted, what sort of numbers should she be aiming for, in terms of building up now?

**Ted:** Let me continue. I've got a strategy here that will get them for you by the hundreds, easily.

But to make that work, you've got to be somebody. In this strategy, what I'm going to suggest is that you take a high-quality product that you have created and, again, right at this point, this product that we're doing tonight, that we're creating tonight, I happen to know that you own 100% rights to. They're independent and shared with us, but you can do anything you want. And you've also got special rights.

But you've also got, following Tom Hua's plan, you put this on the monthly plan, you're creating product every single month. And it could be every other week. You make the schedule. It could be every week. You make the schedule.

And, again, what Armand said, I think that you'll find one sticks out. If you do 12, one will stick out.

But whatever it is, whether it's one item or whether it's a collection, you can make this product –whether it's straight audio or whether it's audio and e-book. You transcribe it, which I recommend. You can give it to certain centers of influence, big centers of influence, big marketers, free. You give it to them for free, because they – remember, we were talking about these tip, remember we were talking about sharing resources – they then can look like a real hero and pass this on to their folks for free. And it has genuine monster value.

Now, I've give you a couple of things that I know you've seen over the last several days. You've seen me offering everybody a free copy of *Think And Grow Rich* at [FreeCopyOfThinkAndGrowRich.com](http://FreeCopyOfThinkAndGrowRich.com).

Now, you saw that because you were at the World Internet Summit. We did that there. We made it there like it was special for the World Internet Summit. But I had also sent out blasts. I've also connected with other marketers saying, “Look, your people would like a free copy of *Think And Grow Rich*, wouldn't they?” “Oh, are you kidding? How do I get it?” “Give them this link.”

Now, what do you think has to happen? And, again, I'm explaining my own process. But to be universal, what do you think has to happen for someone to download that free copy of the greatest success classic that had

just been recently re-promoted by us, of course, in history? What do you think has to happen, Margaret?

**Margaret:** Hang on. Can you hear me?

**Ted:** Yeah, I can hear you just fine.

**Margaret:** Sorry, Ted. It's not such a good line.

**Ted:** Okay. I apologize then. I'll answer my own question.

The question was if you've got a valuable free gift that you give to centers of influence, people like Mal Emery, like Brett McFall, like Ted Ciuba, like Armand Morin, that has value, that would have value for their customers, it's a free gift that they can give away but there's only one condition: and that one condition is that you get the name and e-mail address.

Are you with me?

**Margaret:** Yes, I am.

**Ted:** In a way, you had this process happen, because you made hordes of subscribers over a weekend. You made 500 or 700 subscribers. I don't know exactly what the last figure was. But the whole process works over and over again.

I, for instance, have one – and I'm not free to share who it is – but I'm sharing with you the process that I myself am using. I have one center of influence that is a big-time marketer that I went to and said, "Hey, I will give you a copy of my book at cost, my book *How To Get Rich On The*

*Internet*, at cost, \$2.50. However many you want.” He said, “Send me 2,000 and you pay for them.” I said, “Okay.” It’s a good deal. But it cost me \$2.50 one.

But, he put on 900 quality subscribers that I know of already. And this just happened in a brief period of time that I know of, already we’re talking about \$20,000. And it hasn’t even begun. We’re talking about real recent history, which paid for all of the books. Did it not?

**Margaret:** Yeah.

**Ted:** Which brought in hundreds and hundreds of the quality, the perfect subscriber for my list. Whatever your niche is, that’s who you go to.

So that’s a technique. Obviously, we could create a whole course on it. But what I really wanted to do is just simplify the one technique of a way to leverage this whole thing about building your list with quality names, is to first create a quality product, quality giveaway. Make it irresistible. Give it to big centers of influence. And they will look like the hero. They will gladly promote you, and you get a little bit of action from their list.

But for you, it’s hundreds and hundreds of subscribers. And, of course, that’s your fortune. Not only today, but as you continue through the years that come.

**Margaret:** Well, thanks, Ted, for that piece of advice.

**Ted:** You’ve got it. Would anybody else like to jump in on that one, coattail on it?

**Brett:** I think that's absolutely fabulous, Ted. Because if you can give it away, how much easier is it to get people to join your list or at least go to your website if they don't have to pay us a damned thing. Absolutely free for something amazing in value, but yet doesn't cost you a cent. That there is like a total secret formula of success.

You could have people promoting your product, Margaret, to anyone on this call who wants to do the same thing, promoting your product all over the world, which is promoting you and your website. It's sort of like viral marketing, in a way. It just gets you out there for virtually no cost or very, very low cost.

What a powerful technique. That was a fantastic one, Ted.

**Ted:** Alright. Anybody else want to say anything there? Okay.

I'll tell you what, Margaret Berman. Thank you for suggesting the idea of this call. Or should we call it this product?

**Margaret:** I think we have a product, huh?

**Ted:** I think so. I'll tell you what, I'm glad I tuned in. We took you, with your story, with your not humble beginnings. You earned \$11,431 in your first 72 hours online. By Wednesday, by less than week later, you'd earned \$15,009.

But you were smart enough to say, "Whoa! This could be like the lottery. You win and then you end up poor. I've got to make something happen."

That, of course, was the purpose of this call. You were the stimulus. And then the purpose was to get the marketers that we had, the presenters that we had, top leading experts in the world online and offline, entrepreneurial small guy, low-cost marketing to come and share their ideas.

In that lineup, we had Brett McFall, Tom Hua, Armand Morin, Mal Emery, Jennie Armato, David Cavanagh, and myself, your host for the call, Ted Ciuba.

Margaret, there's nothing else I have to say, except for thanks for being with us this morning. We'll be in touch. And the whole world, we're all looking at you, because you taught us, yes, you can get rich on the internet.

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