

# **Internet Marketing Secrets Revealed**

**The Complete Interrogation of an Internet Marketing  
Guru...so you can think just like him and literally  
write your own online paychecks at will.**

**By**

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**&**

**Fred Gleck**

# Internet Marketing Secrets Revealed

By Terry Dean & Fred Gleeck

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# Internet Marketing Secrets Revealed

For your convenience this manual is divided into 6 sections.

They follow in sequence the audio tapes in the program you received, 1 tape per section.

NOTE: This manual is a *transcription* of an audio presentation. Spoken language is never the same as “written” language. Spoken language is always more fluid than the language of written literature. As such, you’ll find the normal idiosyncrasies of the spoken language... Sentences interrupted by other thoughts... ideas that may not be completed to their literary end... repeated words, etc. The authors recommend that you use this manual as intended, as a supplement to the audios.

If you don’t have the accompanying audios , please request them from

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## **Internet Marketing Secrets – REVEALED!**

Terry Dean as Interviewed by Fred Gleeck – Tape 1

**FG:** Hi folks, good morning (*or it's morning for us*). I don't know when you're listening to this. I'm Fred Gleeck and I'm here with Terry Dean. Terry welcome. Thank you for coming all the way to New York City.

**TD:** Well, thank you for inviting me.

**FG:** Absolutely, and what I wanted to do on this program folks is to spend the next, I don't know how many hours picking Terry's brain on everything there possibly is to know about marketing on the Internet. Now, more specifically marketing informational products, but we'll talk about a lot of different products.

So Terry, we were just getting started before we actually had the tape rolling and you were telling me a little bit about your background, so I'd like you to share with our listeners sort of who you are and where you're from. I know you're from Rural Indiana. Why don't you tell people exactly, a little about your history, how about it?

**TD:** Well, a little bit of my history is the fact that I'm from Indiana, I was originally born in Richmond, Indiana, which is a town of 30,000, and that's, I don't know what you consider good size in Indiana but it's a bigger town than where I live now.

**FG:** OK.

**TD:** Basically I had gone through high school, I graduated high school, then I started in college. And I was actually a theology major, at a bible college, and then ended up dropping out.

**FG:** You and Marlon Sanders both can become preachers and I guess Marlon was a preacher.

**TD:** Well, actually I'm an ordained minister still at this point.

**FG:** Ah! Excellent.

**TD:** I ended up dropping out of college because of some problems we had, and the fact that I got married at the time, to one of the teachers. (*Laughter*)

**FG:** Well, that does create a problem I think. Ok.

**TD:** So, my wife had a Bachelor's Degree in Christian Counseling, basically.

**FG:** Got it. Okay so then, so after you guys got married you obviously didn't complete your work in the ministry.

**TD:** No, I still, at that point in time was a minister for a little while and also did a bunch of odd jobs. The funny thing about my history is I've actually never kept a job for more than 30 days.

**FG:** For more than 30 days? God you are worse than me. Usually me, I last two or three months.

**TD:** I lasted only a month. My last job being a pizza delivery driver, which is one that we joked about a lot, went from being a pizza delivery driver to running a very, very large Internet business.

**FG:** Wow, that's interesting. Okay, so how did you make the transition? So now you were doing the pizza delivery. How did the whole, how did you get started on the internet? Give people that background.

**TD:** Basically I got started on the internet out of board of failure. Before the Internet I had tried a lot of home businesses. I tried mail order business, I tried to do networking marketing business, and none of them fit my personality real well because I'm actually kind of a shy, you'll almost say a reclusive type person who lives up in the country. I was basically a failure at all those, but I decided that I wasn't going to stay where I was at, so I actually bought a computer, at that point in time my first computer and printer and monitor cost about \$2500.00.

**FG:** When was that? What year Terry?

**TD:** That would be back in '96.

**FG:** Okay, 1996.

**TD:** '96, it was \$2500.00, it's a 75 MHz. That's slow nowadays, and that was my first computer and the whole purpose of me buying that computer was with the goal of learning how to do something online with business.

**FG:** Got it, so you bought it specifically thinking, I've got to figure out how to make money on the internet.

**TD:** Exactly

**FG:** Got it, Okay so what happened after that?

**TD:** Basically I spent my first three months just studying. At that point in time when you go back to '96, there was really nobody teaching anything about how to do anything online, so anything I learned was by trial and error, or just researching and trying to find a few models of success online. What I ended up doing was, we basically borrowed money off our credit cards to buy reprint rights to several products, which were videos at the time.

**FG:** What did you buy the reprint rights to?

**TD:** The reprint rights that I had at that time...Actually the first product I bought was a CD. It was one of the CD's that was like 2,000 books and discs.

**FG:** Yeah, 2,000 different things. Yeah

**TD:** Back then that was kind of when it was beginning for that type of product, and one of the other video's was on basically, basic standard net marketing. I started, back in that time with a little of what we now call "SPAM."

**FG:** Right.

**TD:** "SPAMMING," which is bulk-emailing people who are online, sending email to email addresses without them requesting anything.

**FG:** Right.

**TD:** That is a big no-no.

**FG:** Right.

**TD:** It's even bigger now than it was then.

**FG:** Right, so you did that initially?

**TD:** I did that initially for a little bit, and we actually made some money back at that point in time.

**FG:** What kind of money?

**TD:** From doing, I would say that during the first six months we did probably \$25,000.00, you know in net profit kind of business, which isn't bad for you just starting off and still doing other stuff.

**FG:** Sure.

**FG:** Better than delivering pizzas.

**TD:** It's better than delivering pizza, by the end of that, six months I wasn't working there well cause I'd already quit.

**FG:** I've gotcha.

**TD:** I think I might have lasted maybe 45 days on that job.

**FG:** A record.

**TD:** A record for me. I actually didn't stay in bulk email for very long, because the fact is when you're doing bulk email, back then any time you sent email you got cancelled from your service provider.

**FG:** And you had to keep jumping to another one.

**TD:** And you had to keep finding one and that was even before, now if someone were to listen to this tape and say, well I'm going to start bulk email, it's even worse now there not only going to get cancelled, they're probably going to get sued.

**FG:** Right.

**TD:** In today's market, because you just don't send bulk Email.

**FG:** It's not cool.

**TD:** It's not cool.

**FG:** Okay so how did you make the transition? So after you started doing that you made some money the first six months doing, selling those couple different reprint things. What was next?

**TD:** Basically the next part of my business was I went in, and bought some over priced (*chuckle*) websites and they call it time malls, web site malls they cost \$2,000.00.

**FG:** And which malls did you buy?

**TD:** The mall that I was in at the time was World Profits.

**FG:** World Profits, OOOh, sounds like a guy named Jeffery Lant behind that isn't it?

**TD:** Yes.

**FG:** Yeah Okay.

**TD:** Now although I don't have any special love for Jeffery Lant personally, and wouldn't do business with him at this point in time.

**FG:** He's a bright guy.

**TD:** He is a nice guy, and I actually would say at that point in time I learned quite a bit from him. You know the basics of getting started online, because back at that point in time, he was considered real advanced for other people.

**FG:** Absolutely.

**TD:** And he was teaching a lot of the opt-in email, which I started learning from him.

**FG:** Yep.

**TD:** On opt-in email.

**FG:** I have known Jeffery since the early 80's.

**TD:** And with the opt-in email basically that is when people basically give someone something free.

**FG:** Right.

**TD:** An offer, I'll give you my free newsletter about what ever the topic is, and they give you their email address and now you can email them, and you always give them a chance to remove it, basically you just keep on emailing them until they remove themselves.

**FG:** Got it, Okay so you got started first with the malls and what were you selling on the malls?

**TD:** I was still selling the same product.

**FG:** The same product.

**TD:** You know the same products at that time we would put up the web site. We started trying to work with the search engines. Back in '96 search engines were actually pretty easy to get good rankings on.

**FG:** Right.

**TD:** And so, that was the big game for me was when ranking for those search engines for those products, and in starting to build an opt-in list.

**FG:** Got it.

**TD:** You know an opt-in email list.

**FG:** Now do some of you subscribers currently, that you have, I know you're up close to 60,000 people, are some of those the original people that you had from back in '96?

**TD:** Some of them are originals. I've received emails several times people saying I've been on your newsletters for four years.

**FG:** Wow!



**TD:** And that would be pretty much near the beginning.

**FG:** Absolutely.

**TD:** We actually have customers all the way back to just about every product we've launched.

**FG:** Well good. Well, lets step it up a little bit, get us in to the present. Okay or lets move quickly through to where you are now.

**TD:** Okay we'll move quickly to where I am now. Basically as we went on I would buy more reprints rights to more products. For the first two, two and a half years I only sold products I bought reprint rights to. That's basically how the whole business ran. Let's just buy reprint rights and sell them as products.

**FG:** Got it.

**TD:** Actually we were going up in income quite a bit. Since I began my business we at least doubled, and most of the time tripled, our income every year as we went up

**FG:** Wow! Excellent!

**TD:** At the beginning. As we went quickly, what I actually started learning, actually took me about a year to notice this, the size of my list determined what my income would be, so the quicker I could build my list, the quicker my income would grow.

**FG:** That's a pretty important point I think for people listening on tape, that often times I hear people in the online marketing business talking about the relationship between the size of the list, and the size of their income. Is that a true-ism? I mean isn't that basically what it's all about? The larger size of your list, the greater the money earned.

**TD:** That is exactly it. If we go back two years my list had 7,000 people at Christmas.

**FG:** Two years?

**TD:** In two years. Two years ago I had 7,000 people on the list. At the beginning of this year right around January I had right around 28,000.

**FG:** 28,000?

**TD:** 28,000.

**FG:** And now you have?

**TD:** And now I have at this point in time 58,000.

**FG:** Okay well maybe it's appropriate now to ask you then. You went from selling reprint rights to selling something else, and lets talk about what you did next and how you built the list. So what happened after you got out of selling reprint rights or you continued doing this?

**TD:** I still sell products I have reprint rights to this day, if someone offers me a good package I will buy the reprint rights to it. Just for example last November another market online sold me a product reprint rights to her product for \$1,600.00.

**FG:** Right.

**TD:** I immediately bought it, sold it to my list, made \$10,000.00. Just in selling to my list in 24 hours.

**FG:** Almost overnight, yeah.

**TD:** Almost overnight and put it up in a separate web site, which is at <http://www.paperlessnewsletter.com>. Just put it up there basically, and let it run by itself. That's simply just a product I bought reprints to and I really don't do much with that product at all. It's a downloadable ebook, which I'm sure we're going to get into quite a bit later on.

**FG:** That's right.

**TD:** It's ran by another company called ClickBank, which runs the orders...takes the orders and just sends me checks every two weeks and my checks every two weeks from that have never dropped below \$2,000.00, every two weeks, and I don't really do anything with that product.

**FG:** Wow, so in other words you set up a site with a product you bought reprint rights for, chances are, in fact almost certainly, you're making more money than the author of that product.

**TD:** I'm sure I am. (*Laughter*)

**FG:** You're sure you are, and so that goes to tell people which is one of the things people listening on tape should understand, is you don't have to be a genius creator of material to be a genius marketer.

**TD:** And even a lot of times I would suggest that for people who are just starting out to go with something that is already there instead of creating their own, because when you create your own product you have to learn how to do product price, you have to learn to write sale's letters or spend a lot of money for somebody else to write them.

**FG:** Right.

**TD:** When you buy reprint rights or join affiliate programs online, somebody already did the sales letters, they already have the product and you get to save all that expense in the creation of it.

**FG:** Okay well lets take the paperless newsletters for example, so you had bought the rights to this, you then put it up, you were making... you never make less than \$2,000.00 every two weeks. Why don't you explain to people how the heck you did that?

**TD:** Well, simply put, all I did with this product, which really is kind of funny, was after I bought the rights product, like I said I sold it to my list first made the \$10,000.00 back and so I made a \$8,400.00 profit basically overnight and then I took her sales letter, I didn't change her sales letters because it was working, why would I change something that was working?

**FG:** Exactly, so she had a long....was it a long sales letter?

**TD:** Yeah, it was a long copy sales letter. I simply took the whole sales letter...

**FG:** As is?

**TD:** ...as is, put it on a web site on one page.

**FG:** A one page web site?

**TD:** Just a one page web site all the way down it if you print out the page it's probably right around ten or eleven pages of print out and went over to ClickBank, which for \$49.00 at <http://www.CalickBank.com> you can sign up and they will actually take orders and for 7% of the orders, they'll do all the processing. And as soon as someone orders they take them over to what we call a download site, and for the download site all I did was put up another page called a 'Thank You' page, saying thank you for ordering and then...

**FG:** Any up sale on that thank you page?

**TD:** That thank you page I actually do not have an up sale.

**FG:** You don't have an up sale?

**TD:** No.

**FG:** Okay.

**TD:** Just a thank you page and then products they can download right there digitally. I don't actually have to touch anything when the orders come in.

**FG:** It's a beautiful thing. So now the question become... go ahead I'm sorry.

**TD:** And then for the marketing of it, besides my initial promotion, I've only done two things for it, and the first thing was ClickBank automatically gives you the ability to start an affiliate program, through them that they handle...they pay the affiliates.

**FG:** Right, so again ClickBank is beautiful because it's so completely hands off.

**TD:** It's completely hands off and so I have used...I set the commissions at 50%, the product sells for \$97.00.

**FG:** \$97.00, Okay.

**FG:** What is the product exactly? What do people get?

**TD:** That product is the Paperless Newsletter, and it's basically a training ebook, which is just over 80 pages, that teaches people how to start their own online membership sites for pay.

**FG:** Got it.

**TD:** We'll get into more of membership sites as we go along too, because my biggest income now is my own membership sites.

**FG:** Okay.

**TD:** As we get into it, and it just basically teaches how anyone can do a membership site on almost any subject online, and instead of having a free content site, people will actually pay you for your content online.

**FG:** You got it.

**TD:** And they'll pay you every month for that content online.

**FG:** Absolutely.

**TD:** Therefore a continuity program, and that's what the program is about. It's an exciting product basically; almost everyone who reads it changes their whole mindset.

**FG:** So one of the things that people listening on tape should do is probably go to <http://www.paperlessnewsletter.com> and download that product for \$97.00 to order it, because it'll more fully explain what we're talking about now.

**TD:** Well we'll get into more later.

**TD:** What I did was I set up the affiliate account at 50% commissions.

**FG:** Okay so that was one method of marketing, you said you used primarily two.

**TD:** Yeah, I use that...

**FG:** That was set up though ClickBank?

**TD:** That was set up through ClickBank and I noticed the people who just started visiting they started something through ClickBank and started selling it, other sales made on that product, around 80% of them are coming from the affiliates.

I'm not selling it directly, which again shows you I'm not touching it, or marketing it, and my \$2,000.00 that I told you I get every two weeks is my share of it. ClickBank's paying their share separately from me, I don't even have to ever see it, or do the paper work for it.

**FG:** Perfect.

**TD:** The second method of marketing that I've done for it is, a few months after I set it up I found that ClickBank had ... when people logged into ClickBank they give little ads on there.

**FG:** Right.

**TD:** I purchased an ad there for \$500.00 a month.

**FG:** Right.

**TD:** For this product for when people log into their ClickBank account they can see this product being sold and the fact that they can sign up for affiliate of this product also through ClickBank, and just in actual personal sales, that one generates a minimum of \$1,000.00 a month in sales for me directly.

**FG:** With that \$500.00 out flow, you get \$1,000.00 back, so you net \$500.00 positive on an ad?

**TD:** On an ad plus a bunch of affiliates sign up, and start promoting the product.

**FG:** Perfect, so it's almost like breaking even on the front end of any product, and you sign up all these affiliates who are going to be on going marketing partners.

**TD:** Yes, exactly and as you can see that's where it's automatic and all I get for that is each month ClickBank emails me, "Do you want to keep your ad?"

**FG:** We're going to suck it out of your commission check. So in other words it's not even....they don't even take the money out because you have a net positive, so you're making \$1,000.00 they take it out of your account and then....and just deduct that right?

**TD:** Yep.

**FG:** Is that how they do it?

**TD:** They just take it out of those checks that I got, and my \$2,000.00 I got is before they took out the \$500.00 each month.

**FG:** So this is...so basically ClickBank and one of the reasons why you did it with ClickBank is because they have all this traffic coming in anyway, is that it?

**TD:** Not as much for that, but it's just the fact that it's so hands off.

**FG:** Right.

**TD:** Because if I had my own merchant account, actually I have two merchant accounts that I have, and I get a lower percentage if I use them, which is something like 2.65%.

**FG:** But...

**TD:** But...

**FG:** ...The hassle factor...

**TD:** But the hassle factor is two different things, one is dealing with the orders. Well, even...here's another aspect that ClickBank does for you...

**FG:** Customer service?

**TD:**...is customer service and refunds, they handle those with ease. I mean one time ClickBank called me on the phone and they asked, "This one customer was really, really annoying us and was complaining to us, can we refund him?" I said sure.

**FG:** Yea, sure.

**TD:** Sure, sure you can refund him.

**FG:** Get him out of your hair.

**TD:** I told him at that point in time that who wants a refund can have it. I don't care.

**FG:** Right, exactly this is like automatic money.

**TD:** So they do the refunds and I don't even see them. And they tell me they sent a notice that they gave someone a refund but I don't even have to see it.

**FG:** For people listening on tape I want you to give me an estimate as to how much total time you spent on this site that is now generating you \$4,000.00 net a month.

**TD:** Well, one advantage I had, which I'll have to admit at this point in time was I already had another web site, so when I took the sales letter I just copied the format on my other web site and stuck the sale letter on it so I didn't even have to design a web site.

**FG:** So you had a template sales letter web site.

**TD:** Yeah.

**FG:** Which site was that?

**TD:** That I'd copied? Well its actually....My wife does some web site design and we actually sell some web site templates, that's a pack of twenty-five sites that she did and I just took one of hers and just stuck it on there.

**FG:** Now, where can people find out...cause I think that people listening on tape, will probably want to get a hold of some of those web site templates, because I think it's a great product for people to have, because then they don't have to go worrying about how to do it.

**TD:** We sell that product for \$47.00 at <http://www.bizpromo.com>.

**FG:** At <http://www.bizpromo.com>.

**TD:** It's at our catalogue section.

**FG:** Got it, so when people go to hyperlink <http://www.bizpromo.com>, they can go to the section on catalog.

**TD:** Yeah.

**FG:** That's one of the items being offered?

**TD:** Yeah, <http://www.bizpromo.com> is the web site that I started with originally.

**FG:** Okay that was the one that was started even before <http://www.paperlessnewsletter.com>.

**TD:** Yeah, that was started back when I first started with World Profit. I had that domain back in '96.

**FG:** Got it.

**TD:** Right after the Spamming days.

**FG:** Okay then so catch us up, so now we...

**TD:** That is basically with Paperless Newsletter I spent probably no more than three to four hours, doing everything I needed.

**FG:** Total?

**TD:** Total.

**FG:** And it's now paid \$4,000.00 a month in...and probably will...that and more.

**TD:** Yeah.

**FG:** Forever...perceivably.

**TD:** I do answer questions that come in from it so I would say that it probably takes maybe two hours a month of my time.

**FG:** Okay, certainly a good hourly rate.

**TD:** You know that is a very good hourly rate to be working on.

**FG:** I like that, so tell us then...so first off what lessons can people who are listening to this learn from that example?

**TD:** Well, one of the lessons that you can learn is something I keep telling people over and over again, is that don't over complicate the internet. When people look online they're immediately going to be overwhelmed with technology, and technology is not what makes your money online.

**FG:** Well, lets....You know what? Let's interject there. You have a 56k modem.

**TD:** I have a 56k modem, that's one thing, where I live now I actually live further out in the country now. I live five miles from the nearest small town, which is a town of about 5,000 people. I have a 56k modem because there is no high speed internet access where I'm at, at the moment, eventually I will be getting a satellite modem, but I actually don't need it.

**FG:** Right, because as you were telling me before we started rolling the tape, most of your...You don't spend...The time spent online is really spent downloading all of the emails which you can do sort of automatically, you go to the store and come back an hour later and all you email has come in telling you how much money you've made.

**TD:** I spend a lot of time outside. I mean we have horses, we have ATV's. We have all kinds of things outside, because we have almost 20 acres.

**FG:** So, if you're listening folks, the key here to understand once you set up an intelligent internet business it will give you all kinds of free time to do exactly what you want to do



with your life, and that's really why you like the internet, isn't it?

**TD:** That's exactly why I like the internet, because it's a lifestyle business not just... You know, making a lot of money. Because of my reputation now in name, I would have a very easy time becoming a part of a very big company, if I wanted to be, but then you're forced to their lifestyle.

**FG:** No freedom.

**TD:** Yeah, they would pay huge amounts of money for me to do it but...

**FG:** No thanks.

**TD:** Who cares...I can't do that. I would much prefer to have several web sites out there generating money, just like the <http://www.paperlessnewsletter.com> does automatically, where I work if I choose to.

**FG:** Got it.

**TD:** In the last year I probably averaged 20 to 30 hours a week working, and a lot of that is research and studies, so I can stay on top and training a lot of others in what I'm doing. If I just wanted to sit there, and keep the income I'm at, I would never have to spend more than 10 hours a week.

**FG:** Perfect, so then let's go back because I think I interrupted you. You were going to give us two reasons why that site was successful. Number one is, don't over complicate things.

**TD:** Yeah, don't over complicate things and basically try to find...when you're starting off try to find proven models, just find out what's working. Her sales letter was working, because I discussed it with her how it was working. There was no use in me rewriting it.

**FG:** Yeah.

**TD:** I actually think that in my own personal opinion, I might have been able to out write the sales that are a little bit better, because I've practiced quite a bit in the last few years, but why?

**FG:** Yeah, why tweak it when it's already working?

**TD:** I mean it's already working and you know basically don't mess with success. I actually...I've done this with a lot of people. I've talked to them, and actually sold reprint rights to a lot of people, and they went through and changed the sales letters. I've even had one person that paid me a lot of money to write a sales letter for them, and they kept changing it. Six months later they emailed me back, send me back the original cause they said that every change they made to it dropped the response rate, and they lost the

original that I gave them for the product.

**FG:** Oh man, so tweaking sometimes isn't a good idea.

**TD:** Well if you tweak anything, make sure you have the original to put back.

**FG:** Right, just in case it doesn't work.

**TD:** And remember what you changed, and when you just start off, if you find something that's proven successful, then don't tweak it at all.

**FG:** Yeah, don't mess with it.

**TD:** Just run with it.

**FG:** The thing is there, that you want to take something that if it's working and not really sort of messing with it is what you're saying.

**TD:** Exactly, if something is already working basically don't destroy it. Now you can test something, you know once in a while, but always keep the original safe so you can go back to it.

**FG:** Got it, perfect, okay so then let's go back then. You were saying there were the two basic things that you did like we said, were to number one, you sign up a lot of affiliates through ClickBank, and you also bought the ad for \$500.00. Okay, so now that the site is going, so how did...tell me a little bit more about, I guess <http://www.bizpromo.com>, which is where the bulk of your revenue is now being generated.

**TD:** [Http://www.bizpromo.com](http://www.bizpromo.com) has a lot of our revenue on it's my main site. It's been around for a long time, it's the main site that people subscribe to my newsletter. You know when people visit they should first subscribe to the ezine I have there, because then they're going to see the mull of just how I generate a lot of cash flow.

**FG:** Okay, why don't you describe that, first off, so if people are listening on tape if they go to <http://www.bizpromo.com>, they can sign up for this newsletter, and the newsletter cost how much?

**TD:** It's free.

**FG:** It's free, okay.

**TD:** It's completely free, and basically what you'll see there (and I'm telling people that are listening to this) is to just look at the model, as much as anything else.

**FG:** Sure.

**TD:** And that is you'll sign up for free and I'll give you some free ebooks. They're actually really high quality ones. One of them is called "101 High Profit Businesses You Can Start Online, With Little Or No Money."

**FG:** Right.

**TD:** That ebook is really, really popular, and you get it downloaded for free, and read it, and in my opinion its better than most...any book you can find in the store.

**FG:** The stuff you have to pay for in the stores for the same type of subject.

**FG:** Is that the one you wrote yourself?

**TD:** Yes, I wrote that one myself.

**FG:** Okay and so with that, where's your revenue model then? I mean what are you...how are you making the money?

**TD:** Here's the model for it. As soon as you sign up, you're going to get a thank you email, which is basically going to give some more free information about internet marketing. Now, this is what I want people to go see also, not only do I want you to actually be on the list, but I want you to follow the model, and that is for the next three days, they're going to receive a message, one a day teaching another aspect of "Internet Marketing."

**FG:** Right.

**TD:** At the bottom of each message I'm going to tell you why you should go over to <http://www.netbreakthroughs.com> and join the membership site, which is \$19.95 a month.

**FG:** Got it, so what you're goal is, is you get the free newsletter going, and the goal is to up sell them to the <http://www.netbreakthroughs.com> web site.

**TD:** Yeah, in fact...we consider basically a very, very up graded version of the free newsletter, and that's \$19.95 a month, and so basically what I'll do is give you free information. This is the model I follow constantly as to give you some good contact, give you some good training for free, and then tell you how you can get even better training for \$19.95.

**FG:** Got it, so the model is give people something...and the problem I think, there is a lot of things out there online that if it's free it's really crappy to be honest and so that people get...I mean how can you build any confidence with your readers if you're giving them stuff that is substandard, and then asking them to buy something.

**TD:** Well, here's the strategy for it. I would say if you were selling a book and since you

have a book, take one of your chapters out of the book and that is what you give them for free.

**FG:** Right.

**TD:** That's a good freebie, it shouldn't be in your book if it's not that valuable, and then what it's also doing, is giving them a taste of what they're going to get from buying the book.

**FG:** So, now what do you sort of, if you will, withhold in the free stuff, that you put into your paid subscription stuff.

**TD:** Well, for this specific one I will (*in the free model*) tell you basics of how to market free ezines, but at the bottom of that same email I'll tell you here are fifteen ezines...I have fifteen ezines inside the membership sites, which have been really successful for me.

**FG:** Ah, so you tell them to use these ezines to market, but you don't tell them which ones or where?

**TD:** Exactly which one's.

**FG:** Where it's on the membership site.

**TD:** I'll even tell them how to find ezines to market it, but I don't tell them which ones work best.

**FG:** Gotcha.

**TD:** Or I'll tell you that I use what they call co-registrations, and just the basis of where some of them are inside the membership site, at the bottom (*say at the membership site*), I have exact results that I have achieved from each of these ad results that you can look at.

**FG:** So in other words you get into greater depth, greater detail, and greater specificity.

**TD:** And you know very, very specific inside the site.

**FG:** Perfect, at this point it's a good time folks to turn the tape over to the other side thanks.

**FG:** We're here back talking with Terry Dean talking more about marketing your business online, and specifically marketing information products. Okay, so then tell everybody listening, what exactly now happens, so now you got this ....you got people going to your free newsletter.

**TD:** Yes.

**FG:** Go ahead you got something to add.

**TD:** Okay, when we got them in the free newsletter, we're giving them free information and we're promoting the paid information. Basically that comes in the first three days, seven days later I have it programmed in to email you again, and this is basically a straight sales ad, it's what we call "Sales Ad Model" for the <http://www.netbreakthroughs.com> site. If you haven't already gone into the membership site, and already paid for it, then I'm going to go all the way with a complete sales letter, right about that point in time.

**FG:** So in other words the first three days you've been asking them to click on the <http://www.netbreakthroughs.com> site, now you're sending them something seven days later which leads them to a long one page sale's letter, to sell them on the <http://www.netbreakthroughs.com> site.

**TD:** Yeah, if I haven't sold them already just with a little taste, then I go straight out with a, basically more of a hard sell as you'd see.

**FG:** Give us your numbers on that if you would, could you share some of the numbers on, on when you get people to sign up. Out of 100 people, how many people will sign up strictly through those three little suggestions, and then how many will sign up through the sales letter?

**TD:** Well, basically it just depends on where the numbers are coming from, where the leads are coming from.

**FG:** Okay.

**TD:** But we'll go actual overall average, as the first three will get right around. 2% will sign up, and then the seventh email will come in and grab another 2%.

**FG:** So in other words the sales letter is as effective as all the other promotions combined?

**TD:** Yeah, but I also consider having all the other promotions beforehand because they're a lead in for it.

**FG:** Got it, so in other words the sales letter may not have been as effective without the preceding information.

**TD:** Well I've tested that before and it's not because what you're doing in the first three informations, its how you're getting them to read the emails. When that sales letter hits they're reading it just like the other emails. If you just send out a sales letter, people are tired of sales letters online and they won't read them unless they have a reason to, but see each of these comes in with my name on it from me; they're like okay this is like the fifth

part or whatever.

**FG:** I think that's a really good point Terry. What's your feeling...I've always advised people that one of the things they should do, is make sure that if they're sending people some kind of a series of autoresponders, that they make sure that they give them a lot of content, because if all they're doing is sending them a sales message, people are going to hit delete without reading.

**TD:** That's exactly it, you have to be giving people content or they're not going to read it. You might...there's a...and this is funny, when I go into ezine advertisement, there's ezines that have over 200,000 subscribers that don't do anything.

**FG:** Yeah.

**TD:** When you pay for advertisings nothing happens. You know, and I'm going to, you know, believe them and they're honesty that they have that many subscribers. The problem is, I'm not given enough content that those people are reading, they have no way of knowing if those 200,000 people read it, or if one person reads it.

**FG:** Right because they could just be getting it in their email box and deleting.

**TD:** Yeah, I delete a lot of emails every day that's probably, at least 300 emails I delete a day.

**FG:** Absolutely.

**TD:** Bare minimum.

**FG:** Well not only that and even from people...I think a lot of marketers don't get this. That they produce a lot of...they can't just be selling, you got to be delivering on their promises.

**TD:** That is exactly it. And even after somebody goes through that whole series, they went through the sales and everything else, I still send the ezines about every two weeks. I'll have a model which is, so the ad copy on top sells something (*you know the top?*). Then good information, good valuable information, usually a short article that I have, 800 words or so, is what I consider a really good article for something, either of my own, or of somebody else's that I'll leave right there.

**FG:** Right.

**TD:** Then another set...a couple of ads and then a question/answer section.

**FG:** Are those ads at the top and the bottom? Are those for your products? Or are they joint ventures? Or do people pay for the advertising?

**TD:** For my ezine? They're for my products or joint ventures products. I use to sell advertising, but then I found that I get a better response just selling my own stuff. That top ad, when I put a product to sell, it could be the same product I've sold twenty times as many, it generates at least \$1,000.00 in sales every time.

**FG:** Right, but you can't get that much for an ad.

**TD:** \$1,000.00 in sales would be considered really high for my size, you know and so it would be really hard to get that. I prefer to just keep my ad there.

**FG:** And is that on the paid subscription paper?

**TD:** No that's the free one.

**FG:** That's the free one.

**TD:** Inside my paid subscription site, I really do not have any, what we call "advertising." What model I do use, and do recommend people to use in your products, is to use backends, but don't actually do selling on the backends but just use resources.

**FG:** Got it, explain to the people what you mean by that.

**TD:** Well, in that I mean that I could even mention what we talked about already on this tape. When I discussed <http://www.paperlessnewsletter.com> we told people about the sites, but I'm not going to give you a sales presentation for the sites, a mention, or rather resource.

**FG:** Right.

**TD:** It's the same thing inside the membership site. I will tell people about another product we have, here is another resource if you want more information on the subject, but I don't go into the sales presentation there.

**FG:** When you make a mention in that paid site a product that's not your own do you have an affiliate link in there or not?

**TD:** Sometimes I will, sometimes I won't for that affiliate link. If you do use an affiliate, a lot of the times it will be a hidden link basically. For online, I'll say click here to go to site, and then use my affiliate link, sometimes we'll use what we call a redirect.

**FG:** Got it.

**TD:** This simply is a little tiny code that when someone visits the page, it automatically takes them to another page.

**FG:** Because you try to make it look like you don't have any specific connection to them.

**TD:** Well, I don't do that. I will tell them up front.

**FG:** Yeah I would to.

**TD:** And I tell them up front about the links, but a lot of people print out things, and I want to make sure that they go through my affiliate link, instead of typing in the whole code.

**FG:** Gotcha.

**TD:** You know when I talk about my ad section, which is basically to where I can tell you about an ad's exact results. I make it a policy; I never have any relationship with any of those ads. I have no influence at all, even if they have affiliate programs I won't join them. Here's a company using it, and here's my affiliate link for it:  
<http://www.netofficetoolbox.com>.

**FG:** Right, well it's just like I have for it as you know a relationship were my private label version of the program is <http://www.webmarketingmagic.com> which is George Tran's product that I have a private label and people should know that if their starting out they need to have tools.

Maybe that is what we should talk about, is some of the basic tools, before we get into talking about some of the items. What are some of the basic tools that people need to have, like I mentioned <http://www.webmarketingmagic.com> because it has autoresponders and some of these are what are the components of items that people should have before they get started? What are the tools they need?

**TD:** They're going to need web hosting for one thing. One of the best company's to get it is...I actually have a joint deal with the company who will give people who bought any product from me or through me, they can get a free month from them of free web hosting, at \$25.00 a month afterwards.

**FG:** Got it. Now if you're going to have a lot of sites it's probably better to buy sort of bulk space right? But for the average person listening, it's probably good to just pay for it as you use it, which is the company you were thinking of this?

**TD:** For this? To get the special deal they'll have to go through <http://www.bizpromo.com/freehost.html>.

**FG:** Okay.

**TD:** And then that will automatically take you over to the site with the free promotions.

**FG:** Got it.

**TD:** If you try to visit them directly you wouldn't get that.



**FG:** Now in a situation like that, lets take that as an example, and I know that we're giving some of the people some of the tools here, but in a situation like that when people go through you and then get their web hosting done. Do they give you a piece of that every month?

**TD:** Every month. For that one they charge \$25.00 a month.

**FG:** Right.

**TD:** It's \$25.00 a month whether you go through me or through them. The only difference is you're not going to get that special month off to test them out, and try them out.

**FG:** Right.

**TD:** Again there's no commitment so that's a big selling tool for that, I mean you go try them out and see if they give you good service in the first 30 days.

**FG:** You got it, and so, ok if everybody needs web hosting.

**TD:** From \$25.00 a month, they basically pay me \$10.00 a month from it.

**FG:** They give you \$10.00 a month from it.

**TD:** \$10.00 a month and that's a nice commission check you get every month, just a residual income.

**FG:** Now if we were to, and lets go through some of the tools, but lets remember one thing that before I let you go. I want to find out, not the specific numbers that you're making, but the breakdown of percentages on where your income comes from. I don't really, well I don't think it's anybody's business to know exactly how much, but I'd like to know the breakdown, but first lets talk some more about the tools that everybody is going to need. Everybody needs a web host, everybody needs an autoresponder.

**TD:** Everybody needs an autoresponder system.

**FG:** Whether they're using <http://www.webmarketingmagic.com> or their using <http://www.aheber.com> or one of these.

**TD:** They'll find that there is a lot of good company's out there, there's Bamboo Bizz online, there's Aheber, there's Get Response, and these are all good ones. And then the private labels from George Tran, all really good systems as well.

**FG:** Exactly.

**TD:** You need that tool, and basically those two tools are the primary tools you have to have.

**FG:** Yeah, web hosting and an autoresponder, primary tools.

**TD:** Yeah.

**TD:** We need to mention that you need to get your own domain name also.

**FG:** You need to get your own domain name and I always tell people to go to <http://www.godaddy.com>

**TD:** <http://www.godaddy.com> is a good place to go, and domain names are real cheap.

**FG:** Absolutely.

**TD:** You know they are like less than \$10.00 a year.

**FG:** Yeah, if you're paying more than \$10.00 you're paying too much. What else do people, what else do they need?

**TD:** In actual essentials, we pretty much covered the essentials for it.

**FG:** Right.

**TD:** They're going to need something for...

**FG:** What's an affiliate program...affiliating tracking?

**TD:** For affiliate tracking, first of all you're not going to need affiliate tracking unless you're going to sell your own products first.

**FG:** Okay.

**TD:** You know, a lot of people started online by joining an affiliate program, you know basically to start their business and try out. If you have your own products I recommend getting an affiliate program. And there was a lot of good software for them and simple software, the same system we're talking about that George Tran should do.

**FG:** Yes the Web Marketing Magic has it, but what else other than <http://www.webmarketingmagic.com>.

**TD:** Besides them? If you're doing digital products ClickBank will do it and handle it for you, which we've already mentioned.

**FG:** Right.

**TD:** They're very good for it.

**FG:** When we talk about digital products does that mean any kind of ...anything in a PDF form, any ebook? What other...

**TD:** Well, basically when we're talking about digital products, one thing that we should mention is there are two different types that are basically sold. There's a self-executing type and then there's the PDF format.

**FG:** Got it.

**TD:** And when I sell a product I almost always want it to be PDF format. The main reason being, it's easier for people to print out, Macintosh user's can read it, which...

**FG:** People like me who have a Mac.

**TD:** You know, with self-executing format, Mac users can't touch it basically.

**FG:** You got it.

**TD:** They can't use it at all. So I always go with PDF, and I found that a lot of my customers print it out. I've been to a lot of conferences where people showed me their manuals that they printed out over the ebooks, so I want to make it easy to print out and PDF is also the easiest software to work with compared to, if you created a manual say in Word.

**FG:** Right.

**TD:** Or any other word processor and you have Acrobat installed, and the price is right around \$200.00 or so for Acrobat.

**FG:** By the way Acrobat, people can go to <http://www.adobe.com> and get that.

**TD:** Yeah, they can get that software there. They can get it at a little bit cheaper price by ordering it, you know through some of the other software dealers.

**FG:** Right, Okay

**TD:** Basically once you have that software installed, you'll find when you go to your printers in Word, or any other word processor, the print option brings that up as one of your print options.

**FG:** Right, so when you go to print it, it says print to the PDF writer.

**TD:** Yep, you print to PDF, it ask you for a name, you put a name in it and it saves it as

that, and now it's a file that anyone will be able to look at, and it will look almost exactly the same as what it is on your computer.

**FG:** For people listening who are a little bit confused by this, don't be, because basically what this software does is it creates a word processing document, and this software takes a picture of each page and makes it so that picture can be opened on any computer.

**TD:** Yeah, it can be opened on any computer, and the difference is if you were to just try to give people your Word document, they may or not be able to open it depending on if they had that software or not.

**FG:** You got it; precisely, okay so those are some of the tools that we need. So we need web hosting, we need an autoresponder; we need something to convert and deliver digital files. What other essentials are there?

**TD:** Well a lot of it just depends on what we're trying to complete that...I mean if we're going to just sell digital products online, say we have manuals that we want to sell, we could go with ClickBank and that's a good start, and that's basically all the tools we need to get started.

**FG:** The reason why you like ClickBank, and I can see why is, it's completely automatic you don't have to do anything.

**TD:** Yes, like I said I have two merchant accounts, and I still use them, even though I pay more just because its hands free.

**FG:** It's easy, yeah.

**TD:** You know I don't have to deal with affiliates commissions and just not dealing with the affiliate's commissions it's a big deal.

**FG:** It's not worth the effort or worth the production aggravation.

**TD:** You know, because when you're dealing with affiliate's commissions you got to deal with doing the tax forms for them and things of that nature, that's ClickBank's responsibility and guess what? At the end of the year anything I have in ClickBank they send me a form of how much they've paid me for the whole year.

**FG:** Right, so you just submit it, part of your income tax.

**TD:** And just submit it just like you would submit it to a job.

**FG:** And give you a 1099?

**TD:** Yeah.

**FG:** Excellent, those are some of the tools and I think really then what we need to talk

about next is: the basis for all of your business online is the web site itself. Let's talk a little bit about that and how and what you think makes for a successful web site design? A lot of people think that you need all kinds of fancy stuff, you really don't, but in order to be successful what are your thoughts on that?

**TD:** Well, it gets really interesting, one of the funniest stories I tell people is that one of the products I originally bought reprint right to, came with the ugliest web page you would ever think, it was basically a sales letter with all different...you know weird colors all over the whole sales letter and that's all it was, with, with like a gray background. I mean it was ugly.

**FG:** Right.

**TD:** We took it and we had a really well designed site around it, took that same ad copy, I didn't change a word of that ad copy, put it on the nice site and the response dropped in half, and (*chuckle*)...now I would change it back quick but it would of took me a few months later, 'til I figured out exactly why that happened. The reason that happened was the better design took emphasis away from the headline of the sales letter. You saw some of the graphics before you saw the headline. It took your emphasis off the text. The key to selling online is to use every tool that you have on the web site to point people to the text.

**FG:** Got it.

**TD:** You know, anytime it draws attention...if I came to your web site and you had, you know animated graphics jumping up and down on the side I'd want to smack you, because that's going to draw people away from the text. Ad copy is what sells.

**FG:** Okay well if ad copy sells and people listening to this set of tapes, are saying, well you know that's great...I agree with you and I believe you but I don't know if I can write ad copy. What would you say to that? What should they do?

**TD:** If people don't know how to do any ad copy at all...

**FG:** Should they try?

**TD:** They should try, you know a lot of times the first part people start with are something that they may have already bought, you know rights to that had ad copy.

**FG:** Right.

**TD:** The way that I learned how to write ad copy, myself was simply collecting a lot of sales letters. I mean I even went through actions to find old collections of sales letters and just reading them, over, and over.

**FG:** So if you read the good sales copy it will start to internalize, you'll start to get it

inside.

**TD:** You'll start to get it, and even copying a lot of the headlines down and...On my computer I would type them in sometimes, all the headlines most so I can use them and look at them later on.

**FG:** Got it.

**TD:** And just almost imprint them on your mind to think about those headlines, cause now you begin to think in terms of headlines, okay.

**FG:** From talking about headlines as we're doing right now, it's obvious that's probably the most important part of the copy.

**TD:** I would say that offline is the most important part, online it becomes even more important because people online don't read - they scan.

**FG:** Right.

**TD:** So when I talk about my headlines I'll have one headline for sales letter.

**FG:** Right.

**TD:** But then I try to have almost what I consider another headline almost as powerful as the very top one.

**FG:** For each paragraph?

**TD:** Almost.

**FG:** Each section.

**TD:** Each section, yeah, and I break up a section in only a couple paragraph.

**FG:** Now there's a term that's used in a copywriting field called the dual readership path. The whole idea that you can either read the entire copy or you can just read the headings. Would you make it so that your sale letters, can be read by the headline and then be read by the next major heading, and get the full story from reading that?

**TD:** That's one of the primary goals for online writing, because you'll find that we have two different types of people buying. Some are the people who just visit and they'll give your site a quick read through. I have people who buy \$200.00 products and they were only on the site for a minute or so.

**FG:** Now do you have...and you have statistics that'll tell you that?

**TD:** Not full statistics, I can say where each of these people were, but we do have software re-run on some of our web sites that you can actually watch a visitor at the site.

**FG:** Oh my God. So you know?

**TD:** I can't tell you overall.

**FG:** Right.

**TD:** But I can tell you what this person did.

**FG:** Right.

**TD:** This person was here for sixteen minutes and I watched them and then they went to the order form. This person was here for one minute and went to the order form and ordered.

**FG:** Got it, go it, so in other words you need to be able to convince those two people in different ways, some with a full copy and others just with the headline and each of the section heading.

**FG:** Okay.

**TD:** The headlines are everything.

**FG:** Okay.

**TD:** For online sales letters and if you had to do anything with learning ad copy, learn how to write headlines and you have 90% of your online sales writing ability.

**FG:** Okay so now they've got it would this apply to anyone? If people are listening to this tape and they don't sell information, if they sell products or service or something like that, would this same information you think apply?

**TD:** This same information would apply exactly for it. I'll find that a lot of times my headlines, which you'll learn in the copier field is that every copier has what they call the swipe file which is basically what we just talked about with the sales liners that you can go through and look at. A lot of times the headlines that I will copy are similar in style are not and don't have any thing to do with information products. I move them over here into the information products.

**FG:** So you took a headline that was working very well in a traditional product and moved it over to an informational product.

**TD:** Yes, and then I've worked some with other people that I've consulted with doing the exact opposite. Taking one of my information headlines and changing it over for their

product, and modifying it for them with the same steps.

**FG:** Got it, okay.

**TD:** You'll find that most headlines, basically are just ran on the model.

**FG:** Yah, and do you find know how many total sites you have out there that are generating revenue?

**TD:** Of really big profitable sites we have five.

**FG:** Five. Okay.

**TD:** I've had several other sites that sometimes I would go in and make it, you know try to change the model a little bit from what I'm telling you here, and then they would make profits but they take more time.

**FG:** Right.

**TD:** I would get rid of them.

**FG:** So now let's go through some of those. We know you have <http://www.bizpromo.com>.

**TD:** We have <http://www.paperlessnewsletter.com>.

**FG:** [Http://www.paperlessnewsletter.com](http://www.paperlessnewsletter.com).

**TD:** Which we talked about, we have <http://www.netbreakthroughs.com>.

**FG:** [Http://www.netbreakthroughs.com](http://www.netbreakthroughs.com).

**TD:** This is a membership site.

**FG:** This is a membership site.

**TD:** Yes, we also have <http://www.easyinfo2000.com>.

**FG:** [Http://www.easyinfo2000.com?](http://www.easyinfo2000.com)

**TD:** Yes.

**FG:** What goes on at [http://www.easyinfo2000.com?](http://www.easyinfo2000.com)

**TD:** I sell a tape set that's from another company also.



**FG:** Audio tapes?

**TD:** It is audio tapes that sell for \$400.00. It's from an Information Marketing Bootcamp and Internet Marketing Bootcamp.

**FG:** Right.

**TD:** Which is basically Internet and Informational Marketing.

**FG:** Right.

**TD:** It's a sixteen tape set and for that product I have a sales letter there the same as I do ...you see this is even a higher price product I still use the same model it's basically just a straight sales letter with a little button they can click on...it also has a contact form in case they want to ask questions.

**FG:** Got it, now you're selling a \$400.00 program on <http://www.easyinfo2000.com> what percentage of visitors do you close and how do they find that site?

**TD:** Well for that site we close right around 1%, which is a little bit lower but that's still real profit for...

**FG:** ...\$400.00, sure.

**TD:** Yes and what I always look at when I look at the site is how much am I earning per visitor so that's \$4.00 a visitor that people are paying and that's a real good level.

**FG:** Yep.

**TD:** On any web site I want that level to be a dollar higher; I want to make more than a dollar per visitor.

**FG:** Got it.

**TD:** And then I start getting happier, I want to keep moving it up but, you know if its below a dollar I'm just completely frustrated with the web site.

**FG:** Sure and how do you get them though, to get to <http://www.easyinfo2000.com>?

**TD:** Well for <http://www.easyinfo2000.com> I promote again in my newsletter, and over there I'm also running an affiliate software, and mostly that is promoted by affiliates. That web site has 1,500 affiliates to promote that product.

**FG:** So what percentage of the revenue from <http://www.Easyinfo2000.com> is generated by your affiliates?

**TD:** On that site right around 60%.

**FG:** Okay, now the question that I would ask is, and I'm sure a lot of people listening on tape are asking as well, is okay, Terry is telling and getting all excited about the idea that a lot of affiliates are promoting this or that or the other site. How do you get affiliates?

**TD:** Well affiliates are actually (*you are going to find that in most cases*) pretty simple to get but, lets clarify one aspect at this point. About 98% of affiliates aren't worth anything.

**FG:** Right.

**TD:** You know, if I had a 100 people sign up for my affiliates program 98 people aren't going to do anything 95 of them I'll never hear from them again, and even if I contact them and have a training course.

**FG:** But how did we get them to begin with?

**TD:** Well, basically on most of the sites I'll have a link on them that say's sign up for the affiliate program and most of the time I'll simply have people sign in for the affiliate program as I'm promoting the product directly.

**FG:** Got it, Okay is there other ways?

**TD:** Now the best way to collect more of those two percenters who actually make sales is to go out and look for them.

**FG:** Okay.

**TD:** To do that I use several more software tools. Which are actually all three. One of them is <http://www.alexacom>. Okay and that software program actually installs over your browser and gives you extra features on your browser, basically allowing you to see traffic stats, not full traffic stats but basic traffic like they use a five star system. Super high traffic sites like Yahoo their director would have five stars.

**FG:** Right.

**TD:** Several of my sites have three stars that are high traffic.

**FG:** Right.

**TD:** In our business model a decent site might get two and one that's not getting much only has one star.

**FG:** Okay so that's <http://www.alexacom> and ... and how else?

**TD:** The other power that gives you is it lets you see links of other sites almost exactly

like the one you're looking at so you can just hit a little link and it actually will bring up a bunch of sites similar to that one and then there is another program called <http://www.2bpop.com>.

**FG:** Gosh, what's that?

**TD:** That program actually allows you to go to web sites and have the Email contact information for the web sites and save a little template email that you start sending to all these people.

**FG:** Got it, you know what, and that's a great thing to discuss but we're going to do it on the next tape. Please go to tape number two at this point.

## **Internet Marketing Secrets – REVEALED!**

Terry Dean as Interviewed by Fred Gleck – Tape 2

**FG:** Okay, its Fred Gleck back with Terry Dean here sitting in a hotel in New York City and listening to the pipes as they're making noise in the room here. One of the things I wanted to do Terry is we were talking about these... these two sites, <http://www.alex.com> and <http://www.2bpop.com>.

**TD:** It's a real unusual name but it's real powerful in the fact that you can visit these sites, and know the email of the owner and have actual email saved to send to them as you visit these sites.

**FG:** So the idea there would be, I'm going to go...I'm going to go into a search engine like <http://www.google.com> for example, type in a category, find the top twenty sites in a given category, go to those sites, extract the email address, and send them a template letter which say's, "Hey I saw that you got a site that concentrate on coaching, as an example. I have a great blah blah blah would you like to become an affiliate?" Is that what we're doing here?

**TD:** That's exactly what we're doing here. A lot of times people ask me, "What is the greatest free promotion to do for your site," and this is the greatest promotion you're going to get for free. It takes your time of course, because you're visiting these sites, but again its all free, and you're going to find some of these people that you'll find here are going to be the best affiliates you can ever get. In saying that I'm going to say again I don't care if I have 10,000 affiliates, I'd rather have twenty of them that are really good selling a lot of products.

**FG:** But the beauty about the online marketing system, and the affiliate marketing, is even if you have 20,000 affiliates and 19,995 of them aren't doing anything, it doesn't cost you anything additional.

**TD:** That's right; if someone's not doing anything, guess what? We do not even have to do any paperwork, because we're not having any paperwork, because we're not sending out any checks for them. We do not have to do any tax forms for them because they're not making money. We actually like when our accountant has to do tax forms for affiliates because that means that they're making money, they're doing sales.

**FG:** Right, they're doing more than a certain amount of volume.

**TD:** A lot of sites you visit you might find that each one's worth possibly as much as \$1,000.00 a month to you or even more. You know, get twenty of those and you have quite a good promotion there.

**FG:** Absolutely.

**TD:** And what happens is .....the reason I go back to using <http://www.alex.com>, is as I

visit the site I find this one is perfect for me. I go up and click the linking tool in Alexa, and it will show me five-ten more sites very similar to this one I can go visit.

**FG:** Ah, so when you find your site on <http://www.alex.com> are you...is it a piece of software?

**TD:** It's basically just a piece of software that once you install it you won't actually see it separate. It's over on top of your browser; it gives you three little links at the top of your browser that you can click on for more information about a site, for links from the site and a little list of how much traffic is in the site on best stars.

**FG:** Got it, so what will happen is that I will find a site and just over my browser as if I was on Internet Explorer I see a few different additional things that tells me a little bit about that particular site and the stars indicate the amount of traffic it gets, and it also tells me some links. So in other words if I find a site that looks really good I'll be able to find other sites that are like it.

**TD:** Yes, similar to that one.

**FG:** Got it.

**TD:** And when I'm actually searching for it I use it to actually find the first site.

**FG:** Alright.

**TD:** I use one of the searches such as <http://www.google.com>, or I'll use software such as <http://www.copernic.com>.

**FG:** [Http://www.copernic.com](http://www.copernic.com), and what does that do?

**TD:** That software actually searches ten of the major searches all at one time.

**FG:** Ah, so it's sort of like <http://www.dogpile.com>?

**TD:** It's sort of like <http://www.dogpile.com> and it basically separates software programs, instead of being inside your browser so you can do the search, you can save the searches, you might save a hundred sites that you've saved on the top of all these sites and you can keep going back and clicking on them and keep going to these sites.

**FG:** So now could you then...you saved all the searches, you can then use your <http://www.2bpop.com> to extract email addresses?

**TD:** As you visit each site.

**FG:** As you visit each site, and so one of the things, if people are going to want to do is... let me make this analogy, you tell me if it's right. Lets say I own an insurance agency,

and I don't have to pay commission to my insurance agents on this particular program is a way of finding as many...it's like a recruit tool for agents. I can find as many good insurance agents as I can possibly find, it's like going out there and finding independent sales reps.

**TD:** That's exactly it.

**FG:** So, I get a tool that'll find as many people who want to sell my product as I possibly can.

**TD:** Yep, that's exactly it. Now as I said again it's going to take your time. It is, cause what you want to do is, you'll have a basic template letter, often the affiliate part and for the high chart site seeing, if the site has three stars or more I always offer the product free too as an example.

**FG:** Ah! So in other words if I'm going to go out recruiting an affiliate, I'll go and say, "Hey, I think you'd make a great affiliate for this program, but in order to convince you that I'd like to give you one for free."

**TD:** Yes, and I would do that for ones that have high traffic or if I noticed in their site they have say, 50,000 subscribers. I'll maybe do that for them too. Their traffic site may only say they only have one star.

**FG:** Right.

**TD:** But, if they have 50,000 subscribers to an off hand list, I want them.

**FG:** You got it.

**TD:** As an affiliate, because that means that they may not sell constantly for me, but we can get a quick sell, maybe \$10,000.00 right off the bat if they just go to their list.

**FG:** Got it, and is that your primarily... if you were to say the biggest reason for the increase in your business, or in terms of the amount of dollars generated over the past two or three years. Is that one of the biggest items?

**TD:** That is one of the biggest items is just learning how to find basically good affiliates and I have even found good metro partners cause I do other types of deals with these people I find sometimes too. That one powerful tool, again it takes time to do it. I've actually had some associates who really do this a lot so they'll hire someone who's younger to go through and visit these sites for them, making their comments, sending them out their little emails for them just to take up the time.

**FG:** Right.

**TD:** They might pay someone \$10.00 an hour just to visit sites for them.

**FG:** Now the one thing, have you found and I got a number of questions to ask you, but I mean have you found that there is certain price points that really are the difference? Like we talked about earlier about the one at the <http://www.easyinfo2000.com> that's selling for four hundred bucks, but is there a specific price point number that you've found is easiest to sell at? I mean is it easiest to sell at \$39.00 or \$97.00? What's the magic number?

**TD:** Well magic numbers you'll find you'll get a big break below fifty, if you can hit below 50, like \$47.00 is a very strong price point because it seems like once you get above fifty people have to think about it.

**FG:** Right.

**FG:** So any thing under \$50.00, impulse purchase they'll buy it now.

**TD:** It's a big impulse purchase.

**FG:** Got it.

**TD:** You know, and the next point you're going to hit is that \$97.00.

**FG:** Got it.

**TD:** A very similar type idea, it's an impulse purchase for a lot of purchases but then there's some that will drop out at that point and then, the next part I will usually go to is \$197.00 and then a lot of time I'll jump all the way up to \$495.00, \$497.00 for the next price point.

**FG:** Okay so let's go through those then. \$47.00, \$97.00, \$197.00, \$397.00 or \$497.00.

**TD:** Well I use \$497.00, the only reason that one product is priced at \$397.00 is.... I actually flew here to give people another aspect of what we do. That is not my product either. That is another's company's product.

**FG:** Right.

**TD:** And for that product every \$397.00, I simply give that company \$60.00 and they do the entire fulfillment in dealing with that product.

**FG:** Got it.

**TD:** I keep it at \$397.00 because they sell a lot at that same price also. So I go with their price. I don't mess with what's working I just keep with what they're doing.

**FG:** Now we went back to them, we've given people, I think some really, really good

information. But let's go back to, we got <http://www.bizpromo.com>, we got the <http://www.paperlessnewsletter.com>, we got <http://www.netbreakthroughs.com>, we've got <http://www.easyinfo2000.com>. What's the last one?

**TD:** [Http://www.allthesecrets.com](http://www.allthesecrets.com).

**FG:** Tell us about <http://www.allthesecrets.com>.

**TD:** [Http://www.allthesecrets.com](http://www.allthesecrets.com) has actually been a product I've had for two years, which is a lot of training about Internet Marketing along with the CD about Internet Marketing, and you can almost call it an encyclopedia for marketing both online and in general, because there is a lot of parts that I bought reprint rights to in the past that I told you, you could do anything you wanted to with them.

**FG:** Right, so you just bundled them all together.

**TD:** I bundled them all together. Some of them like there were audio tapes that I turned in to real audio.

**FG:** Right.

**TD:** They said I could do anything with them, so they are real audio now.

**FG:** Right.

**TD:** And there's like forty hours of real audio in that package from some very strong trainers in the past that I've gotten a hold of from some people such as people like Gary Halbert and Ted Nicholas are hearts of those.

**FG:** Right, Now those real audio files, and we go to explain to those you may be listening who aren't real savvy here. How did you take it and converted it into a real audio file? You took a physical cassette tape?

**TD:** Yea, I took a physical cassette tape; basically I took my cassette player and a little cord that you can buy at any Radio Shack.

**FG:** Radio Shack?

**TD:** You know, any store and plug in into the back of my computer where it has a little import, it say's line in on the back of the computer, and then software that you can buy from <http://www.real.com>. Real Network systems is the name of the company there. They have software that you can purchase from there that will convert audiotapes into real audio, which is their format.

**FG:** Got it.



**TD:** And basically all you have to do is hit play on your cassette, turn on their software.

**FG:** Hit record.

**TD:** Yes, hit record on their software.

**FG:** On their software. Right?

**TD:** Which is on your computer and it will turn it right into a real audio file for you.

**FG:** Now it turns it into a real audio file, but if you said you got forty hours of this stuff are you putting....Do you take that and put it on a CD?

**TD:** That's exactly what I did, when I mentioned when <http://www.allthesecrets.com> part, get into it when you order it you also get a CD shipped out and I have all forty hours on the CD so someone can listen to it on the computer.

**FG:** One CD holds forty hours?

**TD:** One CD.

**FG:** Really?

**TD:** Yes, on it...but again that isn't a format that someone could listen to in a CD player. That format would only work on a computer.

**FG:** Oh! Can only work on your computers? Okay got it. Now when you have physical products, like I sell a lot of audio tapes and video tapes right now, and in the future those are going to go away, because they're all going to be digitally delivered at some point in the future, but right now when you have physical products do you physically ship them out or do you have fulfillment house?

**TD:** For us we actually have them duplicated it for us, but we actually handle the fulfillment of them.

**FG:** Okay.

**TD:** Mainly because we don't do a whole lot of physical products but on the ones we do.

**FG:** Right.

**TD:** Since the products are already copied all the stuff is already been made, unlike Julie who works with me full time. It never takes her more than an hour a day to handle fulfillment on the orders and the reason we went this way was because we tried fulfillment companies and when you get online a lot the most important thing is speed.

**FG:** Yep.

**TD:** On the Internet people expect their stuff quick. I don't know yours, but they're not quick enough for us.

**FG:** Yea, I got a suggestion on that too, and tell me what you think of this. What I have been doing recently is clever, I'm sure I'm not the first one who thought about it, but when ever someone orders from me I say to them, which is true that you know recently I'm missing an assistant. I immediately get back to someone who's ordered something from me online and say, unfortunately we'd like to get these out within twenty-four hours and it looks like it might be a little longer this time.

I really apologize for that fact cause I know that when I order things I want to get it right away, but because I've made you wait I wanted to give you a special offer on something that normally cost xyz ... normally cost \$197.00 but if you order it .... Send me an email and say that you want it I'll add it to your purchase for \$75.00. I'll give them some massive discount, which is basically an up sell, what do you think of that idea?

**TD:** That's a really good idea to be using for it.

**FG:** Cause I'm just thinking I'm finding an excuse to tell people hey you know I usually send these out right away but I don't , but here ....by the way , and get this in sets. So I'm thinking that people who are selling anything have got to be thinking and I have two signs up in my office. One say's "measurement eliminates arguments" and the second one say's, "upsell everything," and I think ...the reason why I've asked you whether or not you physically fulfill your product is because how excited you get about ClickBank and the ease of use.

I would have thought to myself that you would have been the kind of person that didn't do any of your own fulfillment, cause if I hear you correctly if people listening on tape should know this also is when you give fulfillment to someone else you really risk damaging a customer relationship.

**TD:** You do and we'll find that just with all those we always have little flyers for other products that we put in with there and we get a lot of orders that moment that customer get a product from the other flyers in there, and if I slow down the delivery not only do they forget to put the flyers in for the other products...

**FG:** Nobody orders.

**TD:** ...nobody orders.

**FG:** It didn't get to them quick enough.

**TD:** Didn't get it to them quick enough. People are impressed when you get it quick.

**FG:** I got it, and what do you think or make it a goal to have, if someone orders a product ... lets say you got an email today at eleven o'clock in the morning do you make it a goal to get that product out before the end of this day? What's your time frame, what are you shooting for?

**TD:** A lot of times we will try to get it out that day.

**FG:** Right.

**TD:** Usually Julie will actually do the fulfillment around 3:30pm.

**FG:** Right.

**TD:** You know, to get shipped before 5:00. That's when she will do it and anything up to that point.

**FG:** Anything that comes up till 3:30 today will go out by 5:00 today.

**TD:** Yep, that's what we usually try to go for our goal. That's not always...

**FG:** ...Possible.

**TD:** You know not always possible, cause guess what? We don't work normal hours all the time.

**FG:** Right, exactly.

**TD:** You know, but that is a goal, and we can pretty much say it except on Saturday and Sunday, everything is shipped by the next day.

**FG:** Now those five web sites that you just told us about that you have. What percentage of your total income, monthly, yearly comes in from those five web sites?

**TD:** Well they continually change, especially with <http://www.netbreakthroughs.com> which is taking more and more of the pie all the time.

**FG:** Got it.

**TD:** That's getting the biggest click.

**FG:** Now I'm going step you back, though I'm saying do you make money not just from web sites but you do some consulting work and other things as well, right?

**TD:** Yes.

**FG:** But this produces 90% of your revenue, your web sites?

**TD:** Yes.

**FG:** Okay.

**TD:** They would be about 90% of my revenue and out of the web site I would say that <http://www.netbreakthroughs.com> is probably at this point about 30% of the income.

**FG:** 30% of the 90%.

**TD:** Yes.

**FG:** Got it.

**TD:** 30% of that. <http://www.bizpromo.com> gets a little bit hard to judge since that's where I run the ezine from a net that generates a lot of the money to the other sales.

**FG:** To the other web sites...

**TD:** You know, we'll just say it sells the products that only at <http://www.bizpromo.com> would be probably about 25%.

**FG:** Then you got a balance of 45%.

**TD:** About 25% from all the seekers and then about 20% ... well actually no...I forgot <http://www.paperlessnewsletter.com>, Paperless is probably about .... We'll have to divide the last three almost in twenty, twenty, twenty so lets drop <http://www.bizpromo.com> back down to 20% also.

**FG:** Okay, so twenty, twenty, twenty and then you got forty-five on the other, or whatever. It's pretty evenly distributed, but the <http://www.bizpromo.com> serves as the recruitment to over all the other as well.

**TD:** Yes, the others ... if I had dropped <http://www.bizpromo.com> , quit doing <http://www.bizpromo.com> my income would drop in half.

**FG:** Got it, because that's the main engine. Now here's the other question I had. You said something earlier in these tapes, and I think that people were listening to and may have wondered what I've wondered and I'm going to ask it now. You said that you had seven thousand people on your list two years ago, and now you have close to sixty?

**FG:** What did you do?

**TD:** Well, what I started noticing was back when I had the seven thousand was when I said, "Hey look my incomes going with my list, so I started focusing more on it."

**FG:** Okay.

**TD:** And now if you go to <http://www.Bizpromo.com> you will not see anything else until ...basically until you get multiple chances to get on that list.

**FG:** Got it.

**TD:** That's the driver course, and even at the other web sites. If you visit the other web sites if you leave without purchasing an item there's a second popup that'll appear suggesting that you join the list from <http://www.bizpromo.com>. Everything we do now focuses on that, and just from my web sites themselves they generate a good percentage from them.

Another strategy I learned was basically to put the autoresponder address in instead of a web site often, unless I placed an easy ad.

**FG:** Yea.

**TD:** The person sitting there in their email reading ezines, I want them to... I'll give them the autoresponder address, not the web site address because to go to the web site means they have to leave what they're doing.

**FG:** It's funny cause I discussed this in a seminar I did not to long ago, saying that one of my insights that I was coming up with were seven biggest marketing mistakes people make online, and my line was sending people a web site makes it so that you are not guaranteed 100% of the time you'll get someone's email address, however sending them to an email address guarantees that 100% of the time you will get their email address, so I think that we're saying the same thing which is if you send them to an autoresponder by definition you're going to capture their email address.

**TD:** That's exactly it. Now you can make lets say an under \$50.00 purchase.

**FG:** Yea.

**TD:** They'll make it just instantly without mailing, you know, you or anything else.

**FG:** Right.

**TD:** But if I get them on email first I have a much broader range of what I can be selling to them because I can go to them again and again and again.

**FG:** Again and again, gotcha.

**TD:** As I've talked about the only reason I have basically just a five step follow up system, because it's the fact that every two weeks I'm going to be sending them another email, If I deal with a customer who doesn't do a regular ezine we'll go to ten follow ups, twenty follow up's, or more just all for one product because the fact is we're going to keep focusing ... keep hitting them until they buy.

**FG:** Or die.

**TD:** Or die, or they got the option of removing themselves any time they want from this.

**FG:** Right, and what out of the people who sign up for the newsletter Bizpromo, what percentage of those people unsubscribe?

**TD:** Unsubscribes? We actually are considered really loved from our members and we get about, from we'll say the first six months about 1%.

**FG:** Really?

**TD:** Unsubscribes. That is low.

**FG:** It's very low, because of one thing, which is that you put a lot of content, a lot of meat in your newsletters, now I want to ask you this. How often if I sign up tomorrow how often will you contact me over the course of the next six months?

**TD:** Over the next six months you'll get those first ... you know five contacts, a thank you message in the next three days and the ones seven days later and then about every two weeks they'll get another message from me.

**FG:** In my suggestion has been to some of my clients, when I talk to people about doing some of this kind of permission base marketing, is that you market to people in non-regular intervals, in other words the idea of always giving seven days, I say move it around make it five, nine, ten, eleven, thirteen. What do you think about that?

**TD:** That works quite well for basic follow up or like for special notions. When you're running an ezine, which is what I'm running, people will...

**FG:** Expect it

**TD:** ...expect it.

**FG:** ...on same day.

**TD:** Expect it and they wait for it, if they don't get it, if I don't send it say on ... I send mine on Thursday, if I don't send it till Friday, I have received 100 emails by them that I didn't get it yesterday. You know, and actually it begins to hurt your credibility a little bit.

**FG:** Got it, so if somebody is expecting a regular communication or correspondence you want to send it on the same day.

**TD:** But, then I will every month or so I will send out special promotions completely separate at a completely different time.

**FG:** And what will you put in the subject line? Do you always put your name in there?

**TD:** I don't always put my name...it will have my name in the 'from' section of the ezine. I would put their name in the subject line with a comma and I'll use mail merge.

**FG:** Right.

**TD:** That's the finest system I have, it only use's mail merge, so it has their name in subject and then I will often have simply special for web goal subscribers cause they know the newsletters so well. I have such a strong readership...a lot of times I will tell people to almost make it use curiosity for the subject, you know if at all to use their name in to the subject if that's possible with the system you're using.

**FG:** So what kind of software do you use? What to use the mail merge function in sending out all these emails?

**TD:** Well from my personal list, my list is really large at sixty thousand. I'm using the <http://www.aweber.com> autoresponder.

**FG:** Got it.

**TD:** Because of the different autoresponders serves I've taught for a lot of the owners and they're the only ones who handle that at a really good paste at that size.

**FG:** Got it.

**TD:** You know I like some of the other systems sometimes even more.

**FG:** Right.

**TD:** But they can't handle my size.

**FG:** Understood, <http://www.aweber.com>.

**TD:** For my list I still ...for almost 60,000 people I still pay \$19.95 a month that's all I pay for the handling of it.

**FG:** \$19395 a month for 60,000 people?

**TD:** Yes, and when I talk to the owner they told me they could handle about a million, and they still would be \$19.95.

**FG:** Oh my God, that's incredible. Yea, that's a great deal! Okay so now that we got a good handle on it I want to know, did you use others...we haven't, if you noticed we're almost half way through this second tape here. We haven't talked about search engines, search engine placement, you know so many people who are doing online business think

that's the holy grail, that, that's what its about can you address that?

**TD:** For search engine promotion ... for me, specifically because of what business I'm in, which is the Internet Marketing field, Informational marketing field, it's not something we use very strongly. Mainly because the narrow field of competition is real, real, real instant.

**FG:** Yep.

**TD:** If I wanted to keep top positions I would be spending, probably eight hours a day to keep those positions.

**FG:** Right.

**TD:** There is no way I'm going to spend my time doing that type of thing when it's just as easy ... You know what I would prefer to do? Use the search engines to find somebody who is already doing it, give them a big commission on my product and let them do the work and sell my product.

**FG:** Got it, so if people are listening on tape I think it is essential that you not get hung up. And also one of the things people get scammed on all the time is this BS software that claims to, you know submit you to all the search engines. What do you have to say about those?

**TD:** Well, most of the search engines they submit you to are worthless.

**FG:** Right.

**TD:** And once you're in you mainly get from that software you're going to get a lot more bulk email into your email box. All those searchers are out there for is for one purpose, it is to get you to submit so that they can send you email, so their going to collect your email address and then their going to email you from then on. No one visits just the sites.

**FG:** Right and so those programs are basically for in my opinion useless. Now I have some people that I recommend, and people can contact me at 1-800-FGleack that's 1-800-345-3325 and I'll give you my latest recommendation on who I suggest you go too to get search and help. Because those people....Its like being a cardiologist, those guys are specialist.

**TD:** Well it's the same for my Web Gold newsletter my question/answer section. Most of it is done by a thirteen year guru that I have as a friend.

**FG:** Right.

**TD:** He answers people's questions about the search engines, and he has five or six staff members and all they do ... everybody there all day long is to figure out how to get top



positions on search engines.

**FG:** Yea.

**TD:** Now let's think about this. Would I want to compete with that person with my time?

**FG:** No.

**TD:** There is no way.

**FG:** Yea, and so your point is that if you find somebody who's got good position already with search engine and you seduce them in to becoming an affiliate by giving them massive commission. Now how much commission will you give them something way over and above your normal amount?

**TD:** I will give these people who have a lot of position to have big list. I will give them a lot more than what is normal.

**FG:** Give me a difference between what's normal and what would you give them.

**TD:** Well like on the ClickBank product you're limited to the 50%.

**FG:** Okay.

**TD:** That's ... they can't go any higher.

**FG:** You can't?

**TD:** No you can't.

**FG:** So in other words you can go up to 50%, but you can't over 50%.

**TD:** On some of my products I will go...especially digitally delivered, which means I have no cost, and I'll go 70%.

**FG:** Sure.

**TD:** Sometimes say 30% ...now if you're just starting out you haven't made any deals I would go to an ezine publisher for your first deal I'd give him 80%, 90% of the money for one purpose. Okay, I'm not going to make much today.

**FG:** You're building a list.

**TD:** But guess what's going to happen.

**FG:** Yea.

**TD:** You know, I'm going to build a list and now this person published me, every body knows about my product. I'm going to have a bunch more affiliates sign on.

**FG:** Okay, now this sounds to me like there's some certain key ezine contact people that we're going to get to, but we're going to do that on the flip side of tape number two. At this point folks turn the tape over to the second side.

Back here again with Terry Dean and we're talking about who we need to talk to specifically who are those key newsletters or ezine folks that we need to talk too to make sure that our product gets heard about. Who are they?

**TD:** Well this is going to be funny. In my market...in internet marketing field if you have a product in marketing...I have actually have considered one of these, and another person considered Jim Daniels who has a hundred thousand people.

What you'll find is a lot of these people will go into a couple more will let play with them, is any time anything is published by them everybody else wants to copy them. So if your product is published by them everybody else wants to publish about your product also right after wards just because it's like okay they did it, it becomes almost as fact this person with a hundred thousand subscribers.

**FG:** Right.

**TD:** You're going to find a lot of times the way to point the personality you don't have to give out specific names when you subscribe to ezine.

**FG:** Right.

**TD:** If you have a lot of good content if the publisher say's they had fifty thousand or more subscribers there almost immediately in this list. That's what puts them in this, you know the point where everyone else starts coping.

The moment they promote your product there's going to be a bunch of ezine publishers that have five-ten thousand subscribers who want to pull a merchant product also and they can get more to the normal commission levels. You might be giving them 50% because now ten of them want to promote the product as well.

**FG:** Wow, yea so what you're trying to do is you're trying to get...it's sort of like if you're trying to get an article from a PR stand point having it appear in New York Times is a lot more affective than having it appear in a some kind of a small weekly publication out in Arizona for example.

Getting your name in front of those people is accentual and so how do I do it though if I went to Jim Daniels and said, "Look I got a great product that I want you to consider." I'm sure he gets requests like that all the time from all kinds of people.

How do I convince him that I'm the person worth covering or worth the giving me a chance to get in front of his people?

**TD:** Well the first thing that you do is for any of these people, (I can talk from my own experience) offering products.

**FG:** Yup.

**TD:** What first jumps at me is the product has...if it is an ebook especially you should have the free download link in the email itself too when you come to me. The thing about that is if I actually go and download it you've got a chance.

**FG:** Right.

**TD:** If I never downloaded your product then you didn't have a chance any way, it didn't hurt you any to have the download email in it.

**FG:** You got it.

**TD:** You know, so just make a download in it right there, make it easy

**FG:** Right.

**TD:** Don't make me have to send five emails back to you. In short emails are all so better too, and this is something that people don't think about.

**FG:** To people like you, I would write you this long glossy letter?

**TD:** If I don't know you and you send me a five page email, I'm not going to read it. I don't care; you might be telling me that you want to give me a million dollars I will never...

**FG:** ...get to the end of the email.

**TD:** I will not know what you've told me. That's another aspect, is keep it short and simple basically when you have a product. Usually the first paragraph the ones that get my attention tells me why it's right for my audience.

**FG:** Give me an example of a paragraph that would get your attention.

**TD:** It would start off, first of all they better have the subject personalized to, you know just to have a chance of getting there to and not be anything weird. Look at your spam emails and you can see all the subject lines that get deleted real quickly. When you're sending to somebody they put their name in it and that's usually more of a guarantee to look at what's in it.

**FG:** So give me an example of a subject line that you would want to open if you saw it.

**TD:** Just, something from you would probably be: Terry, joint venture, partnership offer, something like that.

**FG:** Right, Terry JV offer.

**TD:** Yea, it would be something I would look at. Because it makes me ... just by looking at it I know you probably are not going to take all my time. Just like that. It's quick and to the point, okay what you got?

**FG:** Okay so now I've sent you an email say's Terry JV offer, you could tell me you've opened my email. What do you want the first? You want us to say "Dear Terry."

**TD:** Yes, and then basically that...

**FG:** Let me try it. I would say, Terry I've got a new product in which you can make 80% commission that sells like crazy and it's \$97.00 your take on it is \$77.53. Boom, that's the first paragraph.

**TD:** That is something that will...again notice that's short and simple and is something that I will keep reading at that point to see, after that you probably want to put in why it's right for my audience.

**FG:** Right, so think number one is I've got to understand what's your motivation, what's Terry Dean's motivation in reading my email. Clearly he wants to make money. It's not how great my product is, it's how much can Terry make off my great product.

**TD:** Yep, that is the first motivation is what's it going to do for me? My second motivation is what is it going to do for my subscribers?

**FG:** Exactly.

**TD:** So why is it right for my subscribers?

**FG:** So it's got to be a market masher.

**TD:** You know, and you can think about the frame polisher saying it's got to do me well, it's got to do my subscribers well. I don't care if your product is going to make me \$100,000.00 if my subscribers aren't going to like it.

**FG:** Right, now say for example I have a product that just came out and one of my things is doing seminars. Now if I went to you and say (*and this is an example for people listening on tape and by the way this is the first time Terry is ever hearing about this, so you'll hear what his response is in a real life situation for all I know he may say that's ridiculous wouldn't work for my money*) I have a set of audiotapes on how people can

market and promote their own seminars or work shops. Now that is something, that if I approach you and said, “Hey Terry I think this is a great product. Now the question is I don’t really know for sure but I’m suspecting that a lot of your people might have an interest in doing their own seminars or workshops in their field?” Now how would you respond to something like that?

**TD:** Emails like that I would probably email you right back, simply saying that I don’t think this product is right for me.

**FG:** Really?

**TD:** Feel free to contact me in the future.

**FG:** Got it, because that’s something you don’t think is a good match in terms of subject matter for your group.

**TD:** That would be if I didn’t know you at all. If I knew you I might even comment back somebody who you could contact on that product, I’d say this person is perfect for you, contact them.

**FG:** Okay so in other words your market and you know that because your market is specifically interested in Internet Marketing products.

**TD:** Yes.

**FG:** So like this tape that we’re recording right now, which some of the people on your list will probably get a hold of. This tape that we’re recording right now is specifically in the area of Internet Marketing and a lot of people, I would suspect on your list have not heard your voice. They’ve only read your words and they may relish the opportunity to actually hear Terry Dean their guru talking about something like this. So therefore if it’s Internet Marketing, and you’re involved, the product is a good match.

**TD:** It’s a good match. The products I will look at is anything that is Internet Marketing related in any type of field. Not specifically...like I would not sell any book to my list that is Internet Marketing any more because that is too general, it would need to be a specific aspect. If someone wanted to sell a book on just pay-per-click search engine they have a chance with me. Because that’s a...

**FG:** ...It’s a niche, within a niche. It’s a niche within Internet Marketing.

**TD:** Those are the one’s that have a chance with me for this. Is people who are inside my market, and then have the niche, inside the niche.

**FG:** Why don’t you explain to the people why that is, in other words the reason for that is that you’ve given them the umbrella topic, which is Internet Marketing, and you’ve sold them a lot of stuff and you’ve given them a lot of that information and so therefore you

want to then look for niches inside the niche? Is that how that works?

**TD:** That's it exactly ... I want a specialist. That's what you've got to think about on the internet is specialization. For example, and I tell this to people a lot, and it will actually shock them, is I was talking to one person who was doing a lot of Internet Marketing and they were an accountant.

They were discussing with me about doing Internet Marketing about it. I said no, do a course for accountants on how to market online because you have a very successful site, show them your model that's the only people the product is for, is for those people. Because it becomes their specialist, their e-vote will probably only be worth \$20.00 if it was just a general one. But that product specializes, \$200.00 or more.

**FG:** Exactly, exactly and that's what I mean, as you know I've got like fifteen different market niches that I market...marketing related stuff to and I take those individual niches because how to market your own.... How to market your business is a \$97.00 seminar. How to better market your catering business is a \$297.00 seminar. So that's what ... I'm doing the same thing in an offline model that you're doing.

**TD:** When we're mentioning the price though it's even more so that it's a whole lot easier to sell that \$297 seminar than it is that \$97.00 seminar.

**FG:** You got it.

**TD:** Because not only is it more focus for that customer, it's easier to target your customer. You know exactly who your customer is.

**FG:** Right, this is a good point to talk to any one who's listening on tape. Which is the idea of trying to sell something that is of every one product is... is ridiculous.

**TD:** It's ridiculous; I see a lot of people who come to me with.. I have a product that everyone needs and my answer to them is there is no way to sell it online.

**FG:** Right.

**TD:** If everybody needs it contact Moreline to see if they will sell it for you.

**FG:** Exactly because that's a mass marketer, and so anybody listening the key is to take your product and even if it isn't currently niched, to find a way to niche it and to make it niche-able.

**TD:** That's exactly it. You have to be niched and another mention is if you haven't found a product yet,

**FG:** Right.

**TD:** If you are listening to this tape and you don't have a product, find a market first and then create a product, don't go the other way around.

**FG:** Right, find a market then... now here's an example: I have a client of mine who's a Periodontist and he comes to me and say's, "Fred I want to sell some stuff to Periodontist." I said, "Fine." I said, "How many Periodontist's are there?" He says, "5,500 in the United States." I said, "Oh really." He says, "Yea, I've got this great product I want to sell to them for \$97.00."

I said, "Wait, wait, wait, let me understand this. We got 5,500 total market and you want to sell them something for \$97.00, even if you got a 100% penetration in that market you're only going to make \$57,000.00, and it's absurd so if you got a market of 5,700 people, extremely specialized if you're going to sell them anything it's got to be by definition a really high priced product, because the total doesn't make sense." Wouldn't you agree?

**TD:** That's exactly it, and the more specialized you get the harder to get the product becomes.

**FG:** Exactly.

**TD:** That's another mistake I see happen a lot online is every one immediately thinks they should go for really low ticket items because they see them sell a lot online, say \$17.00 ebooks and stuff like that. It's hard to earn a big income online selling low priced items like that because it gives you very low margins. I earn a lot of my income ... a lot of it comes from either the continuity, which is every month they get charged or from larger items, which is \$400.00 or more.

**FG:** Lets talk about that al little more about that continuity program, basically you have at <http://www.netbreakthroughs.com> you have a paid monthly what do you call it?

**TD:** I call it a membership site.

**FG:** A membership site?

**TD:** Basically the way it works is you sign up for it and every month the same date you sign up, if you sign up on the fifth on October fifth every month your cards going to get charged the \$19.95 until you tell me you want to cancel. When you cancel then you're canceled and you won't be charged any more, you won't have access any more. But you keep getting charged every month and we have close to a thousand members on that and that is a nice monthly income.

**FG:** Well Yea, all I have to do is compute that and that's coming out to \$28,000.00 a month minimum. Now a question for you how is this set up? I want to know what's the back office or the background of this in terms of how.... What system are you using to automatically charge people every month?

**TD:** Okay there are a lot of different systems to use for automatically charging, and the one that I'm actually, personally using is a company called <http://www.Ibill.com>. The reason for it is that you basically do the same as ClickBank does but for membership sites and that is they handle all the charging.

**FG:** And what's their Url? <http://www.Ibill.com>.

**TD:** Yes.

**FG:** Okay.

**TD:** They basically do the same thing as ClickBank does. They do the charging, every month and they handle all the rebilling. If someone cancels or if someone sends in a charge back request or something to that nature and continuity programs where people get charged although sometimes they forget that they ordered so there's more of those that occur.

**FG:** Right.

**TD:** They handle those and deal with those and during the whole time we had it I think we've only had two charges by accident that actually got processed that Ibill didn't get rid of and when they happened Ibill took them out of my money. *(Laughter)*

**FG:** Sure.

**TD:** But they handle most of them. They handle the phone calls when someone calls. A lot of times you'll find that type of sites people will see a 800 on their bill and they call to see what they ordered and Ibill will answer the phone and tell them what it is that their getting.

**FG:** Ah, so they know...it's not going to be one of those things where we have no idea what you bought. Well the key here is I think that people listing on tape, some people are going to try and get clever and go; well if I go through Ibill then I have to pay. What percentage rate are you paying on?

**TD:** Ibill charges 15%.

**FG:** Oh, so their charging 15%, but you're saying that it is worth it ...the reduction in headache's on your part to let Ibill do all of this rather than to do it yourself.

**TD:** It is because I can get the membership for about 3%. But then I have to take those phone calls that come in, I have to deal with all the charge back request and one feature that actually makes more income, people don't think about and I've seen this from some of my membership sites competitors is a lot of times the peoples credit cards can't be billed each time. For what ever reason, there's not enough money in their card.



**FG:** Right

**TD:** And then they automatically get declined and they get cancelled.

**FG:** And so what does Ibill do?

**TD:** Ibill gives them two more tries. They've got three days, later they will try and charge them, three days later they will try and charge them again. A whole lot of those people end up getting charged and staying in the membership site that I could loose. I'd probably be losing 20% of my members every month who didn't get charged the first time.

**FG:** Okay let me have every body who's listening on tape listen very clearly to what Terry just said. The difference between 3% doing it yourself, and 15% is twelve percentage points. That means that every month if you're doing a \$20,000.00 gross your giving away \$3,000.00 to have them do this for you, and you're telling people listening on tape that this is worth it?

**TD:** It's worth it. But when you think about it all the stuff that they do, especially the size of my site it would take a full time staff member to do it bare minimum and I don't know if they can handle it, and they would cost that much at least.

**FG:** Right and they would have the employee complaining about the fact that they need the day off or their grandmother got sick or something like that as so in final analysis, people who are listening on tape have got to understand if you want to run a business that allows you to go out and hang out and ride your horses and play with your dogs. It is much better to give away a little bit of the money rather than to take on the hassle.

**TD:** Well just thinking about it just in that percentage of the 20% more that I probably would loose each month from people who are getting canceled. Ibill cleans up and we actually get down to 4% or 5% when they get done results. That's 15% right there.

**FG:** Right.

**TD:** They took care of that.

**FG:** Right.

**TD:** I mean the other companies who even have automatic billing in the merchants companies; I have yet to find one that keeps trying until they get them.

**FG:** Got it, so you're saying that for everything... go ahead and use Ibill, use ClickBank for the other downloadable products and go ahead and pay their fee? It's worth it.

**TD:** Well see Ibill does the same thing for affiliates as ClickBank also. I have affiliates that they pay monthly, you know, the same deal.

**FG:** So in other words on this continuity program you offer an affiliate program?

**TD:** Yes.

**FG:** And Ibill handles the affiliate check cutting for anybody, and if I send you three hundred people who signed up at <http://www.netbreakthroughs.com> Ibill has to cut me a check as an affiliate.

**TD:** Yes.

**FG:** What are your affiliates getting on that site?

**TD:** Basically that computes to \$4.99 a month.

**FG:** Got it, so that's 25%.

**TD:** Yes, they get \$4.99 a month; every month if that person is a member. So if someone sends over a hundred members their going to get \$499.00 a month, every month those people are members. That's really nice considering the fact that on this program I have a lot of affiliates who gets checks because of the fact that they like this affiliate program, cause even if their getting a small check, even if they only sign on one member...

**FG:** They're getting paid forever.

**TD:** ...They're getting paid forever.

**FG:** Now the thing is, then I was exaggerating a little bit in the... your \$20,000... if you have a 1,000 at \$20.00 a piece that's \$20,000.00 gross.

**TD:** Yes.

**FG:** That's not even net.

**TD:** I don't see that, the gross cause again Ibill is doing the same thing I would bill and that is, you can have them direct deposit it in to your banking account.

**FG:** Right.

**TD:** But I kind of like getting the checks in the mail, so I have them send me checks. I don't need the money two days earlier than it takes. I like depositing those huge checks in the bank.

**FG:** Right, it feels good.

**TD:** It feels good, every two weeks and I have a big ClickBank check and my Ibill check,

other affiliate checks and I go to the bank, and make a huge deposit with these.

**FG:** So what we're saying to people here is, if you think you are getting a deal because you're getting a reduction in your merchant account percentage or what ever. Think about a combination of two things, you want to cut your cost a little so you can be as low as you can be, but also you want to think about your hassle factor.

**TD:** Yea, because the fact that you know the 15% for Ibill. I would not use Ibill for digital products, they have the same set up as ClickBank if I just wanted to see digital, but why go to them if you're just selling downloadable. The only reason I go with them for the membership site, is they're the only one that do the reoccurring billing, ClickBank does not.

**FG:** ClickBank does not, okay so I think that people are pretty understood. So if we're talking to people listening on tape, you can sell products direct, you're going to be doing, you know try and do it by your own means and through affiliates and you can also be selling membership site. Why did you get so excited about the idea of the membership sites? What are the other benefits other than the on going revenue?

**TD:** Well the on going revenue is one of the biggest points, was the fact that when you have a membership site and now is the closest thing that you get to a monthly or weekly check. My checks are every two weeks and their bigger than they were before.

**FG:** You kind of get a raise all the time.

**TD:** You get a raise every two weeks.

**FG:** Right.

**TD:** You know because they keep getting bigger. But that's one thing; the other aspect is now you really, really build the bond that you have with the customers.

**FG:** Now when people go to those membership only sites do they basically get access to every thing you have done thus far. In other words when I go if I joined today I get access to everything that's been on that site forever?

**TD:** I started this back in January so you'd get everything back to then. January 2001 is when it started and every thing that's been created up till now you get from back. What I've done because of that, I've come up with a very interesting aspect for this is...so in the beginning some members were overwhelmed by everything that was available to them, so I created a five step, five day email of course showing you how to use all the stuff in there and at the bottom of each of these emails there's mentions of other products related to sections.

**FG:** So in other words when I sign up for <http://www.netbreakthroughs.com> there's such a volume of stuff in there that you're going to educate me on how to use it?

**TD:** Yes.

**FG:** And in the process of educating me on how to use it you might also suggest to me that I might go to somewhere else where I may have to buy something else?

**TD:** I would suggest that if you really love this one aspect of Internet Marketing here's a niche of a niche product for that. Now inside...but again I'm using the same strategy that I did in the beginning which is information, information, information with sales going along with it. Same strategy here.

**FG:** Now one of the things that people listening on tape are going to be wondering is obviously to set up this massive number of on going autoresponders, that's going to take some time so what ever you create all of these kinds of systems in which you're going to have massive numbers of autoresponders. Do you sit down all at once and create all of your autoresponders at one time, all of your autoresponder messages?

**TD:** No I do not create them all at one time. Usually I will have maybe three messages when I first put something up.

**FG:** Right.

**TD:** Just because I worked on them and they kind of hook in to each other and they just go together.

**FG:** Right,

**TD:** If I was giving away a chapter of my book I might have it in two or three different emails all spread apart, here's the first part of the chapter, the second part and just keep it all together. But then later I will add on other follow ups and you might find that you've started off with three, a year later you know just when time or when ever an idea pops into your head you add another little one on.

You might have now, have the thirty emails of that system, all created just from ideas. Because one thing that I found for myself is I'm one of those people who's not real, who has a real strong work ethic. (*Laughed*) I kind of get ideas and in a flash will work real good for awhile.

**FG:** Right and you want to kick back.

**TD:** Then I kick back for awhile, and then I'll be doing something else, enjoying myself and all of a sudden another idea comes to me.

**FG:** Oh my God I got to have this.

**TD:** I got to have this and then I will do that one later and the beauty of autoresponder

systems is all of them are set up, every one I've looked at least are set up so that you have your three autoresponders, when ever you add in a new one it automatically goes out to all your old prospects also.

**FG:** Oh really, so in other words if I've set up a three autoresponder message to go to X group what ever it is, when I add my fourth one that message gets sent at the time all of the old subscribers.

**TD:** Yes, it goes to all the old subscribers and then it's now added in as a later message for every body else.

**FG:** That's interesting. I think that people should understand what you just said because that means that I don't have to freak out that I have to produce all of my autoresponders messages at one time. Because if I produce five of them for right now and I think of another one a month from now I add it. It will be number six and so somebody coming in right today will get all six. Perfect, that's an important point

**TD:** I mean they will get all six... see the only difference will be you might say that you want to get, oh five days later and it was serious. But it will just be whatever time period when you put it up for all the people who've been in it.

**FG:** Right, so if I say, do this five days after the fourth email and this is number five everybody on my list will get it five days from now.

**TD:** No they'll get it now.

**FG:** They'll get it now where as everybody else will get it five days from the fourth one.

**TD:** Yes.

**FG:** Perfect, excellent, well that's something I wasn't even thinking of myself and I think that's a great point to remember. I think this is a good point at this point folks if you could please move now to tape number three.

## **Internet Marketing Secrets – REVEALED!**

Terry Dean as Interviewed by Fred Gleeck – Tape 3

**FG:** Okay folks we are back on tape number three. It's Fred Gleeck talking to Terry Dean the Internet Marketing Guru who lives out the in the rural parts of Indiana. He's here in the big city of New York City and I've persuaded him to come in and walk among the tall buildings as he's sitting in the hotel room going, get me get out of this place I want to get back to my comfort of horses and my dogs.

But anyway we're talking about a lot of things, and I was just thinking at the break Terry about how most of my products right now that I have, because I was primarily an online marketer for many, many years were all... I have physical products I've got audio and physical tapes.

Now one of the things we talked about earlier is converting some of those audiotapes into real format. Now here's the problem, most of my tapes run six hours and I know a lot of people listening on tape would want that answer to this as well. If a lot of my material runs really long like that, it's going to be very rare that someone is going to want to download six hours of audio and listen to them on their computer. What's the answer? How can we take this material, or any material that is fairly lengthy and make it something that we can give to people in a downloadable fashion that really works, or can we?

**TD:** Well just going first with it, I don't always recommend that you make a product a digital. A lot of people actually prefer to receive physical products. For example again, the ezine publisher Jim Daniels he still publishes an actual hard copy book that he publishes from his product.

The reason being is that some ebooks have a lower perceived value just because they're ebooks. There's so much junk out there. So don't always think that you should immediately go to digital.

**FG:** Yes.

**TD:** If you go digital, you actually drop the ticket value of your product. Like a \$197.00 tape set is not going to sell for \$197.00 as a digital product.

**FG:** Right.

**TD:** It's not going to happen. It is very hard to sell digital above a \$100.00.

**FG:** Gotcha, now but is there a way that we can take an audiotape series and create similar to what you've done to ClickBank. Something where we can do without end work whatsoever?

**TD:** The easiest way to do it of all, in my opinion is if you are going to do anything audio online, make sure you have a transcript of it also. So I would have the tapes, I would send them out to a transcriber, which I found a very good transcriber through <http://www.elance.com>.

**FG:** Do you want to give out that name please?

**TD:** Not for her personally because I keep her every busy with my stuff (*laughter*).

**FG:** Okay then don't.

**TD:** But I can tell anybody out there that if they want a good price for a transcriber go to <http://www.elance.com>.

**FG:** Let me ask you this? <http://www.elance.com> for people that don't know is a place to find freelance workers, in just about every field. <http://www.elance.com>, now let's see if I'm getting a good or bad deal. My transcriber, who always wants me to send him business, charges me a penny a word. That means if I do a six-hour seminar on tape, it usually comes out to 60-70,000 words. So that transcription will come in at \$600.00-\$700.00, am I getting a bad deal Terry?

**TD:** Well that lady that I got through at <http://www.elance.com> I pay \$30.00 for an audiotape, a sixty-minute audiotape.

**FG:** Aw man you just made my day.

**TD:** She was the former transcriber for the IRS for fifteen years and now she is perfect in transcriptions.

**FG:** So I've just paid more money that I have to, so what you're telling me is that people listening to these tapes, let's say these tapes that we are creating right now. We're probably going to go to six tapes. We're going to have six audiotapes, sixty minutes each; she can take those for \$180.00 and transcribe them?

**TD:** Yes that's how much we're charged for the transcription of all of them, and that would be adding in headings of the sections and I mean almost perfect.

**FG:** Really.

**TD:** I had another transcriber that we paid over a \$100.00 a tape and there were points that were really good, and other points were horrible, it was because they had a big company, they had a lot of staff. And they would change off, one person would be really good and the next one wouldn't.

**FG:** So it was very inconsistent from tape to tape.

**TD:** The one I found as a freelancer, like I said she worked as a transcriber for fifteen years, now she wants to be home and be with her kids. She just wants a few jobs that she can do at home in her spare time, and she does the tapes.

I just went to <http://www.elance.com> and I posted that I had transcription, I had this many tapes that I wanted done, and I received over fifteen bids, and most of the bids were between \$25.00 and \$50.00 a tape on average bids. I chose hers because I liked her bid; I liked the experience that she said she had.

**FG:** And so the thing is, the point that we're making here is the way we can digitally deliver this audiotape program is to deliver people a transcription of the tapes.

**TD:** Give them a transcription, and possibly give them the real audio files also, just for a higher perceived value.

**FG:** Got it.

**TD:** But remember the transcription is essential, that's what more people actually use. They will print out the transcription; they'll study the transcription.

**FG:** Got it. So then, what you're saying is right now for all practical purposes, audio delivered online, in the length that we're talking about right now, is impractical.

**TD:** It's impractical by itself, some people will... as we get along more people will get high speed access that will be changing.

**FG:** Yes, and my guess is, as we're sitting here in the end October 2001, my guess would be for the next eighteen and twenty-four months, by 2004 we're going to be able to download large audio files, and immediately burn CD ROM's, and people will be running around playing them on their CD players, would you agree?

**TD:** I would agree with that.

**FG:** And so that's not here yet?

**TD:** And you can say what's leading the way is MP3's, the music is leading the way for that, because you can always look at how we are going in that direction that's the future, we're just not there yet right now.

**FG:** And looking into the future then it's probably even further into the future and just sort of gives people a little tease about what might be coming. Is it not true that you also see the video being delivered in that kind of format as well eventually?

**TD:** Well, I see it as being possible is near the same time frame.

**FG:** Why wouldn't it take longer?



**TD:** Because of the high speed, once people have the high-speed access that's what opens the door for the video. And I know some very, very large companies are working to try to put computers and TV's together.

**FG:** I've got a buddy of mine over at Microsoft and the thing that fascinates me is I'm sure people are listening to this a year from now. We'll already have it. Microsoft is working on a product, where if you're watching Law and Order and you like the jacket some guys wearing you can click on the jacket and it tells you where to order the jacket. So yes it's all changing. Well that's a little off the shoot of what we're talking about.

Let's go back. Talk to me a little bit about what have we missed that we really should tell people about now? We've talked a little about how to generate...we have exhausted all of our possibilities, because it sounds like to me when we talked about affiliates.

What we have really done here is that we have given people what you consider to be the most effective means of recruiting affiliates, which is to go out there and find sites that are heavily trafficked contact them and using Alex and a few of these other programs, being able to send them and email solicitation to become an affiliate of ours and give them a better deal. Are there any other means...would you agree that affiliate marketing is the most effective thing that you do to market your sites?

**TD:** I would consider they're the most effective, but it's definitely not the only thing that we do. We have a lot of methods that we use and here's another strategy that I can give people, let's just make this an extra tip on what we were talking about joint ventures. They can go to some of the search engines such as <http://www.altavista@av.com> and type in the search key phrase, "Links" and then put someone's domain name and it will show everybody who is linking to that domain.

**FG:** Got it. So you can find anyone who is linking to a given domain and contact all those people?

**TD:** You can find...say if someone has a really large affiliate program, put their domain in there and now you can find most of the affiliates who are linking to them from web sites.

**FG:** So in other words I could find out all of your affiliates?

**TD:** You can find the ones that have links on their websites.

**FG:** Got it.

**TD:** Some of them might be published ezines or some other way, but you won't find them.

**FG:** Exactly, so if we're talking about generating affiliates, writing our articles for ezines is an effective means of doing that?

**TD:** Writing articles for ezines is another effective... well actually if we're going into doing marketing techniques, let's separate them into two points. We have free techniques and then paid techniques.

**FG:** Okay.

**TD:** With the free ones, writing articles is not powerful free method.

**FG:** And articles both online and offline?

**TD:** Both on and off. You'll find that online a good model is to do articles shorter than you do offline. By that I mean 500-800 words is a good normal most magazines are about a thousand or a little bit more.

**FG:** So tell me what's the method of finding...and I mean I have a source that I use, but I'll be curious to hear your source as well. Where do I find a publication that will list all of the ezines out there and a given topic area, so I don't have to be going running around trying to find them myself? So I want to start putting articles in ezines where do I find these ezines?

**TD:** Well to find ezines a good site to actually look them from is <http://www.topezineads.com> has a lot of listing of these ezines.

**FG:** So <http://www.topezinesads.com>?

**TD:** Yes, they have a lot of them. For my own personal use I actually hired a researcher at Elance to research and find me hundreds and hundreds of them.

**FG:** How did you tell them to go about doing that?

**TD:** I basically told them that I wanted them to research all the different directories that are already online which there are quite a few. And then I wanted them to come back to me with the name of the publisher, the name of the ezine, their email name and their website address. All separated by a comma so I could sit and write to the software. And they charged me actually a \$150.00 to find five hundred of them. That accepted articles on their site, specifically said that they accepted articles on their site.

**FG:** Okay, so you paid this person at <http://www.elance.com> a \$150.00 to go out there and get five hundred publications, ezine publications that would take articles for your Internet Marketing. So now what you do is merge that into...and what...then tell me then what did you do next?

**TD:** Well, the software that I used to send it out is Postmaster software, which is created by online automation.

**FG:** Is that at <http://www.postmaster.com>?

**TD:** That is an online automation.

**FG:** [Http://www.onelineautomation.com](http://www.onelineautomation.com)?

**TD:** The name of the software is Postmaster, and it gives you a lot of abilities to mail merge. Different...basically merge anything you want, you can put anything into a message.

**FG:** Okay.

**TD:** They have a strong database down there. And then I would mail merge and send out these publishers, and the reason why I wanted their names was to personalize it. That's the main reason why I tell people to personalize it when they contact me. I wanted their name on the top and get to the point real quick is the subject line was their name and an article for their ezine, because I had their ezine name down in mail merging also.

**FG:** So it would be Terry for article for Bizpromo?

**TD:** For Web gold.

**FG:** For web gold? Okay, so now what did the first line say? Dear Terry we're going to use...What's the first paragraph? What did you put?

**TD:** Something simple, such as almost just a casual type of communication of this recent article that we received great reviews from our net subscribers and I thought it would be perfect for your ezine. If there are other articles that you might want on a specific subject please contact me, email me.

**FG:** So you sent this out and you used a certain format to personalize the subject line and then you sent something in the first paragraph, you let them know that it was relevant for their ezine. What responses did you get out of five hundred?

**TD:** Well at the bottom of it I'll actually have the article.

**FG:** So you actually included the article in case they...so you wouldn't have to do a second piece of correspondence?

**TD:** Yes, they basically sent a piece of correspondence that if they didn't like this article they wanted something on another subject

**FG:** Got it. So in other words you included the article and if they use it... if you give them your article they must publish your contact information right?

**TD:** That's the key why you're putting these articles is that at the very bottom... now when you're sending these articles out, you don't stand a chance of any ezine to publish it if the article itself is talking about one of your products. It needs to be information. They're not going to publish your sales letter.

**FG:** Right.

**TD:** And ezine publishers are not going to publish your press releases either.

**FG:** Right. Yes.

**TD:** They're not going to do it. What they will publish is a good content article that the bottom is basic Internet etiquette, that you get five or six lines to promote any product anyway you want.

**FG:** So you're a little Johnson box.

**TD:** You get five or six lines to promote it... basically what I will do is all my resources boxes is...

**FG:** Is send them to an email address, you're trying to get them into an autoresponder?

**TD:** ...get them to the auto responder.

**FG:** Let me ask you this, on that you now have sent to these five hundred people that your Elance guy got you. You sent them a solicitation to include an article, you've actually included the article in the email, so they can use it right there and doesn't require additional correspondence.

At the end when you give them the contact information, and I would say for example, to receive a seven day course on how to market and promote your own seminars send an email to <http://www.tips@seminarexperts.com>, normally \$77.00, yours free if you send it now? Now is that the kind of promo that you would suggest?

**TD:** That's exactly the promo that you should be using. You've got to give them something for free.

**FG:** I perceive that.

**TD:** You've got to put a value on it, if it's something that you say is free, doesn't mean anything to people, it's got to have a value on it, basically all you've got there in the model is basically a classified ad, when you think about it. It's a headline, with a benefit, a value...

**FG:** A call to action.

**TD:** And a call to action to do this. And that's why you want resource boxes. For my business this is very powerful for me. I don't actually send out to my publishers a lot any more, because just by doing this; a lot of them subscribe and take them from my newsletter now. So now I actually don't send out as often as I could because almost every article that I publish gets ten or so ezines that just grab it and use it.

**FG:** Excellent.

**TS:** If I wasn't at that level yet, I'd be mailing to them at least every month, but not too often.

**FG:** Perfect, well that brings up the question, we're talking about free methods of getting coverage, and one of the things you said, if you sent a PR (*Press Release*) to some of these folks, if they're not going to publish it, is there any reliable source online you have found where you can send press release to or whatever, online press releases to that you will actually get coverage?

**TD:** Online I've tested quite a few of the so-called emailed ones, and we have not been happy with any of them.

**FG:** Cause there is a number of people that I know some of whose names I won't mention here who promote various kinds of online PR services. And I'm sure you know who they are, and you've probably used them. And you have not found any of them to be worth wild?

**TD:** None of them are worth wild, there are some companies that you'll probably be able to research and find them faxing out that you can contact online, they fax the Press Releases and we have seen some success with those but never with emailed ones.

**FG:** Okay then, well give me, who do you use for...now what you do is you contact these people online, they will fax out a press release?

**TD:** Yes, they will fax out a Press Release.

**FG:** Who have you used for that, that you are happy with?

**TD:** None of them were happy enough that I would want to say the person, which I want to say, in this, its much better success in actually getting the contacts yourself in faxing them.

**FG:** So in other words...

**TD:** I don't fax mail software, there's a company called Cynet that actually faxes through your computer.

**FG:** Spell that

**TD:** It's Cynet.

**FG:** And what they will do is allow... how does that work, explain?

**TD:** Basically you can also do it efax, which is one that we've been working with also, its <http://www.efax.com>. I think their system is a little bit simpler than the Cynet one, and that is you create your Press Release, you go to their website, you upload it to their site, you upload your press contacts, all the phone fax numbers of your press contacts, they do the faxing, and they charge a fee per call is what they do.

**FG:** And do you have to give them the list, or do they have a list of PR contacts?

**TD:** You have to give them your list or they probably have a list that you can buy from them.

**FG:** Right, but they are probably targeted as your own. Okay, so when people think about doing Press Releases online and they are solicited by these various individuals, who come on and say, hey you know we can get your Press Releases in front of all these people, it's in general, not a good idea.

**TD:** No it's not, I mean even one of them I tested was a friend of mine and just to get rid of any chance of making mistakes (*actually he is in the media, he's been in the media for fifteen years*) he actually had this Press Release service for three years and so I even pay him to write the Press Releases, not that any chance that I write it wrong, and have him email it out, they have five thousand contacts is what I paid for, I paid him \$450.00 to write it and send it out. We got zero response.

**FG:** Man, it's just an indication so; I want people listening on tape to realize that there is a lot of shenanigans going on out there to. People are trying to take your money in exchange for stuff. This is an example of a place where although it would be nice if we had a great source for this, it doesn't look like it worked.

**TD:** Not at this moment, there are some people who claim it, but actual proof of it is difficult. If someone's game to work the only way they are going to have to work is if they're developing relationships. Because media first, and then emailing them something because then they read it.

**FG:** Got it.

**TD:** Because there are certain outlets...causes I can email and get response from them now because they know me.

**FG:** Well let me give you the name of one of my clients for the people listening on tape one of my clients is <http://www.radiopublicity.com>. [Http://www.radiopublicity.com](http://www.radiopublicity.com) is my good friend Alex Carroll who basically sells a course, an ebook and a lot of courses on how to get on the radio your self.

And one of the things he says is you have to make the calls yourself. He has been on over twelve hundred radio interviews and sold over a million and a half dollars of his one book on how to get out of speeding tickets. And <http://www.radiopublicity.com> shows people and he really steps you through it. And I agree that his suggestion is you've got to do it yourself or hire someone to call up for you.

**TD:** That's a very good suggestion for it. Again the one's that get email, and some one that says that they get email has probably already had a relationship with them. If there are several radio publishers in the business field, if I send them an email and tell them that I want to be on the show, then I will be on the show.

**FG:** Exactly.

**TD:** They know me.

**FG:** Because they know you, and they know that you are a good interview and they get information out of you. Now that leads me to (we're trying our Holy Grail here) generate the greatest number of opt-ins, try to enlarge our list the best we can. We're trying to do as many things free first before we pay for anything. Are there any other things we need to do that are free that we can promote our site and get more names?

**TD:** Well an interesting aspect ...another thing that I recommend a lot of people do for free is actually go to some of the discussion boards online. Not just for the purpose of generating a little bit of sales products, but also the fact of getting feedback on their products, cause you will find the people will give you suggestions and other things like that. Sometimes you don't want their suggestions but sometimes their good.

**FG:** Okay, how does somebody find where these discussion boards are now? I know that there's a lot of... I've heard a lot of different suggestions. How do I identify if I'm a...one of my recent clients is in the business of ...he buys and sells pens, like fountain pens, and there's a whole network of people out there. How do we tell any niche marketer at all who's listening on tape, how do they find these discussion groups?

**TD:** Well there used to be some good resources to find them, but a lot of them have gone out of business. They're actually giving discussion boards, so it's kind of difficult. Now the actually the best way to find most of them is to really go to one of the big search engines.

**FG:** Like Yahoo?

**TD:** And use the phrase of the targeted niche and then use forum or discussion and things like that.

**FG:** Got it, so fountain pen forum, fountain discussion boards, and fountain chat room.

**TD:** Yes, and then you should already have the Alexis software installed so you can go to that one, check and see if it refers any other ones in the software for that, and actually find where they are discussing it.

**FG:** What people used to recommend is Deja News or what ever it was?

**TD:** Deja News from the news groups.

**FG:** Is that still around?

**TD:** That is for the news groups which are actually a little...discussion boards forum is actually a website. It's running with a discussion on the website. And news groups will require you to have news group created software.

**FG:** Right.

**TD:** And you can go through <http://www.dejanews.com> and search for news groups.

**FG:** Okay, so discussion boards are different from news groups.

**TD:** Their different and I found that discussion boards are more active and work better now then the news groups do.

**FG:** So okay, so news groups, I use the term <http://www.dejanews.com>.

**TD:** That's a search engine for news groups.

**FG:** It's a search engine for news groups, okay. And this news group is opposed to a discussion board, which is a website in which you can log on and you can basically be talking and chatting with people in real time?

**TD:** No, not real time that would be more the chats, it's more the posts show up on the website. And you can see them on the website. Most of them don't even require you to log in.

**FG:** Got it.

**TD:** I could visit your website and see the whole chat even on <http://www.netbreakthroughs.com> inside the membership site, on mine you do have to log in with a paid password, we have a news...basically a forum, such as you can go there and see the questions people ask and you can see the answers, I'm giving answers



that people are giving for each question right there. And what it is is you'll find a lot of these forums have a lot of traffic to them. And you know they might have five hundred thousand visitors a month.

**FG:** Okay, let's separate the two. Forums and News Groups and tell people how specifically to get into those and what to do.

**TD:** Well for the forums specifically to get to all you have to do is visit like any other web page, very easy.

**FG:** Right, and we find them again by?

**TD:** Do a search on one of the search engines...

**FG:** Like Yahoo.

**TD:** A forum discussion, you'll probably find more using a search engine called Google.

**FG:** So if I go to <http://www.Google.com> and I am interested...say I'm interested in karate. So then I would put in karate forum.

**TD:** Karate forum or Karate discussion, which I would tell you to try.

**FG:** So I would hit enter and it would bring up all those that might have those terms in them?

**TD:** I found that quite a few times that in the first twenty listings, you'll find a site that links to a bunch of them.

**FG:** Got it.

**TD:** It will show twenty forums of this and save that page... I put it in my favorite places to go back to.

**FG:** Got it, okay so now we've got that, then we've got the forums and then we've got the...

**TD:** The news groups, I really don't deal with much.

**FG:** Why not?

**TD:** Because we were finding that there was too much advertising going on and not enough real discussion, and they just weren't producing any type of response. The difference being in forums, if you go to the forums and you participate in the conversation, do not do what I'm telling you here and go advertise, you don't go there to place an ad, you go there and participate in the discussion.

**FG:** Right.

**TD:** Since you're selling a product that means that you probably know something about the subject you're talking about.

**FG:** Right.

**TD:** This means that you should go there and answer some people's questions. There could be a lot of questions posted there, find some that you have really well answers to.

**FG:** Right.

**TD:** Post a really good answer to something.

**FG:** Right.

**TD:** And just like what we did when we were sending out the ezine articles, post at the bottom of your ad, almost all of them give you a place to put a real live link to your website with a little bit of text about it. And in most these cases I actually tell them to go to the website. I find it a little bit harder to get on the subscribers from right there.

**FG:** Got it, so in this case, we wouldn't send them to an auto responder series we'd be sending them or directing them...

**TD:** To a website where to sign up.

**FG:** Where they can sign up? Got it.

**TD:** In this case that will be easier in this format, because it's on the website; they're still going to go to the website.

**FG:** This is a good point to ask you one question. Which is when people go to your website, there was a discussion about whether or not you should try and hit them for the signup for the free ezine or to signup for anything when they first get there or when they leave?

My feeling is, if I'm sending them to a sales letter site which is attempting to get them to buy a product, I don't want to have something popup when they first get there to inhibit them, to give them an easy out, to just do that and not buy the product. I would rather have the popup on the exit after they either decided to buy the product or they decide not to buy the product what are your thoughts on that?

**TD:** With several of my sites... this covers the exception cause all <http://www.bizpromo.com> focuses on is getting an email.

**FG:** Right.

**TD:** That's all it does for us.

**FG:** And therefore it comes up as a popup on entrance?

**TD:** Yes, and the main page.

**FG:** Got it.

**TD:** I just go in after it all the way there.

**FG:** Got it.

**TD:** On my other websites, it's a sales letter, and then if you exit the site without going to the order form, there's a popup for the newsletter.

**FG:** Got it. At this point folks turn the tape over to the other side.

**TD:** Of doing the forums and getting traffic from them. Actually, we are actually specifically doing the websites and what I do is I have actually used a code so my popup and exit only appear if the person isn't going to the order form.

**FG:** Got it, so if you don't go to the order form the code says, show them a popup screen that will get them to sign up for the free ezine.

**TD:** Yes, the purpose of that is that if they go to the order form, I don't want to interrupt them with the ezine popping up, because that would be silly and cut my own cost.

**FG:** Yes, Exactly.

**TD:** Because if they buy a product, I have their email address and they're on a better list than just the free email subscribers.

**FG:** Which brings up a good point, which is we want to maintain...as I do and I think that you probably do...this is the way I do it, you maintain two lists. You maintain a list of inquiries and you maintain a list of buyers. Now do you separate your buyers up into levels of purchases?

**TD:** In my actual main lists I do not separate them up into levels of purchases in most cases I put all the buyers together.

**FG:** If you could do it with or without waving a magic wand and so in other words you have everybody in there separated by those people that have spent less than \$100.00, less than \$200.00, less than \$300.00, less than \$500.00 if you could separate them up, would that be valuable?

**TD:** It would be very valuable if you could separate them up really easily.

**FG:** Right, and that's the problem.

**TD:** That's the problem, is you can do it, there are database systems that will help you do it, but it's not to the point where I consider easy and...

**FG:** So right now, you just have people who haven't bought anything and those who have bought a \$1.00 or more?

**TD:** Yes.

**FG:** So you've got them separated up to...people have actually whipped out their credit cards and give you their money just like that?

**TD:** And then the only separate list from that is I also have the net breakthrough members separate cause I consider them my very, very good purchasers that I run specials to a lot.

**FG:** Got it, so you have those...you have three lists?

**TD:** Yes.

**FG:** Inquires, buyers and the Netbreakthroughs people who are the monthly people...

**TD:** Monthly members.

**FG:** The thousand people, and that's the really special list?

**TD:** Yes.

**FG:** What kind of offers will you make different to each of those lists and why?

**TD:** Well, what I will often do is sometimes in the buyers list or the Netbreakthroughs member list, they will get a discount price first, over what everybody else is offering and a lot of times I try to run it at the same time.

**FG:** So they can see if they're getting a deal?

**TD:** They can see, and again everyone stays on the free email list for mine because it's an ezine.

**FG:** For example, you sign up for...like here in New York City, if you're on Bloomingdale's one of the salesman has you on a special member's only sale. They open a day early and you get a sales price, and you get to see the merchandise with the store closed except for those people who are there on their list. So essentially is what you are doing with your list? And you send it out to both groups and letting them know that they are getting such a great deal.

**TD:** Well usually I'll send it to the Netbreakthroughs members just a little bit before, because I want to make sure that get that one before the other one and they don't buy them because I don't want to actually have to go through and refund them, it's either that or they order the right products.

**FG:** Exactly.

**TD:** Then I'll tell them then to look for the other email that you are going to get in about three hours...

**FG:** In fact they'll see it's going to be more. So what happens is that I'll get an email from you that will say, "Hey, I've got this great product or this great thing it's normally a \$100.00 you're going to get it for \$47.00, but just to show you that I'm giving you the best deal watch the next email that comes through, because it's being offered at \$77.00." So they get the other offer for \$77.00, they go he's right it is a good deal, \$47.00 I'm going to buy it. Is that what you're doing here?

**TD:** That's exactly what you're doing, and you're assuring them that they are getting the discount price, we're dealing in information products, and we're dealing with big markups.

**FG:** But you're proving it to them, by showing them that, hey this is the normal offer that's going out.

**TD:** What you've got to understand is it's true that it's all fine and well but it's even more true online and that is no one believes anything until you've proved it to them online.

**FG:** You've got it.

**TD:** Offline, we talk about that in some sales letters we publish information here in an online sales letter to. Talking about credibility offline, online credibility is even more important.

**FG:** Absolutely.

**TD:** And credibility, when I do a sales letter, I will go into the credibility issues usually about the second paragraph of who I am, I give them the benefit, what you're going to get and before I even get specifically, we'll start talking about why. What is my credibility and why you should believe me here?

**FG:** Ah, so you're saying that usually on offline letters you wait until much later in the letter to talk about your self and who you are, and why should they listen to you, whereas you're saying online you want to deliver the point up front.

**TD:** The first thing in the sales letter, they're going to get the benefits, their going to see what they are going to get out of this, and the second reason is why I can make that promise.

**FG:** Right.

**TD:** I can make the promise and later on they are going to find out more about it, and that almost uses a little bit curiosity first, because I want to grab them in the middle of the letter, here is what you're going to get and why I can do it for you and then later on we're going to tell you more about it.

**FG:** Do you think there is a standard sort of templated sales letter methodology? In other words should all sale letters online, let's say with website sales letters follow a specific path and in other words a specific progression, in terms of obviously the headline, then the first thing is... the first paragraph is something that sucks them in, and then all the benefits. Do you have a specific path that you would lead people through?

**TD:** Generally, I should actually say that I follow the same model that I follow all the time, and that's true for the marketing aspect when we get back to more marketing techniques to. I can do the same thing all the time, you know it's just a system and for sales letters we go in with a strong headline benefits, some type of benefit.

**FG:** And people listening to this if they want to see an example of your method and what you put in what order. Which particular site would you say would be the best example?

**TD:** They can look at <http://www.netbreakthroughs.com> which is probably a good example.

**FG:** And its <http://www.netbreakthroughs.com>?

**TD:** Yes, The reason being, not only does it work extremely well but also a lot of copywriters are using it as an examples in their courses and seminars.

**FG:** Oh, they are?

**TD:** That sales letter.

**FG:** Got it, and that one you wrote your self?

**TD:** I wrote that one myself, and part of the reason it's so good is that by now...I wrote this one in January, which by now I've begun to know my customers really well. So I know what they're missing, so the big benefit headline that you'll read there will be something that you're going to want when you go to it if you're in the marketing field. Because I know what's missing and what you need.

**FG:** What does the headline say?

**TD:** Well people on the tape can look at it and they can read it there.

**FG:** I'll let them go and check it out.

**TD:** Go and check it out, and the same model that I follow there. And basically what I do is always let the headline first grab them in and focus on the big benefits.

**FG:** Are you a big believer in putting in a lot of bullet points?

**TD:** Yes, I use a lot of bullets second then I'll run in the first paragraph stuff them in the copy, tell them a little bit more about that benefit, then I go to credibility, establishing credibility mainly through...

**FG:** Who you are? And what did you do?

**TD:** ...Who I am, what I've done, testimonials all right there I'll run more testimonials later on in the letter a lot of the times. And then after that we'll go into a bunch of bullets benefits, usually at the next section about the product.

**FG:** Right.

**TD:** As you go on down the copy I use bullets a lot. A lot of bullets usually and I'll separate them every ten or twenty bullets.

**FG:** Do you think all of times in the offline world we should use bullets, and say for example you're promoting a book, you'd put a bullet and then put page 38, in other words would you say specific place that they're going to find this in the ebook? Do you find this effective?

**TD:** I've done that and it's real effective, it's interesting what people will see when they subscribe to the ezine and see the follow-ups. When I talk about... first of all you'll see the information of course that I'm giving you a free ezine, but later on when I talk about Netbreakthroughs I will give you a specific website pages of where you get your information.

**FG:** If you look on this and that page you will find that?

**TD:** Yes, but if you click on that website link and you're not a member it's going to ask you for your user name password, it's going to say you need to become a member to see this information, I can use specific website pages so that you can go back into when you want it.

**FG:** So in other words you're sending people... you're making reference to a specific page within Netbreakthroughs which is a paid service, somebody goes there who is not yet a member, what they're going to do is they're going to be frustrated and they're going

to go and say shoot I wanted to see what that was, I better sign up or else I'm not going to be able to go back.

**TD:** And the logic to it is, so it's \$19.95 for right now to see what they wanted to see.

**FG:** Right exactly, and then they're signing up for the ongoing process?

**TD:** Yes I use a lot of bullet points...all my sales letters use a lot bullets again, because that's part of the skin.

**FG:** Yes.

**TD:** I write all my sales letters with very little belief that most the readers are actually going to read the whole sales letter; they're going to scan them. There are some who say that every single word there is read if the higher the ticket item goes, the more likely they're going to read all of it.

**FG:** I have people that show up at our seminars with the sales letter in hand with high lighting in yellow, and they're checking them off as I cover each of the items of the seminar. It's pretty funny, and every once in a while somebody will come up to me towards the end of the seminar and say to me, you know what you promised to tell us about this ad. So people are really looking to get the specific promises that you offer.

**TD:** They are, part of the reason that I started doing what I said with the ezine ad is actually telling you where the pages were and my training course after you subscribe, the five day training course points to specific pages because people were asking that from the thing, where is this page and it was in there, they didn't know what page it was on...

**FG:** And it told them exactly where to go.

**TD:** Yes and so that's why I have that five-day training on how to use it.

**FG:** I think it's true a lot of times what happens is, what do you think in this? Is that I think people sometimes will buy a product even a \$97.00 product for one bullet point they find.

**TD:** They will.

**FG:** I want to know the answer to that question?

**TD:** They will do that, they will buy them a lot and I've had them email me for this bullet point I bought the product and I want this, I can't seem to find it, where is it? And tell me where it is.

**FG:** And tell me where it is.



**TD:** And of course you respond back to them, it's right here.

**FG:** It's right here check it out, look carefully. But so now okay... we've covered... have we exhausted all of the methods that we can use free to get people to go to your site, to get people to sign up and opt-in to your list?

**TD:** Well, now here's another strategy that works extremely well, this is after you've done a few of the other things first, you've done some ezine publishing, you've started to build a little bit of a list...

**FG:** For Free?

**TD:** Yes, and that is to trade with other publishers ads, that is so powerful it is unbelievable. I'm actually doing a tape set with another individual. This is actually one of my actual protégés that I taught online and he spends nothing online and the only method he uses is trading ads.

**FG:** Strictly trading ads?

**TD:** Just strictly trading ads. He has a six-figure income online with none of his own products, strictly trading ads with other people and selling their products.

**FG:** Wow, so give the people listening the mechanics of exactly how that works.

**TD:** Well, for example what you'll find is when you are going to trade ads; you are going to want to trade equally with people. For example, let's say you're starting off and you've been able to build yourself up to 2,000 subscribers. Now look for somebody else who has 5,000 subscribers, you offer to run two ads on the top of your news letter if they'll run one on top of theirs.

**FG:** Right, because it's only fair.

**TD:** You know they make a fair trade, and what you'll usually do is you'll make and offer for each other's lists to join them and the extent to which you can do this is almost unlimited by your imagination.

**FG:** Sure.

**TD:** At one point in time, I was contacted by another individual and I jumped on...this was a joint venture. They said they were going to write an article for the pop up ezine. I agreed they were the pop up ezine. They wanted to know if they could write the article and sign my name to it, basically as a ghostwriter they asked if they could do it. I said okay, and now what they did was they wanted pop up ezines also. They just wanted it because of my credibility; those were the ones I read so it was true anyway.

**FG:** Right.

**TD:** And they then went to all five ezines publishers and convinced them to publish the article.

**FG:** Wait a second, so in other words they are an ezine publisher?

**TD:** Yes they were an ezine publisher.

**FG:** Themselves, and they created an article that was supposedly written by you that they ghost wrote and they got that published in their publication and so what was their benefit?

**TD:** Well, their benefit for that was, they were one of the publishers.

**FG:** Right.

**TD:** And each of the five-ezine publishers published it and the benefit that they got was the printing was the same as it was for me to create twelve hundred new subscribers.

**FG:** Wow!

**TD:** They put my resource box down at the bottom so I got a resource box from them; they told me that they received over a thousand also; each of the five-ezine publishers received over a thousand.

**FG:** So each of the five ezine publishers... so the one that came to you and offered to ghostwrite this their net was they got published by the other ezines publishers and they got a bounce back as well?

**TD:** Yes.

**FG:** Excellent, okay.

**TD:** That's an example that's again a thousand publishers ...I mean a thousand subscribers for free from other ezines who are obviously reading ezines. So they're better just than normal ones to, because they're well written articles.

**FG:** Better than run of the mill.

**TD:** And then not only that article got published a much smaller ezine, by other people who just published it and it created more ezine subscribers we got later on from this.

**FG:** Perfect.

**TD:** And I would probably say the total would be close to 1,500 plus that we got, just from this one little free thing.

**FG:** Yes I agree you can use my name. Now the problem is people listening on tape, they probably aren't going to be in a position to do that, many of them.

**TD:** But what they could do was what this other individual did. This other lady contacted me, Kris Stringer she contacted me with her website <http://www.ezinehits.com>, she was creating a website. And what her concept was, she said she would like to run a contest for subscribers to get ads in ezines.

She was going to give away a hundred thousand ezine impressions. She had a very tiny ezine at this point in time, maybe a couple thousand subscribers and she basically made a deal with me. Jim Daniels was also one of the other people she contacted and got agreed, Mark Joyner which is another big publisher agreed to be in the deal also and several other ones. And what she did was if you were the winner of the contest, then you get an ad in each of the ezines and to put your submission into the contest you had to subscribe to all of these ezines including hers.

**FG:** Oh Man. In other words for the enticement of maybe getting an ad in people signed up...so what were the results of that?

**TD:** Well, then what we did, all five of us basically ran a promotion for the website

**FG:** Right.

**TD:** For the free contest and it generated several thousand subscribers during that time period and just looking at the numbers about ten subscribers a day since. And that's been over a year.

**FG:** Wow!

**TD:** You know I get ten new subscribers everyday and she also does.

**FG:** Sure. Wow great idea.

**TD:** And that was a great idea and she just did it as a deal for people and it worked extremely well for her. That one started from scratch, all she did was contact people and come for the deal. And at that point in time, she was pretty well unknown. Now she's well known because her list is more like fifteen thousand now.

**FG:** Sure, she's got a big list now as a result of going to all these other big list owners.

**TD:** Yes.

**FG:** Aha, that's pretty good. Okay, so yet that's another means of doing - a little bit more difficult for probably people who are listening that are novices. So don't get too confused here.

**TD:** Well for hers, she just basically hired out for somebody else to do...

**FG:** The legwork

**TD:** ...the actual leg work and only paid them a \$100.00 or \$200.00 to do it and that just to trading ads aspect.

**FG:** Yes.

**TD:** And just again another individual he trades ads for people and I do some ad trading, but I'm getting to the side more where most of them are a lot smaller than me, so it makes it a little bit more complicated.

**FG:** Right.

**TD:** But when he trades ads, he will basically come to you and offer to trade an ad with you, you know a promotion for a product and a promotion for the ezine.

**FG:** Right.

**TD:** And he constantly does it every single day he makes significant contact leads from publishers to buy.

**FG:** Right.

**TD:** And his whole market strategy is that, that's all.

**FG:** That's it.

**TD:** It's just trading ads. And basically he got to the point of three to five thousand, I'm not sure of the exact number of subscribers, from then on that's all he did.

**FG:** Strictly trading.

**TD:** And his ezine subscriber base is about thirty thousand now.

**FG:** Wow. Have we exhausted all the possible free methodologies, how many have we missed?

**TD:** We haven't really exhausted the free, cause we can keep going... the ones that you'll find that are the best for your technique aren't ones that can just give you... open up and do this, a lot of them are ones that you come in a way to joint venture.

A lot of them are joint ventures okay that person has an asset they have a lot of traffic and a lot of subscribers. How can I help them and help me at the same time? And most deals that you find that are really awesome strategies will come in just from that mind set. What can I do for them and how will it help me to get to my goal? It's one of the old statements, if you want to get what you want...

**FG:** ...you help someone else get what they want.

**TD:** ...you help someone else get what they want.

**FG:** Right and you're in... and if I'm coming to you as you've got a big list, your goal is to do what? So I have to help you get more subscribers and generate more cash?

**TD:** Generate more cash and for my biggest goal if you come to me is going to be to generate more subscribers, make more sales of products and to build my reputation online. You'll find that your reputation is something that you constantly build and by saying build my reputation, I mean if there's anything that's even borderline product that's bad there's no way I would do it because it's against my reputation.

**FG:** Yes.

**TD:** Here's an example for people who asked if they could interview me to put me into an ebook they were going to give away, the best way to get the interview is to tell me other big names that have already agreed or have agreed. The hardest way to get me to do an interview is to say I'm the first one and you're going to give it away for free.

**FG:** Right.

**TD:** That's the hardest one, but the easiest way of all to get me...

**FG:** If you're charging for it and five people you know that have already agreed to it.

**TD:** ...Yes, put me in with their names.

**FG:** Right.

**TD:** I get probably twenty interview requests a week and I only took two of them this week that I wanted to, and the first one that I took was because he told me he had a product for sale and it was going to be an actual book and that other publishers in it were Jay Abraham and Michael Gerber, so I said yes I'll be in that one with them.

**FG:** I understand, so you're piggy backing on credibility but also you as a list holder of somebody who also has got some notoriety and a lot of names on the list, you're not going to get involved unless you can see major benefit to you.

**TD:** A major benefit to me and basically you've always got to think what can you do for them, and almost any big publisher they're going to have those same ideas in their mind, how to make more money, they want to build their subscribers, they want to build their reputation.

And that reputation is about how I won't sell bad products. If you offer me a product, there are products that you might offer me that will help my subscribers so much that I might earn a small income off them - I'll still sell them.

**FG:** And I agree and I'll tell you I've been doing offline marketing for about seventeen years selling products, audio, video tapes and all that. And I have had since I started a lifetime money back guarantee on offline marketing my rates of returns are running less than 1.25%.

I'm extremely proud of that cause you're right, if you don't ever sell somebody a bad product or don't ever offer somebody to buy a product of a friend of yours in a joint venture opportunity that isn't anything but great. You always offer quality stuff people will buy anything that you sell them.

**TD:** We can look at our customer database and you have those people who buy everything.

**FG:** Right, do you have anybody on your database that says any time you have a new offer, just charge it to my card?

**TD:** We haven't actually had any one say that specifically.

**FG:** I have two people that do that with me, they say look, keep my credit card on file anytime you produce a new product...now if I had a couple hundred of those people it would be great. Because anytime I needed cash, I'd just create a new product, but literally when this product is created they want it, just charge the card. No questions asked, and I think that if you can get to that point in terms of credibility with your customer base, you've got it nailed.

**TD:** Well, see I don't actually have that, what I do have is the moment I send out the email in fact of releasing the ezine it's free for me, there's a minimum of a hundred purchases not matter what it is or what the price of it is.

**FG:** So now take...and I'm sure some of the people listening to these tapes will have responded to an offer that you're going to make and that becomes really powerful I think.

**TD:** That's exactly what's happening here... that's part of the reputation too, because they know what they are going to get from it. You know one day I joked and laughed and batted it around and you know what I should do, I should make a list, here's my other customers for this other product, my top customer list is mainly the top Internet Marketers, they're the ones that immediately buy anything that comes out.

**FG:** Right.

**TD:** I said okay here's the list, these fifty people bought the product.

**FG:** Why don't you, why shouldn't you. And the other thing that I think of and we're just getting to the end of this tape, tape number three here. But I'm a big believer; I have three books now coming out before...actually one's out, two more before the end of the year, physical books.

I think we may talk for a second and address the terms of perception in the realm of publicity the credibility of physical book versus ebook. And it's my thought that I like having physical books as well as ebooks to sell, because I think there is, in the offline world a more credibility ascribed to a real book, what do you think about that?

**TD:** There is more credibility for a scribed real book offline and even online.

**FG:** The ability to get publicity to I think.

**TD:** The ability to get publicity is higher; the perceived value if you want to talk about the product of course higher for an actual book then it is online. Safe models, some people might want to think about doing is to provide both versions, you buy the physical one and get the digital immediately free.

**FG:** For free?

**TD:** Yeah.

**FG:** In fact it's funny because <http://www.amazon.com> is now starting to do that with CD's. Do you now that if you go down to <http://www.amazon.com> and you buy a CD you immediately, as soon as you make your purchase you can go to a controlled website that will allow you to download and hear certain tracks of the CD that you've already paid for?

**TD:** Because what it is, is the digital products biggest selling advantage is the immediacy.

**FG:** The immediacy.

**TD:** The immediate delivery, so by doing that you have both.

**FG:** Exactly.

**TD:** And actual perceived value the physical product is there, people would rather have a book in their hand than they do an ebook.

**FG:** Absolutely, I agree, so at this point I want everyone listening on the tape to do is proceed to tape number four.



## **Internet Marketing Secrets – REVEALED!**

Terry Dean as Interviewed by Fred Gleeck – Tape 4

**FG:** Back here with Terry Dean going on tape four. And Terry what I want to talk about now is, we've talked a fair amount about the various free methods of getting people to go to your site. Let's give some people listening on tape some of the best and we were talking about it at our lunch break here. Explain your philosophy of free versus paid and why you don't actually mind paying to get traffic.

**TD:** Well, what I told you during lunch the fact that it's actually really common known for me, is that I prefer paid advertising over free advertising in most cases. The reason being is that nothing in this world is actually free. Everything that you do for your business is either going to cost you time or money. You're going to pay one or the other.

Personally because I choose to live a life style where I actually have a lot of relaxation I have a lot of time off, in many cases I prefer to pay a little bit of money. If I can pay a \$100.00 and get \$200.00 back, then I will do that all day long. While my time is limited, if it takes me two hours to write an article there's a limit on how many I can do.

**FG:** Do you think then given that philosophy, might it be worth it for you to pay for people to do the stuff that generates free advertising?

**TD:** In some cases you should be willing to pay, like when I told you to find a joint venture partner, which is a job that you could very easily pay someone else to do it for you.

**FG:** And like we told people before, one of the places to go to get people like that, is to go to <http://www.elance.com>.

**TD:** At <http://www.elance.com> you'll find that a lot of the top Internet Marketers hire most of their freelance work right out of <http://www.elance.com>.

**FG:** Now is <http://www.elance.com> a site that I can find people that can do virtually anything?

**TD:** From what I can tell you, you can find anything there. Some of the things that I've had done there, is I've hired people to do research online and they do research online quicker than what I can get and I know what I'm doing, kind of and I wrote them all when I'm doing my research and do other things, but they get that done quickly.

I've hired a transcriptionist from there, I've hired a software programmer to program software and you'll find just about anything. There's legal advice there you can hire, and all types of different things. Just freelance people that want ...what you're going to find a lot of the people there are people that are very, very qualified people who are tired of working at their jobs or whatever they're doing.

And they wanted to do something, either they want to go home and do a little bit work at home or they are trying to begin to get themselves out of the work place environment. For example, if someone wants a website designed, Elance is a great place to get website designed. I've seen pictures, you can go there and see people's whole portfolio of everything they have and they work pretty cheaply.

**FG:** Okay, I got you side tracked; let's go back to why you prefer the paid versus the free. The reason you were saying it's either time or your money.

**TD:** And, well with paid, what I like about that is, it's easier to roll out, it's easier to do bigger amounts. When I tell you to go send articles out, there is going to be a limit on how many articles that you can send, there's going to be a limit of how much time you have to build relationships and things like that. With paid advertising you're going to find that many places that you can roll out to a lot of paid advertising and a lot of the paid advertising continually produces results.

**FG:** Now there is a difference in the quality of the lead that you get between paid and free isn't there?

**TD:** There is a difference in the quality of lead; usually...well it's kind of dependent online the mixtures are kind of blurred, when you do publicity a lot of times you get really good quality pieces for publicity. What I've noticed online from a lot of the free leads is their not really that much different then the ones that I get from paying for.

A lot of times some of the paid methods will generate you leads that are very specific of looking for what you want. Let's take for example one of the methods I use a lot is for paid advertising is Pay-Per-Click search engine.

**FG:** Got it.

**TD:** We can compare that to the free method, which is the exact; same as other search engines the lead quality that I get from either one will be the same.

**FG:** Really, have you tested that?

**TD:** I've tested it...

**FG:** Your closing ratio is about the same between Yahoo and Overture?

**TD:** Yes.

**FG:** Interesting.

**TD:** They're about the same from either one. Now, of course you've got yourself listing out, you're going to get a lot more leads quickly at no price, and the profits huge.

**FG:** Right.

**TD:** But your actual closing ratio percentage is not going to be that much difference from either one of those. Now for an example, Overture is one of the biggest pay-per-click search engines. For those who might not know what a pay-per-click search engine is, that simply is a search engine where you place a deposit, you bid for listings and the person who gets the highest bid for a certain keyword, they get the top rankings in and then they organize them down through the bids.

**FG:** So If I want the top word to be say 'professional speaking' and I have to bid eighty-nine cents a click if somebody else bids eighty-eight cents a click they are going to be number two and if somebody has eighty-seven cents they are number three.

**TD:** And then whenever someone clicks on your link, they take that amount out of your deposit, eighty-nine cents they take out of your deposit what ever you put in, when your deposit goes down to zero, they ask you to put more money in.

**FG:** Exactly.

**TD:** Or your clicking leaves.

**FG:** The nice thing about it is you can test some thing for as little as \$25.00, other than <http://www.overture.com> I know that there's a site [www.paidwordclicksearchengines.com](http://www.paidwordclicksearchengines.com), which lists all of these. Have you used any of the other pay-per-click search engines?

**TD:** I've been testing with <http://www.sprinks.com> also, and with some of the new policies Overture's been putting in place and the difficulty to get relevancy.

**FG:** Right.

**TD:** I think <http://www.sprinks.com> will actually become my favorite pretty soon over <http://www.overture.com>.

**FG:** Spell sprinks for me?

**TD:** It's Sprinks.com

**FG:** [Http://www.sprinks.com](http://www.sprinks.com), and explain this relevancy issue and what do you think?

**TD:** See with relevancy issue, first of all to use any of the pay-per-click search engines one of the real keys to having success with them is to come up with a lot of keywords. You're going to find that...let's just take what I do for an example. 'Internet marketing' is the keyword, that is an expensive keyword we're talking in the \$2.00 range and up, that's not something that I want to go for because a lot of times, since I told you that all

my sites generate between \$1.00 and \$4.00 a visitor, \$2.00 is a dangerous position to be at.

**FG:** Absolutely.

**TD:** So I don't want to be that high.

**FG:** Yup.

**TD:** What I'll do is come up with keywords that are more specific about what I do. Like I'll have keywords such as ebook promotion or ezine promoting, and I'll come up with hundreds of keywords in these different various categories. Now this has worked really well for a long time and it works on the pay-per-click search engines.

Now <http://www.overture.com> has decided that they want to make keywords more specific, they want to make them more relevant than what they were, and they're the only ones to decide if your site is relevant or not.

Of course at first it doesn't seem to be a problem, but it is a problem because you're having somebody who probably isn't very well paid looking at your site and deciding if this keyword is relevant, or if this ones relevant, or this ones relevant. Sometimes they'll say some aren't when they obviously are. You might go back to Overture and the next person will say it is relevant.

**FG:** So in other words, what they can do is they can kick it back out at you, which they've done to me. And I went back to them and said, "What are you crazy?" This whole site is about this topic, and they come back and say, "I'm sorry yes you are right."

**TD:** I've even had them reject Terry Dean as a keyword search for my site because my site wasn't specifically about Terry Dean.

**FG:** Well...how ridiculous. But that won't happen on <http://www.sprinks.com>?

**TD:** That does not happen, well it's possible especially if you pick a keyword that wasn't ...if it wasn't beyond the relevant base and it still would do it to because they are decently large. Overture is just at the point especially in the last couple of weeks before we are doing this interview, have become really, really picky.

**FG:** Right.

**TD:** Meaning worse, basically when they changed to <http://www.overture.com>.

**FG:** Yes.

**TD:** This month, the changed to <http://www.overture.com>.

**FG:** Were they acquired? Is that it?

**TD:** I'm not sure...

**FG:** Yes sure, what happened now that they are Overture, they're even more sensitive about these things?

**TD:** They're even more sensitive and they're basically kicking out more keywords they are not accepting now that they have become Overture and the change and that, so a lot of the others are doing well.

Another pay-per-click that doesn't give you nearly the amount of traffic as those two is <http://www.kanoodle.com> seems to give pretty relevant results. The biggest concerns as you go to some of the smaller ones, although I like to use them when I've been testing them is that the searchers from them don't seem to be as targeted is what you'll get.

Now the people that I get from Sprinks or Overture will buy just as easily as the other ones from the other search engines. The ones that I get from some of the other pay-per-clicks that's not true of.

**FG:** No, that's good I got it. Therefore they're value isn't as high.

**TD:** Their value isn't high but of course your bid on them isn't going to be that high either.

**FG:** They'll be lower also.

**TD:** They are going to be a lot lower bidding.

**FG:** Got it, so one of the things that you like to use in terms of paid advertising is pay-per-click, because you know exactly who the visitors were, you know exactly how much you have to pay.

**TD:** Yes, and there's a lot of free tools to help you, there's a tools called good keyword software which at <http://www.goodkeywords.com> and that software right there will help you pick it out, a lot of keywords from the different pay-per clicks. And once you get your pay-per-click keywords picked out and submitted, it takes some time to do this, it's like free advertising, you might spend a day or two picking all the keywords you want and get them submitted.

**FG:** Right.

**TD:** But once they are submitted all you have to do is keep making sure that your deposit's there or especially like Overture they give you an automatic charge if you want to keep your account and all you need to do is just go back once in a while and visit and make sure your bids aren't out of place from what the market is.

**FG:** Right and so that's one of the means that you use. And would you suggest people listening to this on tape would also employ using pay-per-click search engines in which cases might they not want to use them?

**TD:** I think most of the people listening to this will want to use pay-per-click search engines. There have been very, very little reasons not to use them in most cases, the reason being is almost any businesses you come up with they need a target - it's yours. Now there will be some businesses that you aren't going to come up with hundreds of keywords because they might be something you do very, very specifically.

**FG:** Right.

**TD:** But, you should be able to come up with the keywords for your business because if you can't come up with keywords, you probably don't know who your market is.

**FG:** Absolutely. Now the other thing is I know that you would agree that one of the most important things in a website is to find out what your value per visitor is. And the only way to do that on a limited basis is to decide on your budget, let's say a \$100.00.

You put a \$100.00 on Overture and to test how many people...lets say each click costs you ten cents on Overture, and you have a \$100.00 to spend, you can get a thousand visitors for \$100.00. And from that you can determine your closing ratios. That's imperative before we try to roll this out big time isn't it?

**TD:** Yes, when you first start to, Overture do not go for the top positions, you'll never be able to afford them, go for cheaper bids. Overture is what we should use the terms as instead of Overture. They give you as little bids as five cents, the other ones let you go a penny or less sometimes but Overture you have to go a least five cents.

I would tell you to put most of your bids in the re first even though you aren't going to get a lot of traffic to start judging how much your traffic just is worth. I mean there are some bids that I go up to seventy, eighty cents for.

**FG:** Like in which key terms... keywords I should say?

**TD:** Let's see, I'd actually have to go back...

**FG:** Right, but there are some that you are doing seventy, eighty cents?

**TD:** Yes, just the fact that I know that my visitors are worth that value and it's beginning to become a little bit more difficult with Overture to, but you can do it for the other ones as a test. What I've done originally to test my keywords was I would have that affiliate program, I'd sign myself up as an affiliate and promote all my keywords to my own affiliate link.

**FG:** Right.

**TD:** Now Overture doesn't let you do that anymore, they don't let you run an affiliate link in most cases.

**FG:** So in other words they don't let you determine because the affiliate link will let you track which keywords are producing which results.

**TD:** And they're making it much more difficult in that way also. The other pay-per-clicks are quite open for you doing that though.

**FG:** Why would Overture want to change that, that's interesting?

**TD:** The logic that they say that it's because they don't want a bunch of affiliate links all looking the same. The actual strategy they're going about doesn't really make sense, but that's the term they used.

**FG:** That's their choice. Okay so now we've talked about pay-per clicks search engines and we've given people some examples of what to do and where to go. What other paid means do you use?

**TD:** Another type of paid advertising that I will use, is I will use ezine advertising, especially what we call solo ezines or sponsorship ezine ads, which those two definitions are the fact that I sponsor ads. A sponsor ad goes on top before the content of an ezine.

**FG:** Is that the best positioning on an ezine ad?

**TD:** In an actual ezine it is, I actually like running solo ads better, which a solo ad is simply if an ezine will allow you just to send out their ad by their self separate from any other content.

**FG:** Sort of like a separate...an ad sent to all their members?

**TD:** Yes, and I'll usually on the averages that I've gotten from the same ezines I will usually get some where between two and three times as much response from one of those ads then as a sponsor ad.

**FG:** Got it, so on a solo ad you're saying get two to three times.

**TD:** So I'm willing to pay two or three times as much for those also.

**FG:** Sure.

**TD:** You'll find a lot of times they're only running maybe thirty or forty percent more is what they'll charge for those.

**FG:** Oh, great.

**TD:** So I will go for the sale, if they're available, I go for several ads. Part of the reason why you get the better response from them is the fact that they give you more text that you can put in.

**FG:** Right.

**TD:** Where as most sponsor ads will limit you to five or ten lines, a solo ad is usually thirty-five lines or so.

**FG:** Got it, isn't that considered now...they aren't spamming though, because they've already got those people locked in.

**TD:** Their people...when we talk about sending out to ezines remember this you never actually see the names...when we're talking about reading direct mail lists, you see the names, you do the mailing they keep track of it to make sure that you don't misuse it.

**FG:** Yeah.

**TD:** And ezine publishing or any type of marketing online, you don't see the names.

**FG:** Right.

**TD:** They mail to the names, and you don't see them, so of course you can't abuse them.

**FG:** Absolutely, okay so then that's another means you can do ezine advertising either as a sponsor or as a solo ezine. And how would people find out which ezine accepts advertising?

**TD:** Well, if they actually follow what we've been teaching them already, when they go to ask about the articles, they'll probably want to email the same person and ask them about ads, probably as a separate email, you don't put the two together.

**FG:** Yup, Yup.

**TD:** But again the same directory that we gave before about top ezines ads would probably be a good one to look, <http://www.lifestylespub.com> also has one that's a good directory to look through for the ones that take advertising.

**FG:** That's <http://www.lifestylespub.com>.

**TD:** Yes, both those directories will do real well on ezine advertising. You'll also find that if you are a member of Netbreakthroughs membership site, we cover a lot of ezine tests showing ezine ads, just because that's a method that I use a lot.



A lot of times the first time I'll run an ad, I'll use ezines because you can generate a lot of profit real quick from those. Where as like pay-per clicks overtime you're going to constantly be getting ezine ads as a media right now you're going to get the money from them.

**FG:** Got it, and those ezines...so in other words let's take...if somebody's out there listening and their specialty is they've got something on baking what you want to do is...how would you attack it if baking was your target audience, people who like to do baking. So what you would do is what?

**TD:** You'll probably be able to find (*if you go to those directories*) quite a few ezines that are out on the subject of cooking.

**FG:** Got it.

**TD:** Those are the ones that you'd be going to and targeting. A lot of times when you are doing the ezines you're going to have to think of that way, you've got a very niche target, you're going to have to expand out just a little bit for this subject.

For example, if you were selling any products...if you were selling products that were on the pay-per click search engine that we just talked about, you'd go to Internet Marketing ezines, basically you'd expand it out.

**FG:** So in other words if you're selling a product specifically for dogs, you'd go to pets in general and then...

**TD:** You look for anything that has to do with the pets or dogs you'll find...that's a big category...

**FG:** It is?

**TD:** I would actually profit more if you're selling a book or a product about Golden Retrievers, you'd go to dogs.

**FG:** Got it, understood. So you can go broader and then you can narrow it?

**TD:** Yes.

**FG:** Okay good. What other paid methods are there?

**TD:** There are actually a lot of paid methods, another method that I've been using quite extensively lately especially to build my ezine list, which we were talking about how we built it really quickly is I've been using a lot of what we call co-registration services.

**FG:** Okay, now explain what that is.

**TD:** Now a co-registration service simply means a website is...they basically built a whole website around the idea, that if you come there, there are a lot of free ezines that you can subscribe to. And they'll have different categories, for example <http://www.worldwidelists.com> is one of the ones that I've tested and being the best at this so far.

**FG:** [Http://www.worldwidelist.com](http://www.worldwidelist.com).

**TD:** Yes, just about any subject that you might have, they'll have a category specific for.

**FG:** Okay.

**TD:** Now when a visitor goes there, they have all the categories listed and they can click on the category of the information they want. And they have a bunch of ezines that they can just subscribe to or not subscribe or put in their name and their email address and subscribe to how many they want.

**FG:** Right

**TD:** For me the <http://www.worldwidelists.com> just generates an average of right around thirty-seven is where I just did them last week, just did an exact average of the last couple of months.

**FG:** Thirty-seven per...

**TD:** ...day

**FG:** ...per day?

**TD:** Thirty- seven new ones per day, personal names and email addresses.

**FG:** Right.

**TD:** And now for that, they charge fifteen cents a piece for that service.

**FG:** Wow, only because I just did something that cost me twenty cents apiece.

**TD:** Well they only charged fifteen for this.

**FG:** Okay.

**TD:** Well they actually let you bid for positioning for them, but that's not something...I usually don't bid there. I'll just keep it at the lower bid, because the actual category I'm in which is Internet Marketing, they start with all the ezine check unless you tell them not to check it because it's a very specific category.

**FG:** Got it.

**TD:** So I would go with the fifteen cents, and that's a lot of subscribers to get for fifteen cents a day, but that's thirty-seven leads a day and I'm getting fifteen cents each. You know that's a good deal. And they were one of the first ones. Another one I worked with quite a bit is one that is ran by <http://www.profitinfo.com>.

**FG:** That's why I'm thinking Marty Foley over at <http://www.profitinfo.com>.

**TD:** Theirs isn't as targeted, so you'll have to watch your tracking on them. See why I'm talking about this is WorldWideLists will work for anyone. Profitinfo theirs at this point in time, and I've been talking about them too they're going to become more targeted, more categories over time, but at this moment they're not really categorized well.

So whether it will work for you or not, I'm not going to be able to guarantee. That's something that you're going to have to test separately, don't think just WorldWideLists works, than that one will work for you also. That could generate more leads for you but you need to test them separately.

**FG:** Okay.

**TD:** For me it works, and we generate basically are just selling my Netbreakthroughs products. With Profitinfo I can break even constantly on the leads and bringing them into Netbreakthroughs.

**FG:** Yea, I found that that was my results with Profitinfo, I did an initial test in which I spent \$200.00 and they gave me a thousand leads. I broke even on the frontend. But that means I now have a thousand more people in my ezine list.

**TD:** Yes and the amount they generate for me is between eight-five and a hundred a day that's how much I'm getting at this point.

**FG:** Profitinfo?

**TD:** Profitinfo generates for me, they used to generate a little bit more than what they do now. They have a bunch of advertisers so they take them in and out of the listings. So we get eighty-five to a hundred a day and if you can break even, I'll break even all day long getting a hundred a day.

**FG:** Oh yea, on frontend sure. Do you back up your database by the way?

**TD:** My database, I back it up quite often at least. I try to back it up right before I do each mailing.

**FG:** Yes, because I mean it's scary, like if you gain thirty-five hundred or four thousand or forty-four hundred people, and for some reason the system crashed down, you'd be in big trouble. Now is yours server based or do you have it on your own hard drive?

**TD:** My backup?

**FG:** Yes, the actual list?

**TD:** The actual list stays on the Aweber.

**FG:** It's on Aweber?

**TD:** Yes, the backups of my hard drives are on CD's. I'll put them on CD's about every month or two actually off my main computer too.

**FG:** Have you ever had a problem with Aweber where the data was lost?

**TD:** Not at Aweber I haven't. I have been on another company before that (*but I'm not going to go into it*) they lost it and haven't replaced it before, and then my nightmare experience makes me do a copy all the time.

The fact that one time, I did a mailing and that mail server automatically removed anybody if they're undeliverable one time, and AOL's database mail server went down that day so half my list disappeared because AOL's was gone. Because it returned everybody's from AOL was undeliverable.

**FG:** And so therefore they were all deleted.

**TD:** Yes.

**FG:** Oh my god.

**TD:** Our last backup, we were actually lucky at that point in time, it was only like three weeks before. But we still lost a lot there, and we would have lost three weeks of AOL members that we couldn't have got back.

**FG:** Oh man, good okay so we've got...we now have a idea in terms of ...you can pay for these, and the two that were recommended that people to look at are <http://www.worldwidelist.com>, fifteen cents a piece, <http://www.profitInfo.com> is as little as twenty cents a piece and up from there. And those are something that you use... would you encourage anybody to try those?

**TD:** I would encourage any one to try especially start with <http://www.worldwidelists.com> first.

**FG:** Got it.

**TD:** And then if you want to expand a little bit more, <http://www.zmedia.com> is doing a lot of.

**FG:** That's "z," the letter "z" and then media, all one word, zmedia.com?

**TD:** Yes, <http://www.zmedia.com> is doing a lot with co-registration now.

**FG:** Now let's explain to people a little bit about co-registration. For example I remember I used mine for getting people to my seminar expert sites and what we put was something like...make money doing seminars was the headline, I think we were allowed twenty-five word descriptions that you know...learn how to blah, blah make double or triple the amount of money that people normally do in the seminar business...click here.

So in other words there's a headline and a descriptor that goes onto a website that is marketed to a whole bunch of people and then they can come and say, "Oh that would be an interesting one, and that would be an interesting one." Now what I found are a lot of my unsubscribers happened the first day, because it's like, what do mean I get this, I didn't ask for this. Well yes you did if you clicked on something without knowing it. What's been your experience?

**TD:** Well you get more unsubscribes from these and another mention to bring in at the same time is that the co-registration they are not quite as good as my regular leads I get. If I get a lead that subscribes to my website it's easier to sell to them than it is to one of the co-registrations. And that can sometimes be quite a big difference.

I'll go as far to say that WorldWideLists sometimes...the one's my websites are five times as good as those. And Profitinfo it's even worse for the number percentage, but it just the fact that, if I'm breaking even, I'm going to keep doing it constantly because I will make money. My list averages at a bare minimum, even from the co-registration companies about \$5.00 a year from them.

**FG:** I got you, I mean so it's worth it to do that. Okay folks at this point what I want to do is have you turn over to the other side, thanks.

**FG:** This is Frank Gleeck back here talking to Terry Dean a little bit more on the flip side of tape four. We are talking about different means of getting paid advertising to come to your site. Anything we've left out?

**TD:** Okay, one thing that I want to add in about co-registration and actually should go back and add in with the pay-per-clicks also. Is where we normally talk about writing ads with the purpose of getting as many leads as possible, in both these cases we want you to get rid of leads?

**FG:** Right.

**TD:** We want you to clarify who come to your site, because you're paying per lead or per hit.

**FG:** Right.

**TD:** So for co-registrations I don't write the best ads that I can write. My co-registration ad is simply 'Web Gold Internet Marketing Training Information' for search engine promotion for ezine at writing and basically goes on with ads. I want to get rid of people who don't want my subject; I don't want everybody subscribing...when I do pay-per-clicks it's the same similar thing.

**FG:** Can you actually write an ad that disqualifies certain people? Have you ever tried doing that, say don't click here unless you want blah, blah, blah?

**TD:** Well for pay-per-click search engines I do that sometimes. If I go to high bids...higher bids, which I'm talking even for my case if...I consider high bids over thirty-five cents. I'll start disqualify people and by that I mean my ads...especially the ones that I have to go fifty cents or higher, I'll give prices in the ads themselves.

**FG:** Right.

**TD:** Because I don't want people to think that they are coming there for free information. And I want them not to click on my ad if they are afraid to buy something.

**FG:** I agree.

**TD:** So like, my Netbreakthroughs ad says that 'Internet Marketing Training Information to help you succeed and watch a marketer doing the information...' I don't know the exact words for it. But then it says only \$19.95 a month is actually in the ad.

**FG:** Right, so if someone is going to be worried about the \$19.95 month, please don't click here is what you're saying?

**TD:** Basically what I'm saying is I don't want you here, because I have to pay-per-click.

**FG:** Right.

**TD:** And basically what we're doing is we're qualifying whether the person shows up or not, qualify them before we have to pay for them. And this is something that...even though Overture got a lot of problems for everything else they haven't even seemed to try to stop from this yet.

**FG:** In the terms of the negative qualifier?

**TD:** Yes, even the negative qualifier, to qualify them for a price...you don't want to... one thing that I never put inside one of my pay-per click ads is free, because I don't want everyone showing up for something free.

**FG:** Yes, especially when you're paying thirty cents a click or more.

**TD:** Basically if you're paying just about anything, I want them to know that this is a business.

**FG:** You got it so now what's next? Have we covered...what are the other means of getting paid traffic? I mean do we want to consider also talking about offline methods of marketing to get online business or opt-ins?

**TD:** There are offline methods that can work quite well. One method that I've been testing with is doing postcards to a direct mailer buyer lists.

**FG:** Direct mail buyer list?

**TD:** Direct mail buyer list.

**FG:** Because I've been testing post cards now and what I've been doing is trying to test post cards to association lists. For example, I'm a member of the National Speakers Associations and the Professional Marketers Association and I'm curious as...go ahead and talk to me about the buyers list and then let's talk about the association list as well. What has your test be like?

**TD:** Well see I'm running post cards mainly because there is a company online which is <http://www.directmailusa.com> that will do the post card mailings, basically you just upload them the post card, upload them the list and they do the mailings.

**FG:** Okay, so this is <http://www.directmailusa.com>.

**TD:** Yes.

**FG:** [Http://www.directmailusa.com](http://www.directmailusa.com) all one word?

**TD:** Yes.

**FG:** And you take a post card... how do you upload them? Do you upload artwork that you want on it?

**TD:** Basically you'll upload...you'll have it all put together and you upload it to one of the formats they take. They take a lot of different ones.

**FG:** And how much do they charge?

**TD:** It depends on how much you are mailing out, but when doing the actual computations, if I were to sit there and do it in my own office, I'm actually paying them less to do, then if I were paying, because they have all the sorting and everything else that drops the rates that they pay.

**FG:** Got it, okay what's their minimum quantity?

**TD:** Their minimum quantity is only a hundred mailings,

**FG:** Really. Do you know off hand what some of the prices are? Ballpark?

**TD:** Ball Park figure is...

**FG:** Because I know that for us, if we do it ourselves not counting labor costs it comes out to be a quarter apiece.

**TD:** It's about near the same price.

**FG:** Really.

**TD:** Yes, that's for direct mailing.

**FG:** What if you have a list that you want them to mail to? Can you upload a list to them?

**TD:** Yes.

**FG:** You can, okay so you can either use their paid for list

**TD:** I wouldn't use their list.

**FG:** You wouldn't use their list.

**TD:** No, the list that they would try to sell you is a compiled list.

**FG:** Let's distinguish between a compiled...tell people what a compiled list is.

**TD:** A compiled list is a list of basically...just for their compiled list it's simply all the lawyers.... the yellow pages.

**FG:** They're getting them from the yellow pages.

**TD:** They're getting them from the yellow pages, right out of there, the difference in what I'm talking about, is I want to mail out a buyers list, I want to mail to people that specifically bought something about Internet Marketing, or even go a little bit further and people that are interested in starting a home business.



**FG:** Got it.

**TD:** And what I've been testing is mailing post cards to them, and what I found so far is, you do actually pay a lot more for email leads for these. The whole part of the post card talks about something free that they can get from me for giving me their email address.

**FG:** Right.

**TD:** And you're going to pay a lot more for these leads, they are also a lot more valuable than the ones online. They'll buy a lot more, frequently than the ones you generate online.

For example, we just talked about buying leads for fifteen cents apiece. Well the ones that I am finding from mailing out post cards are closer to \$2.00 to \$5.00 apiece that's how much you are paying to get the leads in, but it's very easy again to break even selling them right then.

**FG:** Huh, interesting. Have you also tested or considered testing putting classified ads in newspapers and things like that to drive people to a website or to a email address?

**TD:** We've tested doing classified ads in newspapers, we even at one point tested with several other marketers doing a short TV commercial that they ran, just a simple one, website addresses and benefits that read on just like local markets and for the TV one it didn't do quite well enough for us. It generated a decent amount of leads but not to the point that we wanted to keep doing it.

**FG:** How many other people were in there?

**TD:** Three people did it together, for three different websites.

**FG:** Who was it? You and who else?

**TD:** The other two people?

**FG:** Right, who were they, anyone that you want to name?

**TD:** Well one of them was the same search engine person which is Robert Massa dealing with it. The other one I don't recall for some reason.

**FG:** How long ago did you do that?

**TD:** We actually did that one over two years ago.

**FG:** Really.

**TD:** As a test, it might be something we'll try again.

**FG:** Good.

**TD:** But offline with the classified ads, they can work quite well also, classified ads what I do is basically write a classified ad like they do any other ad, with the headline a benefit and then give them a call to action, which the call of action is to go to the website.

**FG:** Not to send an email?

**TD:** Not to send an email. Main reason being is we went with that direction, we did a little bit the other way and it didn't turn very good, but we did the website and we have been able to get the website to work, and our expectation the reason to believe in this is people probably understand the website a little bit better.

**FG:** Yea, sure. Okay we've talked about some offline methods, post cards etc. What other paid methods on or offline do we have to discuss?

**TD:** Well we can actually, if we go back to online advertising, one of the other ones that I would use a lot is... I'll use besides ezines, I guess you can actually say it's comes from following the same model and that's renting mailing lists is what <http://www.postmasterdirect.com> does.

**FG:** Right.

**TD:** [Http://www.postmasterdirect.com](http://www.postmasterdirect.com) is the biggest one, but there are also a lot of other ones that are following up on that model, and what they do, is you basically give them your ad and they'll mail it to a list of people who have specifically requested information on those subjects.

For example, there might be people here that are requesting information about Internet Marketing and they have that whole list there, of people that want that information, you pay them a fee and then they'll mail it to you. Now the reason why I didn't classify these in with the ezines advertising is that I found these a little bit more difficult to profit from because they charge a lot more.

**FG:** Right, okay.

**TD:** Whereas my ezine solo ad, which is pretty similar in nature if you did an ezine solo ad compared with one of these?

**FG:** Right.

**TD:** They're both sending a letter separate from everything else you would probably pay about one-fifth the cost for an ezine solo ad is what you'd pay using a company such as <http://www.postmastersdirect.com>.

**FG:** However you can get big numbers from <http://www.postmastersdirect.com>?

**TD:** But you can get big numbers...that's what you'll find a lot when you're trying to roll out advertising, is it's really easy to get those beginning sales, but as you start to roll out, you have to spend more money and the numbers are a lot harder to work with.

**FG:** I got you.

**TD:** But if you can get the numbers to work <http://www.postmasterdirect.com> and the other ones have huge lists such as this, if you subscribe to the newspaper that is sent out every week, which is the I Marketing News which is a free newspaper.

**FG:** I do.

**TD:** They have lots and lots of companies who sell services just like that, like Postmasterdirect does inside of them.

**FG:** Got you.

**TD:** Do you know the actual subscription site for that?

**FG:** No I'm not sure. [Http://www.imarketingnews.com](http://www.imarketingnews.com), I think.

**TD:** And I recommend anybody listening should subscribe to that newspaper.

**FG:** Yea, because it does...it's sort of one of the industries trade rags if you will, that you should read and learn what's going on in Internet Marketing and online stuff in general.

**TD:** And what you'll find in a lot of those listings...when I looked through it... the last time I looked through it, at least half the ads in there were from lists just like that.

**FG:** Right okay, well let's see now have we exhausted everything in terms of paid and free advertising ways to get people to the website?

**TD:** Okay, one model that I want to talk about that I don't want people to use, because I know you are going to be sold this, if you're just starting out online. Someone is going to try to sell you this, and I've spent a lot of tests on this just because of my members Netbreakthroughs have asked about it so much and that is what they call guaranteed traffic websites.

What you're going to get is offers from people that say for a \$100.00 they guarantee to send you ten thousand visitors, and the tests that I've done is it doesn't work. Just straight out, it does not work, what they're getting them from is they're usually doing it one or two ways.

Well actually there is three ways now cause technology increases, and they're doing this guarantee traffic to your site in three different ways. The first one is they're using what they call a pop ender when someone leaves a site they're showing your site next just as a pop ender underneath and very few people actually look at those.

**FG:** Right.

**TD:** Then there's also the model where they actually have lotto sites and they're telling people to go and visit your site to be entered into the lotto and those people aren't interested in your site at all and all they wanted was just another chance to be in the lotto.

**FG:** Right it's indiscriminate clicking.

**TD:** And then the third one is the out right dishonest one is that there is machinery out there that actually just continually clicks your site and it shows up as visits on your system.

**FG:** So that's just fraudulence.

**TD:** That's just fraud, and you'll find that all the guarantee traffic sites use those three methods.

**FG:** Right, all three of them aren't very effective.

**TD:** And none of them are effective. In my actual test results, one of my ad tests at guarantee traffic, we paid \$200.00 for thirty thousand guaranteed visits to our site.

**FG:** Right.

**TD:** We actual had traffic stats and our stats showed that they sent us fifty-two thousand visitors.

**FG:** Instead of thirty thousand?

**TD:** Instead of thirty, they sent way more than they said they were going to send us, out of those fifty-two thousand visitors thirty-two of them signed up for the free newsletter, none of them bought anything.

**FG:** Yup, thirty-two.

**TD:** And that is nothing from the amount of visitors we got and so I would tell people to stay away...and the reason why I have to mention this is because I know that is probably my number one most asked questions on Netbreakthroughs - is which guaranteed traffic company should they go with cause there are so many of them now? And my answer is none of them.

**FG:** That's an easy question to answer.

**TD:** Don't go with any of them at all ever.

**FG:** That's sad.

**TD:** You'll find a lot of scams.

**FG:** Yea, that's unbelievable.

**TD:** And the sad part is that there's more and more of these companies everyday. Even one of the company owners themselves came to me and said that he thought my ads results were faulty, because... and he showed me three tests, two tests were of his customers which the highest product sold...they sold one product for \$15.00 after paying \$250.00 for an ad, he thought that was a proof of success. That wasn't proof of success.

**FG:** Proof of nonsuccess.

**TD:** Then he showed me his results, that he sold two traffic packages doing his own traffic, so he said he broke even selling his own traffic packages to his traffic list.

**FG:** Very sad.

**TD:** And you know that's not a proof of success either.

**FG:** No not like that.

**TD:** So stay away from the guaranteed traffic deals, it sells real well for people, people make money selling it because people will say, "I need traffic to my site, and they guarantee me traffic I'll buy it." But don't fall for that.

**FG:** Helpless.

**TD:** A technique that will work, but you need to do the other methods that I talked about first. You need to go through do the ezines, do the pay-per-clicks, and do some offline advertising, and that is banners can work.

**FG:** Really.

**TD:** Banner advertising can work it's just harder to get it to work. Now some of the biggest online marketers use banners as one of their biggest net profit centers, the reason being is we're talking, if we keep on going we're going to difficult models here...

**FG:** Sure.

**TD:** ...offline marketing is more difficult than ezine marketing...but it's bigger. Banners are bigger for online marketers, but it's more difficult it's the next step up.

**FG:** I mean it's virtually impossible in some markets.

**TD:** Well marketing is going to be impossible, is if you only sell those ticketed items, there's no way.

**FG:** Right.

**TD:** There's no way...

**FG:** So if you do consider to testing a banner, because that's what everybody's got to do is test before they do anything. How would you test it?

**TD:** The test method you have to use is this method and this is the only way it will ever work, that is to have your website setup to collect email leads, the whole purpose of the website that you're going to show these email visitors is to give them an awesome offer of just all the free stuff that you can give them.

**FG:** So hit on the banner and go to a page that's just specifically geared towards catching an email address, its kind of a seductive free offer?

**TD:** Yes, and then you have to use very heavy follow-ups, at least ten follow-up letters...

**FG:** Right.

**TD:** And you need to be selling a higher ticket item to make it break even on the costs that you are going to spending. And by higher ticket item, I'm saying the minimum of \$197.00 for the product. What you're going to do with the banner advertising, to get it to work. Now there's... you need to go out to websites and remember the same model we were talking about for finding joint ventures...

**FG:** Right.

**TD:** ...that you need to go out and find websites to buy the advertising on. Instead of going to websites and just taking what they want to sell you.

**FG:** Right.

**TD:** You need to go and make deals and get... actually better deals making offers, because right now basically the Internet Market from the big companies has collapsed.

**FG:** Right.

**TD:** Which banner advertising rates are nowhere near where they used to be.

**FG:** Right.

**TD:** It used to cost \$50.00 for a thousand impressions it was impossible that you could have any product you want and you couldn't have made money. But now the same thousand impressions that would have cost \$50.00 on the same site can barely bring \$5.00.

**FG:** Right.

**TD:** And so now we've got one-tenth the price for the same quality.

**FG:** Right so therefore there might be profitability if you eked out there.

**TD:** And it's not just might, but it's something that you can test and if you find any sites, if you find big high traffic sites that are high on the search engines, a lot of them will sell advertising, and a lot of them can be profitable.

I've got a deal and even running my low priced <http://www.netbreakthroughs.com> that fall in the same line as going to the email first and getting to <http://www.netbreakthroughs.com>. I can get to the point where I can break even the second month from banner advertising if I find places that advertise banners at webmaster sites.

**FG:** Right.

**TD:** In many of those cases I'm paying \$1.00 for a thousand impressions on those sites.

**FG:** A \$1.00 per thousand, wow. Now is that something that you can restrict sort of like with Overture or pay-per-click search engines, the amount that you pay, can you say turn it off when it hits a certain point?

**TD:** Usually they will have that in the deal.

**FG:** Yes.

**TD:** It cuts off at a certain point. Now sometimes you'll find that some of the search engines you'll have to pay higher rates but some of them can work for you with a specific keyword; such as several of my associates of mine have used Yahoo pretty effectively under keyword searches.

**FG:** Right.

**TD:** And even though you have to pay quite a bit more, we're talking probably a good deal that you can make with them is \$20.00 per thousand impressions targeted for a

specific keyword. Their actual price is going to be higher than that, but you have to get that deal with them.

**FG:** Okay.

**TD:** To get down there and then you can actually make profits again if you're selling to your email list, doing the follow-up and making the sales. Now the reason I mention banner advertising in here is because if you want the method to this you can roll out on line and do a lot of advertising and there's a lot of banner advertising available.

**FG:** It sounds like it, boy...let's see, so we've covered banner ads, we've done the pay-per-clicks, and we've done some offline marketing to generate traffic to the site as well. Is there anything else that we need to talk about before we move on to other topics in terms of generating traffic to the site? Other than just be wild and crazy and attract a lot of attention to yourself publicity wise. What other...anything we've missed or left out there?

**TD:** A lot of the techniques that you are going to find will keep coming back to these.

**FG:** Right.

**TD:** If I go in and talk about techniques I'm eventually going to get us right back to doing these again just in different variations.

**FG:** Right.

**TD:** For example, with another method I did to build my list quickly was basically just a co-op, which you can actually say it was originally a co-registration within itself, and that was I got five ezine publishers together who all wanted to build their list, they each put in \$200.00 and then I placed a \$1000.00 for the advertising using banners and ezines and we generated leads for all of them. Guess what? My ads were basically free because all five members...

**FG:** Because you were coordinating it.

**TD:** ...I was coordinating it, so they were all paying and again that's...

**FG:** That's becoming sort of the Val pack or the co-op for your particular group.

**TD:** Well actually you could say it was like a co-registration for my group, we're all paying and I'm just filling in my list at the same time. What you'll find is a lot of people who do a lot of free advertising online will use every model we just talked about, but they'll use it in some unique way to bring the other people in.

A joint venture in, extra ideas and that's where you're going to find the most profit at. Another method that has been really effective for me for free traffic and I would hate for



us to actually skip over it and not mention it, is the fact that of doing a viral traffic marketing.

**FG:** Okay, explain.

**TD:** Okay, viral marketing is simply; it comes from the terms of a virus online. If someone gets a virus on their computer - most viruses are programmed automatically to email themselves to your friends.

**FG:** So before long everybody's got the virus.

**TD:** And it basically passes itself, friend to friend, you don't even have to know about it. Now when we talk about viral marketing, we're talking about you giving away something free that they're going to want to give to their friends.

**FG:** Right.

**TD:** And that they'll want to pass around. For myself what I used was a free ebook. I wrote an ebook, the one that I talked about earlier as a gift to my ezine was ...how to 101 high profit businesses...

**FG:** Right.

**TD:** That's what I call a viral ebook. And now I use this... the software that I used to create this ebook was called ebook papers, which is at <http://www.ebookpaper.com>.

**FG:** Right.

**TD:** And it actually gives the ability to people to download this ebook from my site.

**FG:** Right.

**TD:** And it's a self executing format, basically it only works on IBM, its not for Mac people.

**FG:** Not for Mac people.

**TD:** The reason I use this instead of Acrobat is the fact that of what it can do besides that PDF couldn't do and that is when someone downloads it they can take their website link and the software actually allows them to put their website link into my ebook along side mine.

**FG:** Interesting.

**TD:** And now we actually get at least a minimum of ten people a day doing is their taking that ebook and putting it on their websites.

**FG:** Right, and so they are just creating additional content for themselves and their giving away the fact that they have to promote your name and your list.

**TD:** That's what they're doing and we generate a lot of leads through viral traffic now. Now at lowest estimation just from visitors and responses we got, now this is the bare minimum we have a least two thousand websites of the ebook alone.

**FG:** Wow!

**TD:** That people are giving away.

**FG:** That is a lot.

**TD:** That is a lot and the key to this and this is a mistake, and you're going to hear some people out there say that viral marketing doesn't work anymore. Or the free ebooks don't work anymore and that's because the ebook that they're trying to give away wasn't worth anything.

**FG:** Sure, if it's not worth anything people won't take it even if it is free. Okay at this point folks let's move on to tape number five.

## **Internet Marketing Secrets – REVEALED!**

Terry Dean as Interviewed by Fred GleecK – Tape 5

**FG:** Okay folks welcome back again it's me Fred GleecK with Terry Dean. We're talking about...well we're talking about viral marketing and this is tape number five, so let's go ahead and explain a little bit more about that. I know that you really felt that was something that bears a considerable amount of discussion.

**TD:** Well it bears a lot of discussion mainly because the fact is when you are doing this type of viral marketing the key to it is, is to only use a giveaway that would be good enough to sell. If you don't have confidence in yourself that you can say okay I can sell this product for the minimum of \$20.00 then it's not going to work in the free giveaway.

Because no one is going to... they're not going to understand it. The purpose of the actual viral soft...or the viral ebook or what ever other viral thing that you're dealing with is that you want the person to love it, come back to your site for more.

**FG:** And to give it to others.

**TD:** And to hand it on, because they have to be good enough for my friends to read this. My friends need to see this. From my case with the ebook, I want them to say that my friends, my website visitors need to read this, and you see they generate free leads.

They generate a lot of free leads for me now from this. Actually to this point that I could probably stop all paid advertising. Even shut down my affiliate programs, to the point where I didn't have any affiliate programs, and we would probably have forty or fifty percent of our income still coming.

**FG:** Really?

**TD:** Yea, because of the fact that it's out so much now and...

**FG:** Now this the ebook?

**TD:** The ebook, that one and I also have another one that I call unlimited traffic, "How to start your own Traffic Virus."

**FG:** Right.

**TD:** Basically it outlines what I just said here and I did the exact same model as the EbookPaper software, so that people can put their own together.

**FG:** Now that unlimited traffic let's take that as an example. How many pages is that?

**TD:** That ebook, if you actually print it out, would just be over forty pages.

**FG:** Okay and so how many words is that? Maybe eight thousand words?

**TD:** That's probably a good estimate.

**FG:** Okay, and so what you're saying is...and what do you think makes that work? Why is that working? Why is it so good?

**TD:** Well the key to it really is, you want to have really good information in it.

**FG:** Yes.

**TD:** But not really long.

**FG:** Right.

**TD:** The trend lately is how to make really huge ebooks...

**FG:** Wow.

**TD:** Eight hundred, nine hundred even more than a thousand pages.

**FG:** Right, and if someone...you know what it is, it's a pain in the neck, you've got to search for the real stuff in there.

**TD:** And you have to search a lot for it. I have never read all of one of those books, I don't know if anybody else has either.

**FG:** Well there are some very famous Internet Marketers who pride themselves on producing very, very long books, because they want to create a high thud factor, a high like a beefiness factor, but the problem is, is that some of those...I end up getting frustrated with it, because I can't get to the meat.

**TD:** That's the case for any of these for like the paperless newsletter ebook that we sell it's just over eighty pages.

**FG:** Yes.

**TD:** For these free giveaways I don't think it should almost never be more than fifty pages.

**FG:** Then let me ask you this. Let's say for example... I've got a book coming out towards the end of this year on the Professional Speaking Business. It's called "Speaking For Millions" and one of the things I was thinking of is taking the entire book with my model, I don't make that much for the book itself. So I was thinking of taking the entire book and starting to give it away, because I'm thinking of my backend. Now in terms of your formula is that maybe not the right way to go?

**TD:** If you were to give it away, I would tell you to give it away but not all in one part. I would tell you to break it up into sections about specific subjects in there and put those pieces together.

**FG:** Got it.

**TD:** Almost to the point that...for many books, depending on how long the chapters are, individual chapters might make a decent ebook online.

**FG:** Got it okay.

**TD:** Or even two or three chapters together for an ebook, because what you're going to notice in the difference between online books and offline books and that is, online...people who read online ebooks they want to get to the fact that they want the information now, they want it quick, to such a point that you want to give them good content.

I would actually say that when you're doing ebooks, the best skill that you can have is learning how to edit out. Take out things that aren't needed, basically when you are doing any type of writing online. Write, you know keep writing or if you had a transcript of audios, have the whole thing laying out and cut out what's not needed.

**FG:** Yup.

**TD:** Cut out what you are repeating over and over again because these people want to get to the information quick, they want to read it quick, and even if they want to print it out, it takes time to print out a thousand papers.

**FG:** Right exactly.

**TD:** Now that's the whole aspect of everything that has to do with speed. They want to get the product now, they want to read it now, and they want to use it tonight.

**FG:** Right.

**TD:** And that's what they want for the ebooks and that's what I try to do. For example, the "101 high profits..."

**FG:** So what do you think the thinking of those marketers out there that are marketing online, they are creating these nine hundred page documents?

**TD:** Well, the thinking and the ideas is trying to come back to perceived value, what the concept they are trying to put on you is my books nine hundred pages so it must have a lot of information in it. I must really know my subject well. Well I actually go with a different view, which is I know my subject really well and how can I cut it down to the

very basics for you. This is what you need to know. And that's what I try to do is cut it down to the basics, cause a lot of times, if there's an ebook out there that's five hundred pages or more, they're giving you a lot of stuff that really isn't important and it probably doesn't apply to you.

**FG:** Correct. So you were about to say though about the "101 Ways..."

**TD:** Well with a "101 Ways..." what I really have is, it's almost just a list. All this is a 101 High Profit Businesses. It was created over a short period of time I think the whole creation time was about two weeks.

**FG:** Right.

**TD:** And that was, by me just having a little notebook with me, for when I ever came up with another idea for a good online business.

**FG:** Like, give me an example, like one of the ones you came up with.

**TD:** One of the online businesses would have been...was selling ebooks. I had one category that was selling ebooks and I had ten basic businesses inside of that category. I broke it down to separate ebooks.

One of them was on... for specifically Tax Accountants could do an ebook on How Internet marketers can save taxes. And the actual title that I gave it at that point in time was, "37 different ways the Internet Marketers can save on their taxes."

**FG:** Right.

**TD:** As an ebook that could use quickly, and basically the other ideas were the same general type of ideas and that was...a lot of people immediately come online and they want to become Internet Marketing Consultants...

**FG:** Right.

**TD:** ...and that's their first business online. They want to write an ebook of how to make money online.

**FG:** They can't unless they've done it.

**TD:** And even for the paperless newsletter of the most often asked questions that I get is: Should I start an Internet Marketing membership site? And I would actually have to say to the other purchasers, sixty percent of the emails from other people who have purchased it, who emailed me had mentioned something along that line.

That they want to start Internet marketing membership site is that a good idea? And that is not a good idea; the counseling I try to give people is using your expertise. Like when I told somebody to do the Tax Saving Tips was an accountant.

**FG:** Right.

**TD:** And they said that I could do that in a day or two, that's the idea.

**FG:** Do it in a day or two, make your money and move on.

**TD:** That's the idea to do that, they all want to come up with a way that they could learn all the Internet Marketing writing to write an Internet Marketing book.

**FG:** Well if you think about it if you had expertise in ten different areas, you could do what you described earlier, which is set up ten different sites, do <http://www.ClickBank.com> and move onto the next one before long you might have twenty or thirty sites generating you a check for \$500.00 or \$1000.00 a month.

**TD:** That's what one strategy that I've actually kept to myself also is that fact that I don't go for the home run.

**FG:** Looking for a single?

**TD:** I'm looking for the single, for small streams of income; a lot of them have little streams of income. And I even have a lot of affiliate checks that I get each month that are just free affiliate programs that I signed up for...

**FG:** Right.

**TD:** I actually promote inside of the ebooks, it's like little links inside the ebooks I give away or sell and they bring in checks and we have... just off the top of my head there are at least twenty of them that I get each month.

**FG:** Really?

**TD:** The checks that I guarantee I'm going to get this check sometime...some of them aren't very big.

**FG:** Now the nice thing about it is you were selling automatically, but you actually like getting the physical check as opposed to having the electronic deposit?

**TD:** Well I do that even when you have the option. I like to get the physical check, cause its kind of nice to go down to the bank and make the deposit; it gives them a surprise when you come down to the bank with a \$10,000.00 deposit regularly of different types of checks you are getting in, your getting tons of different checks.

**FG:** Right. Do they wonder what the heck you're doing in there in Indiana?

**TD:** They've asked before what we're doing because of these kinds of checks.

**FG:** That's funny, okay so we've got...that's pretty good... anything else we need to talk about regarding viral marketing, using ebooks?

**TD:** With viral marketing I can even take you to the next step.

**FG:** Right, so let's...to finish that up, what you're saying is when you do an ebook, not only should it be short and contain good and very pertinent information, and immediately get to the meat, but you can also imbed affiliate links within there so you can be getting checks from those people.

**TD:** Yeah, and remember the goal of our product is to get on your list.

**FG:** Yes.

**TD:** You should continually give them reasons to be on your list. All throughout the product as well, with little mentions of some of the stuff that they're going to get from your list is whatever the information that's provided on the list.

**FG:** Okay.

**TD:** Now as we go along, the next actual step to go with viral marketing is actually a little bit of step up a lot of people now are using as a very good model of success and that is to use an ebook that actually sells, but they either sell resell rights along with the ebook or they make resale rights a small upgrade on the ebook.

**FG:** Right.

**TD:** Now this makes selling the ebook really, really easy cause a lot of people who like to be able to sell a product buy resell rights. I certainly mean...say you buy this book from me for \$27.00 you now have the right to sell the book for \$27.00 yourself.

**FG:** Right.

**TD:** So it's a really strong selling option, and it could take a product, that if your selling to three percent of the visitors you can now sell seven percent to the visitors. They'll all want to buy it, because they're going to be able...

**FG:** Right because they need... cause everybody is looking for content.

**TD:** They're always looking for content and they immediately see how they can get their money back from buying the product.



**FG:** And if you had ten of those books that you bought the resale rights to, you'd have all kinds of bonuses that you can throw into any information product you came up with yourself.

**TD:** That's exactly what I do; I have tons of products that I have rights to that I will put in as bonuses of my products. And now the purpose of this is not just to generate the front money though. The purpose of this is now you wrote the book, your links are all throughout the book, and you're going to have a lot of people out there selling your book. And the other advantage that this gives you...

**FG:** Now you make it so it's unalterable in terms of those links.

**TD:** Yes, when they buy it, they're not allowed to change it. Now some of the people using the model of allowing some of the customization if you pay a higher upgrade fee.

**FG:** Right.

**TD:** And usually they'll keep that customization in their own power. They'll usually have someone that they hire out the job to for like \$10.00 an ebook, you pay them \$200.00 to customize it, they'll pay that person \$10.00 and they'll do the actual customization for you.

And what the whole point behind this whole thing isn't the profit it makes really, really big profits right off the bat. But the point of it is; now you have other people out there selling your links inside of these ebooks, they're selling the ebook model and it's basically the same. All you said was you don't make much from your books.

**FG:** Yea.

**TD:** If you sell the resale rights to your ebook like that, you're going to sell a lot rights now but eventually other people are going to be selling it more than you.

**FG:** Yup.

**TD:** So you're going to actually going to hurt your own sales with the ebook so eventually your sales are going to dry up, because everyone out there is selling it. But they're selling your links out there.

**FG:** You're out there.

**TD:** You know, you're out and the other advantage of that method is, if someone buys, actually buys the ebook instead of getting it for free, they're probably at least going to look at it.

**FG:** Oh Yeah.

**TD:** I'm not going to promise that they are going to read it.

**FG:** They'll at least take a look.

**TD:** They'll at least look at it, and they'll at least start it and if you give them good valuable information they'll probably read most of it.

**FG:** Right.

**TD:** And the advantage to that is now you are getting a lot of power from when they come back to your site. And one of the best ways of all, to get those leads back to you is to put inside of the ebook itself an email link, that if you like updates on this product email here. And then you provide them with updates along with other sales material for other products.

**FG:** I had a big discussion with a group of publishers, where they were worried, these guys don't really have...sometimes they don't think the same way we do as marketers. But these publishers were so freaked out; their content was being stolen. And I said one of the ways not to worry about the content being stolen is to make it so that it's abstentious to you that it gets stolen like we just discussed.

My other suggestion was that you create something in which... lets say for an example you had an ebook and they were scared it was going to get stolen somebody was going to pay for it. On page forty-eight you say and a registered user of this product you get Blah, Blah, blah for free by just emailing me. So now you get somebody that gets to page forty-eight sees it as a registered user, you get Blah, Blah, Blah for free and they email you and you say I'm sorry but you're not a registered user. Why do I need to be a registered user? You have to buy the ebook. How much is that? It's \$29.00.

So in other words there's a way in which you can protect your content that way, if you wanted to try to protect the content. But the thing to realize is that most people aren't going to want to steal your content and give it to everybody else.

**TD:** Basically what we are doing in this is we're giving people the right to steal.

**FG:** To steal, exactly.

**TD:** You can give it away, you know basically...

**FG:** Sell it, do what ever you want with it.

**TD:** Give it away to your friends. The whole thing is its generating leads back to you, and it can generate a lot of leads, and help build your reputation. Because part of the reason when I first sold any resale rights to any of my products...

**FG:** Yea.

**TD:** In most cases I go a little higher from the prices that I am giving here because I can. And the purpose of me doing it in the beginning was I wanted to get my name out there.

**FG:** Yes.

**TD:** Because anybody selling your ebook isn't going to sit around saying how they don't like you or how they don't like your ebook, you're going to have hundreds and hundreds of people out there saying how wonderful it is.

And so it even helps any other future sales you're going to make, because now everyone is raving about your other products.

**FG:** Oh yeah, absolutely and that's the key. Anything else we need to talk about in the area of viral marketing? All of these are great ideas that people should be taking notes on and using.

**TD:** That's one of the things that I want to mention is a lot of these ideas that we are giving out are kind of simple and actually thinking about them, it's just the power of doing them.

**FG:** Well it's also the power of doing them together. In other words if you use one idea its isolation, but if you use two or three or four of these ideas together and start really using them full force, you'll make a lot of impact.

**TD:** For example, if we put a lot of these techniques together, and that's exactly what I do in my business is the fact you start off, you get people...your whole purpose of your site is to get them to subscribe. You have the follow-up on them. Make that first follow-up to sell them the ebook they're going to have resale rights to. And then when they buy it now, they are going to be selling it off in other places, and generating viral traffic back to you.

And what we're doing, and if you have an affiliate program set up also... One of my friends online always likes to say you've never placed an ad that he's lost money on. He never loses money on ads, and that's because whenever he places an ad, even if he doesn't make the money back right now, enough people resell the product to generate leads, enough people sign up for the affiliate programs for generating money online. So no matter what advertising he does, he still makes money, even if he loses money today he'll make it tomorrow.

**FG:** Sure, it's a great idea.

**TD:** And that's just the power of putting all these different pieces together in the same system.

**FG:** Okay, so what else do we need to talk about now? I think we're pretty much at the end of our discussion of viral marketing, unless you have more to say.

**TD:** With viral marketing, pretty much there...we're still talking about traffic methods that work really well and actually benefits you in search engines is if you start doing links you start getting people linked to you. A lot of the reasons search engines have become a little bit more difficult is the fact that almost all of them now use Alga rhythms, which requires for you to have a lot of links coming into your site.

**FG:** Right.

**TD:** And by that it simply means a lot of other popular sites linked to you. That's what they look at... Google was the first one to really institute this.

**FG:** Right.

**TD:** It's impossible to get top position on Google unless there are other sites in the same category that are linking to you.

**FG:** Right.

**TD:** They call it link popularity.

**FG:** Right.

**TD:** Now the way we can take advantage of this link is popularity. First of all if you get links coming into you, from high traffic sites you're obviously you're going to be getting a lot of traffic.

**FG:** Right.

**TD:** Now the second aspect of that is it's going to improve your search engine range to give you more traffic, so it becomes very powerful. A mistake that people make in search engines is they try to trick the search engine just by linking all their own sites to each other and that only works to a very small element, because that's not what they are looking for.

**FG:** Right.

**TD:** They're looking for big sites to link to you, if you can get your site listed in Yahoo, then you actually have a big link partner and then it goes to the other ones.

**FG:** Yup.

**TD:** But actually to generate a lot of links, the best thing to do is actually go out, we're almost going to follow...you could actually say we are going to follow the strategy as we

did in the beginning, which is go out and find web sites, we have a lot of traffic we're going to use the same tools we talked about for finding affiliates.

**FG:** Right.

**TD:** Find one that has a lot of traffic and have links on them.

**FG:** Now when you did all this yourself, did you hire someone else to do this for you?

**TD:** Well when I did it, when I first started doing these types of things I had to do it myself.

**FG:** I hear ya.

**TD:** Both for two reasons, one was I didn't really have the money to hire it out; the second was I didn't have a proven model to give to somebody else.

**FG:** Right.

**TD:** You are not going to want to hand it off to somebody else until you know it works.

**FG:** Until it works.

**TD:** And you've proven the system to yourself.

**FG:** Sure.

**TD:** And then you can start handing it off and have other people do it. And in most cases, guess where you can find good people to do it for you?

**FG:** Elance.com.

**TD:** Elance is a good place and they just make a report back to you of the sites they've contacted...

**FG:** How do you pay the people by the way working with Elance?

**TD:** In Elance, the easiest way to pay them is you can actually pay by credit card and Elance handles the payments for them.

**FG:** So Elance charges your card and then gives them something?

**TD:** Yes, what it works out is you don't pay anything for Elance's service; they pay Elance a percentage of what income they get from what you're paying them.

**FG:** So Elance, they're sort of a mini headhunter?

**TD:** They're headhunter for them and you can pay them that way and I think that's actually the preferred method to pay Elance with the credit card and they pay all the different people. That's how I pay every single time.

**FG:** Got it.

**TD:** And so you can find people there who actually go out and search for links, you'll find that many of them work really hard and they do a really good job, because they want you to keep using them. And this is one of the special ones that you could actually find somebody out there who likes to do this you can pay people for how many sites they contact for you using this method.

**FG:** How does Elance prevent people from going off on their own, like say for example you just worked for me and now you're going to do that one job and come back to me and do another job, and you come to me direct?

**TD:** Basically they tell you that you'll be band if you do that kind of thing, but to my knowledge they don't actually step in and have any other protections in place because I have the contact information for like the transcriptionist I've used, I have her address and phone number.

**FG:** Yup

**TD:** And email address.

**FG:** Yup.

**TD:** And I have contacted her, and that person actually has intentions of being separate with her own website.

**FG:** I hear ya.

**TD:** That's not really a concern of mine either, I'll work with them either way. I don't care as long as they are doing a good job for me.

**FG:** I'm just wondering how Elance prevents people from going off and doing their own thing?

**TD:** So basically you could go out and find these sites to generate links into your site.

**FG:** Right.

**TD:** Now a software program that can help you do it quickly is a software program called Zeus.

**FG:** Zeus

**TD:** Zeus, which you can get it at <http://www.cyber-robotics.com>?

**FG:** [Http://www.Cyber-robotics.com](http://www.Cyber-robotics.com).

**TD:** Yes, and this program costs a little bit over \$200.00.

**FG:** Okay.

**TD:** And now what it does is it allows you to build a link directory on your site, somewhere on your site, for example you might have your main page, which is your sales letter and you have subscribe, you might have a little link on it, links some of the ...basically a small link over to your link partners.

**FG:** Okay.

**TD:** And here you'll have a whole directory and it can be separated up in categories.

**FG:** Right.

**TD:** Now what Zeus does it helps you organize categories, pick categories, say for example Internet marketing I can have search engine promotion, I can have ezine publishers and all these different types of categories.

**FG:** Right.

**TD:** And you can assign Zeus what kind of partners you want and it will go out and do the searching for you. To find these types of link partners, it'll find them; it'll basically make you a list of all the partners it found, that are good potential partners.

**FG:** Right.

**TD:** And then you can go through and pick and choose the ones that you think are good potential partners, checkmark them all off and Zeus will email them in behalf of this.

**FG:** And how much does this program cost?

**TD:** Just over \$200.00. And the real strong aspect of using Zeus is what you can do is you can set up email so that...Zeus actually puts a link on your site to them already.

**FG:** Right.

**TD:** And then when you email them

**FG:** All they have to do is approve it.

**TD:** No, you actually approve it already, so it's already there and then when Zeus emails out, it tells them... you write the email so that tells them that their link is on your site.

**FG:** Right.

**TD:** And it asks if they would like to do a reciprocal link and link back to you because of it.

**FG:** Right.

**TD:** In other words you're not coming in asking for something.

**FG:** Right, you're saying I've already got a link to you; you should link to me now.

**TD:** Yes, you suggest it. You're going to find when you follow that model it's a whole lot easier than asking people to link to you.

**FG:** Sure.

**TD:** Because you're giving something to them first.

**FG:** The whole influence concept by Charldini says you give something to someone and they feel obligated to give back.

**TD:** And that's exactly what you're doing with the software, and it will take sometime for you to actually learn it. But once you have it in place and by time I mean two to three hours to learn how the software works, you set it off and let it go.

And even on slow connections like I have with the 56k, Zeus can work at night. He can get up and he can keep... he can work all night and find me a bunch of late partners.

**FG:** Right.

**TD:** For potentials to go into this directory.

**FG:** Right.

**TD:** And now what it's going to do with all these links coming in...It's going to generate traffic for you, but it's also going to give you a lot of influence on the search engines for your whole domain.

**FG:** And that's a good time to stop the tape at this point and turn over to the other side. We're back here on the flip side of tape five side B and we're talking myself Fred Gleck with Terry Dean and talking about Zeus.



And using Zeus as a means of going out there and finding link partners and the beautiful thing is if you use that program, it will go out there and you can say to people I've already linked to you why don't you link back to me, and the chances of them doing it is good. Is there anything else we need to talk about with regards to links and link popularity and why that's important etc., etc?

**TD:** Well basically there's not much else to talk about, the actually specifics to the algorithms search engines do; we don't know specifically what it is.

**FG:** Right.

**TD:** What we do know is the better the link popularity, the more links you have coming in, the more links that you have from sites, which are listed high already under a category...

**FG:** And also, I know you may know some people, but I also have some people that I know and if people want to call me at my 1-800-FGleeck, 1-800-345-3325. I have a few people that I use to get search engine placement for me that do a great job. And so you know they're paid well but they get good results.

**TD:** And that's the same case with the one that does my newsletter, he has quite a nice fee for it, but he will get the position and guarantee it.

**FG:** Just out of curiosity, what kind of fees are we talking? So if people call or either of us and want this kind of recommendation they're not going to be shocked – you tell me yours and I'll tell you mine.

**TD:** Okay, for the person that I deal with, to give you a guaranteed listing in Yahoo, where if you don't get listed in Yahoo if you don't pay, he charges \$2500.00 at this point in time.

**FG:** Okay, and then is there some kind of ongoing fee to keep you up there?

**TD:** And then to keep you in Yahoo...and actually get you listed in a lot of the other search engines, the fee ranges somewhere between \$200.00 and \$400.00 a month for top positions on search engines, depending on what you have.

**FG:** Right, my person charges \$1750.00 to start out, but there's no guarantees per say. But I never heard of anybody not getting listing. And then there's an ongoing \$100.00 to \$200.00 fee.

So it's a little bit less expensive, but as opposed to yours, there's a guarantee on the guy. But I mean all of these...let me tell anybody listening on this tape that if you get your site listed in Yahoo, and you have a site that closes worth a damn it's going to be worth every single penny that you paid for that search engine placement.

**TD:** It is, and another thing to tip on is you notice both of these prices they're pretty similar.

**FG:** Yeah.

**TD:** But if you find somebody out there who guarantees you a listing at \$97.00, then there's a problem.

**FG:** Yeah.

**TD:** There's a serious problem, because the reason the person I work with charges so much for this is because when he gets you listed on Yahoo, he recreates you a whole new site, to get you listed there because he has to give a lot of content that normally might not be there for what Yahoo wants to see when they go and visit it.

**FG:** Yup, exactly. Okay so now we've talked a little bit about search engines placement, we talked earlier on these sets of tapes about the idea of paying the placement software that both us agree that it's a waste of money.

So if you're thinking about buying any of this search engine software to get you higher placements forget it, use a search engine specialist. What else do we need to talk about with regards to that?

**TD:** With the search engines...well if they did just what we talked about doing links or even sign up with affiliates and there's another secret having a affiliate program, is those links in from the affiliates also increase your link popularity.

**FG:** Now do they...does a search engine look at those affiliate links differently than would as sort of standard links?

**TD:** Well it depends, the way it works best from those links is if those links are actually running from software from you own site, because it sees it as running on your site.

**FG:** Got it.

**TD:** Basically all those programs will run off CGI's in some way or another. And if the CGI program is running on your site, the search engine looks at it and it says this person is linking into this site. Now although I like some of the other software such as ClickBank that advantage doesn't come in with ClickBank since they're actually linking through ClickBank and it shows ClickBank's link.

**FG:** Ah.

**TD:** So ClickBank actually gets the link popularity for that. So it's a disadvantage of using software outside, and it's the same thing...proof of using the George Tran type of

software, that's the same thing that happens there to. The link popularity goes over there instead of to your own site.

**FG:** Huh?

**TD:** That's an advantage we're going...

**FG:** In terms of the affiliate links...?

**TD:** In terms of the affiliate links, because the search engine sees the website that's listed in the link code as the one that has the link and if you run CGI on your site then it sees yours.

**FG:** Got it. I hear ya. That is very interesting. Okay we've talked about a lot so far. What are we missing at this point? What do we need further to discuss? Because we've got this side of the tape and we've got one more tape to give people literally everything just a complete brain dump here on Internet Marketing?

**TD:** What we really need to get into more is probably on the sale system. We've talked a lot about traffic and to really get into the misconception that most people have as they think that on the Internet if you have traffic you have success and that's just not true. I can honestly tell you if you can create a site that generates \$4.00 to \$5.00 per visitor, getting traffic is easy.

**FG:** Right.

**TD:** Because there are tons of people out there who are dying to give it to you for a percentage of the profits if you can do that, cause most sites out there get a million visitors or so a month don't make any money.

**FG:** Right.

**TD:** Because they don't know how to sell.

**FG:** Right.

**TD:** So that's one thing that I really have to talk about is learning how to sell. Which I always tell people the first model to look for is to always actually find your market first. And we mentioned that just slightly earlier on.

**FG:** Yup.

**TD:** On finding your market, and then having a product for that market.

**FG:** Yup.

**TD:** But I want to talk about that even more because I actually had several discussions with Netbreakthroughs members recently and they told me they paid such and such to have an ebook written for them.

**FG:** Right.

**TD:** And now how should they sell it? Now that's a mistake, that is a big mistake, don't pick a subject until you know - a much better direction to go is I now have an audience, I found an audience people who are dying to buy something. Where can I find somebody to create it for me or someone that already has it, and that's a much easier direction, much more profitable direction to go in.

**FG:** By the way, when you talked about somebody else writing an ebook for you. I don't know... I have some names of people and you will probably mention Elance again. Do you know anybody will go straight books or ebooks for people?

**TD:** I know the same person, and that's one of the people that you will mention.

**FG:** Well I have a couple of other people...I've now established a network about two or three individuals that can...and probably the best thing to say to people is again, have them contact either you or me. And you can give some... and again your email address is <http://www.terry@Bizpromo.com>.

**TD:** That's the quickest way to get a hold of me, is to send an email to <http://www.terry@Bizpromo.com>.

**FG:** Got it, mine is <http://www.fgleeck@aol.com> and the thing about it is both Terry and I know some people who are willing to do this, and I know some people and I'm sure you do at different levels. But the thing to remember is, somebody needs a book completely ghost written from top to bottom with one of the top ghost writers in the country, you're looking at \$20,000.00.

And if you want someone else I have somebody that will do it as little as \$5,000.00 a book from scratch. Now I don't know if those figures are running around what you've heard.

**TD:** They're pretty similar... but when we're talking ebooks if you're going to have someone ghostwrite it I would tell them to keep it at shorter size.

**FG:** Right.

**TD:** You can get the price down.

**FG:** And so how would you do it? If I came to you as a client and said, "Hey, Terry I like this idea, you know I love the idea of creating a viral marketing thing. I need an ebook of

forty pages, but I want somebody to write it for me.” Who would you send me to and how much can I expect to pay?

**TD:** Well I would tell you...if you want it for the viral marketing or even just a sales viral marketing I would tell you, tell whoever you want to write it, to do it between forty to seventy pages on the subject which is going to cut down the price considerably with the people that I have dealt with. I hate to actually go back to it, and I would end up probably going to Elance first, just to see what deals they get outside for the first project. And the key to this is to ask to see their other work.

**FG:** Exactly, exactly.

**TD:** Ask to see all their work, and read it very thoroughly for they’ve done other work. Because you’ll find...and I found this almost to be true they will produce for you as they did the others work. And when you look at their other work, the concept in your mind is, is if they give you four different pieces of their work or even more, the worst one in there is that what you want to sell.

**FG:** Exactly.

**TD:** The worst one it gave you.

**FG:** Yup, yup they give you a hundred percent. Couldn’t ask for anything more.

**TD:** And for that size Elance you’d be looking at about \$1500.00 for one of the really good people.

**FG:** Okay \$1500.00 for forty to seventy pages?

**TD:** Forty to seventy pages for about \$1500.00.

**FG:** Okay. You use Elance a lot don’t you?

**TD:** Yes I use Elance a lot, you’ll find a lot of people...I was actually looking on there...I don’t use my own personal name on there because I don’t people to see all the projects that I’ve posted.

**FG:** Sure.

**TD:** I noticed a lot of the top Internet Marketers did and one of them, I noticed over a hundred projects they had posted there.

**FG:** Gee.

**TD:** One of my competitors and I went through and researched all of the projects he had coming up.

**FG:** My god, but you know what that's a great example. Why would somebody... you wouldn't want to, it's a good suggestion if you go to Elance, don't use your own name. You could create a screen name or what ever can't you?

**TD:** Yes, I have a specific screen name that really doesn't relate to me at all.

**FG:** Great excellent idea, I think that's really important, because again you don't want clever people like me or you going out there and finding what projects you are working on, it's just confidentiality. That's a good idea to keep that in mind

**TD:** Well that came out of a mistake, being the fact that I had my name before, and I noticed that someone else had posted a project that was exactly like mine right afterwards.

And it was one of the people that I knew their name from the posting, so I took off my name and that's, when I got the idea of going and researching what everyone else was doing at Elance to see what they were up to on their projects.

**FG:** I love it.

**TD:** You'll find that the majority of them will use their names one way or another, or you can figure out their names once their posting or they even put their websites address on some of the posts. And I say okay I know who that is.

**FG:** I think that is a very important point to the people listening on tape, don't discount the value of what you just heard there. So if you do go to Elance and you are setting up projects do not link to your site, do not put your own name, and do not put anything that looks like your own name. Just make it very; very different it's nobody's business but your own, because smart competition will do exactly what Terry's describing.

**TD:** In most of the cases I don't think that I had any plan of going in and beat them at the same projects, but what I said is some of these projects are pretty nice, I should do something similar.

**FG:** Sure, but not only that...I mean I just think that it's smart marketing not to be sharing with the world what you're doing until you want to do that.

**TD:** That's exactly what it should be, and it kind of beats out your advantage if you...

**FG:** Absolutely.

**TD:** It's not the fact that you posted the project; it's the fact that they know who you are opposed to the project.

**FG:** Yup.

**TD:** And their mind will say okay, they're probably up to this, this is probably what they are doing because that's what I do when I look at the others.

**FG:** Clearly, clearly. Okay so now we've got...talking about that, that's a good point, what were we in the middle of... We were talking about writing, having people write for...

**TD:** Having people write for us, make sure you have the market first before you have customers that want to buy something first then have the product done. You'll find that again the real money is n't in the creation of the product you could hire someone else. The real money is in the marketing.

**FG:** Yes.

**TD:** Like even if you can have some people who are really good, write the whole book, let's say a two hundred page book and you said that you can get somebody awesome for \$20,000.00.

**FG:** Right.

**TD:** To get an awesome copy writer to write you an eight-page letter will be similar pricing.

**FG:** Similar pricing yeah.

**TD:** Similar pricing and they're only doing eight pages.

**FG:** Yup and that just goes to show you that it's all about the marketing and the selling, and also creating and looking for the market first. I'll give you a perfect example why one of the reasons why I got into one of my crazy niches.

I was asked to give a speech about seven, eight years ago at the Self Storage Association. And I walked around the trade show floor after I gave my speech and I said, "How many people are in this industry." We started to talk and people started telling me about it, and I said, "Man this is great."

I walked around the trade show and saw no good training materials. So I developed all of the training materials for that industry, videos, audiotapes, books, seminars and everything else. And I basically became the king of Self Storage Marketing. I even wrote a book on Self Storage Marketing.

And so what happened was, I immediately captured that entire market and now when somebody thinks of self-storage marketing, it's me. I write for all the trade publications and everything else, and how did it come about, by finding myself at a speech having no knowledge or interest in this market but realizing that they had a need.

**TD:** That's what you do in any market, you find out what they want. A lot of times I tell people... when we talked about going to the discussion boards. I tell people to spend time at the discussion boards before they even come up with an idea or project because what do people in this market want?

And along the same idea think about what people want, when you are picking your own market and you don't have a product yet. Pick a market of something that you enjoy first. That you are going to enjoy doing.

**FG:** Exactly.

**TD:** The biggest problem you are going to have is completing projects.

**FG:** Right.

**TD:** One of the reasons I quit doing home run projects, the big ones was that the fact that I started them and then quit.

**FG:** Right because you got bored and distracted.

**TD:** I got bored, and I'd say I'm going to write the encyclopedia of Internet Marketing, and then I was bored after writing seventy pages, so it became another subject so I sold the seventy pages that I wrote. I did not want to write all about everything that had to do with the subject. I just wanted to pull it down to a simple system.

**FG:** You know we talk about writing and writing to various lengths; it might be pretty good now to talk about it as it relates to this whole thing. How do you determine price and test pricing?

**TD:** Price testing is probably one of the most difficult points online. The reason being is that people talk back and forth a lot, and when you price test one technique that I have used, it is if I'm testing a price. Say for example, if I were to sell something to my list at two different prices, I'll sell it at two different prices but everybody is actually will only be paying the lower one.

**FG:** Right.

**TD:** That's the price that they will pay. That's what they will see on the receipt is the lower one.

**FG:** Yes, and so they can't come back and bitch at you and say well he got charged \$17.00 and I got charged \$27.00.

**TD:** So everybody got charged \$17.00 it's just a nice surprise for the ones that were willing to pay the \$27.00.



**FG:** You go it.

**TD:** That's one way to price test, because with pricing a mistake a lot of people make is they try to do pricing poles and the only votes that count are those who spend their money.

**FG:** Voting about pricing and actually putting out your dollars are two different things.

**FG:** You go it. So again if you were thinking of coming up with a pole, or a survey of what would you be willing to pay for this product, those results are bogus.

**TD:** They're very bogus, the results you get from it. The best judge is just the market. One key that I really liked doing projects though is I'm going with a project that goes higher than \$50.00. I always try to figure out ways to include tools to help them accomplish what they want to do, not just information but also include simple tools to go with it.

I mean it might be something really simple, such as... I have a product out and this one actually sells at \$37.00 it's the Internet X-Factor Ebook at <http://www.internetxfactor.com> and was one of the sites that I didn't mention because it's actually newer and I don't do a whole lot of promotion for it.

**FG:** So it's <http://www.internetxfactor.com>.

**TD:** And it's all one word there are no dashes in it.

**FG:** Got it.

**TD:** With that you get the ebook that's over a hundred and forty pages.

**FG:** Right.

**TD:** For \$37.00. But one of the tools that come with it is you get my list of five hundred publishers that I talked about earlier the ezine publishers with their ezine name and that's a tool.

**FG:** Sure.

**TD:** That by itself is worth the money that you are paying for the book.

**FG:** Absolutely.

**TD:** That's a key that you can use on most product promotions, is if you can figure a way to include some kind of tool.

**FG:** What's the difference between telling them what to do and how to do it? I think those are the distinctions wouldn't you say? Here's what to do and the tool is how to do it.

**TD:** Yes.

**FG:** So if you include both it increases the perception of the value in our eyes.

**TD:** It increases the perception of it and increases the quality...when I talked about digital products, which we talked a lot about here. In most cases you are going to want to keep it under \$100.00 as a price point, if it's a little bit more of a general product you go under \$50.00.

**FG:** Yes.

**TD:** For example, if it's just general, if you're being very specific, on a specific, specific subject...

**FG:** Yes, like what we were talking about at lunch with my idea of my for video producers and that I was going to do the ebook, you suggested \$97.00.

**TD:** Yes, because that's specifically for a specific group of people and you need to lean towards \$97.00. Going above \$97.00 is really difficult.

**FG:** I hear ya.

**TD:** I was speaking to another marketer just recently and they were selling an ebook at \$197.00, their refund rate was incredible, and it wasn't because the product was bad it just was the perceived value was there for it.

**FG:** Right.

**TD:** They made good sales but...

**FG:** They got a lot of returns.

**TD:** A lot of returns and just cause people said that they'd heard similar things from other types of books they'd seen.

**FG:** Now when you have a relationship with either ClickBank or Ibill or any of these folks, you can tell them how liberal you want them to be on your return policy to right? In other words can you say to them, "Hey if anybody wants returns just give to them?" How do you coach them on that?

**TD:** They once asked me what they could do and I told them that they could do a refund for anybody that asked for it, because I didn't want to be involved with the process.

**FG:** Right

**TD:** A lot of cases they ask the person to email you first, if you don't have that kind of setup with them...but if someone actually emails them lately, they ask them for a refund, that seems to be doing it for most customers also. Just for their own simplicity, if someone were to do a charge back it hurts their merchant accounts they are the ones doing all the processing for all these different companies.

**FG:** I hear ya.

**TD:** So found that they would refund most customers and the same goes for Ibill as well.

**FG:** Good so okay then that gives us a good idea of now let's...what are we...

**TD:** Just along the same line for myself. I always refund anyone that requests a refund for anything.

**FG:** A hundred percent agreement, in other words I think that one of the things that...I'll give you an example. I will refund anybody who requests a refund and some people and then I take them off my database. No I keep them on my database and I put a do not sell order next to their name.

So what will happen is... and this just happened quite recently. I had a guy attend one of my seminars a year or so ago, bounced a check, called me up and wanted to order a product and acted like he was my best friend. Well I went on the database because his name sounded familiar, I pulled it up and I had seen he had bounced a check to me and he had never made good on the check.

I said, "I'm sorry I can't take the order." He says, "Why not?" I said, "Because you didn't pay me for something and you bounced a check." And he said, "Oh no I paid you for that." I said, "I'm sorry but I've got documentation that you didn't so it's very difficult for me to take the order."

**TD:** For IBill the most common reason people email me is because their credit cards won't go through in Ibill and it's because they are in Ibill's blacklist. Which is they asked for refunds more that once with other IBill customers.

**FG:** Right and what happened with this guy is he was so anxious to get the product that I actually got an order later that evening from someone in the same town...That I hadn't knew...clearly his buddy across the street who said buy this for me and I'll pay you when it comes in. So I think that's a pretty classic endorsement of strong material if somebody has to go all the way to their neighbor across the street to be willing to purchase it.

**TD:** I found that from digital people, you'll have your little list of people who try to buy over and over again and ask for refunds and everything. I don't take them off of it. One refund maybe the product wasn't for them.

**FG:** I agree, two is where I agree. A bounced check at a seminar I will. But for...and after repeated attempts not to get payment, you're right. One refund doesn't necessarily mean you're a jerk a bad guy or somebody stealing from you.

**TD:** It might have not been right for them.

**FG:** You got it, maybe not appropriate, but two makes it smell really fishy.

**TD:** We're not arrogant to the point that they think that every product is for every person.

**FG:** I agree.

**TD:** And so if it's not right for them. If they keep asking...I mean we start to figure this out, we had several customers who try to buy four or more products and refund for every one of them.

**FG:** Right.

**TD:** That's like, if you don't like the products then why are you still ordering them.

**FG:** Right, the thing about it also is this is a good time to talk about it, is I mean I offer life time money back guarantees on everything I sell, people get freaked out about offering guarantees in general.

My question to you is what's wrong with your products? If you have great products you shouldn't be concerned. There are a certain number of people that beat you for it, absolutely. There are some dishonest people out there, but there are also some honest people who might honestly feel that this wasn't the right product for them. You have any thoughts on guarantees?

**TD:** We give lifetime guarantees, but for ClickBank because they actually only give six months and that's the most I give them. Because that's there, that's when they refund it. So its six months on theirs, which again I'll go to the maximum that will allow me to go wherever I can go for their refunds because of the fact that we have confidence in our products and we just count in some refunds.

**FG:** Yeah.

**TD:** On digital products the refunds are hard with the products we found.

**FG:** Oh yeah.

**TD:** We average in our business around five percent refunds on digital products.

**FG:** And five percent isn't bad.

**TD:** We just count it out and five percent of what we've got don't count.

**FG:** Right.

**TD:** Because they are just going to come back, and that's just what you plan in you're selling...

**FG:** It's part of the deal.

**TD:** And some people actually go a little bit higher. I've talked to customer relative marketers and they've got ten percent sometimes. And they have good products. I knew their products were good.

**FG:** Right, well that's a good point to ask people to move to the final tape, tape number six now.

## **Internet Marketing Secrets – REVEALED!**

Terry Dean as Interviewed by Fred Gleeck – Tape 6

**FG:** Okay, Fred Gleeck here with Terry Dean for the final tape, tape number six here of this program. And for those of you listening on tape who have actually gotten to tape number six, congratulations. If you skipped to it make sure you go back and listen to all the other tapes.

One of the things that I wanted to do was make sure that you had a couple of my different sites that I thought would be relevant. And again some of you this stuff might be completely irrelevant to you. If you need to contact me, I'm at 1-800-FGleeck, that's 1-800-345-3325. Whenever I consult to my clients Terry I always tell them, it's better to have an 800 number than an 888,877,866. And it's even more impressive to have an 800 number than a vanity number. I've had one for seventeen years because it tells people you've been around for a while. So if anybody wants to contact me at 1-800-345-3325.

Now there are a few sites, if you have an interest in the following things it might be worth looking at. If you're interested in professional speaking, you'll get a kick out of this Terry, I've got <http://www.speaking.com> but speaking spelled incorrectly, I prefer those bad spellers. <http://www.speeking.com>.

If you want to know more about consulting, I've got <http://www.consultingexpert.com>, that one's spelled correctly. Also I've got <http://www.seminarexpert.com>, and I also have one, which you will get a kick out of, I actually have <http://www.directmarketingexpert.com>.

So those are the sites that I think might be relevant to some...oh if you're interested in self publishing, <http://www.selfpublishingsuccess.com>, so those are some of the sites and probably good for you because I know I'm probably going to have some people on here that may not have heard of your stuff. So where specifically would you like them to go? Or what would you like them to do?

**TD:** The first thing that I'd like everyone who is listening to go is <http://www.bizpromo.com> and the reason being that you've heard through out the tapes if you listened to all the tapes and that is basically my whole strategy of what we do in our business and if you haven't listened to these tapes, I 'm not going tell you what that is, because you need to go back.

**FG:** Exactly. So go to <http://www.bizpromo.com> and...

**TD:** And also <http://www.netbreakthroughs.com>, it's the other most important site to visit. That's our monthly membership site \$19.95 a month, and we keep you updated on the most advanced and newest strategies, along with actual ad diaries of what we've been doing.

**FG:** Here's a good question for you. In what instances do you give people complementary products or memberships to you site?

**TD:** When would I give someone a free membership?

**FG:** Yes, in other words I mean among...for example those of us that are in the business, we have tape programs; we frequently will trade off if we're both in that business. When do you give those, and when do you think it's appropriate?

But I think that people on tape, once they set things up will get hit up by all of their friend's, neighbors, relatives and every one else for free stuff. I don't think giving something away for free is necessarily bad when it's appropriate. When do you deem it appropriate?

**TD:** I'd deem it appropriate for giveaways like free memberships to my site when the person has a big enough list that I know that they could make it profitable for me, if we make a deal. You're going to find that people who have large lists and of course can make you a lot of money, while they make themselves a lot of money, and they will never promote something that they haven't been a part of. So of course you should give it to them for free, no one who is credible they will never sell something that they don't have.

**FG:** Absolutely. Okay that's the bottom line for you in terms of when it makes sense to do a freebie?

**TD:** Yes, it makes sense and in actual honesty I don't think that I ever responded about it and just gave them a freebie because they asked for it. Almost all the kinds that I give freebies, cause I went to them and offered it because I wanted their benefit, cause if you just give away freebies...I get requests all day long, sob stories and everything else and probably whether they are true or not, we just don't have time to go through all the situations out there and I think that my case in business \$19.95 is not...that's a very low cost.

**FG:** Okay, now let's talk about that for a second, as we talk about pricing on certain products. What about the cost on subscription or those kinds of programs that are membership sites where they're doing a monthly fee? Why did you come up with \$19.95? There are surely some obvious reasons it's just under \$20.00. But did you do any price testing? Do you think that... what are the pluses and minuses of that?

**TD:** Well, you actually caught me. I did not go through it doing practice testing for it. The purpose of the \$19.95 per month was that basically in this discussion with other marketers what they had been using and what was working. It seemed to be working for others.

Now the pricing strategies that really came up was whether I wanted to go monthly or yearly for the membership site. I think that I didn't want to create a membership site

where you get lifetime access for one fee. Because there are a lot of sites that do that and...

**FG:** There's a lot of legal liability there.

**TD:** There's a lot of legal liability but for the fact I don't want a business for a lifetime. Cause one of them and the second one...see mine since I only charge them monthly my actual commitment is for next month.

**FG:** You got it.

**TD:** Then I'm done, if I want to be.

**FG:** I hear you.

**TD:** My excellent sales say that I can quit anytime I want.

**FG:** Right.

**TD:** Any time I want, but with a lifetime...what you're actually doing is putting yourself in bondage just to give people good content forever for no money. So that's not even an option.

**FG:** We know a couple of marketers who have done that with their newsletters.

**TD:** Yes we do, and usually it does not turn out well.

**FG:** No it does not.

**TD:** So the choice was between monthly and yearly. Now with my site, since it's a lot of ad diaries and the fact that they are actually going to see advertising going. The reason why I chose monthly was the fact that I keep a lot of them, and my monthly members stay a long time.

Now if I was doing a different type of site and I was giving tools, for example if I was...I could even take the example if I was writing following up on email messages and giving them to you as a product, all my follow-up email messages. I would make that a yearly membership site because you'd have a lot of people that join and then grab everything on there and then quit.

**FG:** I think one of the other things we need to talk about here, which is another very important point. So what I'm talking about now is I'm really interested in talking to you about some of the other concepts on pricing, and specifically on different products and different product prices, because for example if you've got this monthly subscription.



I've always recommended to people and I've been selling lots of audios and videotape programs. What we do is we offer people a license or a master license for a product. For example, we have a \$197.00 product and my formula in figuring out what the price of that license should be is usually if it's a standard license anywhere from ten to fifteen times the retail cost.

If it's a \$200.00 product or there about the price should be anywhere from \$2,000.00 to \$3,000.00 for the regular license. Now for the master license which gives anyone who buys the master license, the right to sell licensees that master license goes anywhere from about forty to sixty times the retail price which would be anywhere from say forty times twenty so that would anywhere from \$8,000.00 to \$12,000.00 for the price of that product.

So with this set of tapes, whether you got it from Terry or from me, both of us are going to be offering the license and the master licensees, and he and I agreed that we will only sell ten master licenses each. So if you get his program and you find it's really, really powerful and effective and you'd like to sell it, then one of the things that we liked to do is sell to you the master license.

Terry is going to sell ten of them and I am going to sell ten of them and the price is going to be somewhere in the range between...this product cost \$197.00 that product is going to be somewhere in the range of \$8,000.00 and \$12,000.00 for the master license. Now the standard license, if you wanted to buy it from us it's going to be somewhere between \$2,000.00 and \$3,000.00.

Now the beauty about that is somebody would say to me, Fred why would you sell a license or a master license to your product. Because, if somebody becomes a dealer and the standard rate for dealers is more or less fifty percent, so on a \$200.00 product they pay me a \$100.00 and I make a \$100.00.

Now if I sell somebody a license, boy after they sell the twenty sets of those products, they're basically getting them at cost. Because if somebody buys a license or a master license they get the master tapes and what ever printed matter there is to go with it. So why would someone in their right mind sell licenses and the answer is obvious.

Because what we're looking to do are two things. **Number one:** Get this product out to as many people as possible and **Number two:** Immediate cash flow surge. So I would be delighted, Terry will be delighted to talk with you, and if you call us up on either number. What number would you like people to call you up on Terry if they got this set from you?

**TD:** They should call me up at my home business line, which is 765-332-2488.

**FG:** So if you got the set of tapes from Terry please feel free to call him regarding the license or the master license or if you got them from me call me at the number I gave you before.

That's an example, when you have products it's important that you understand this is the issue of pricing. So that I love the idea of having a combination of these three things, and one of the things that I don't have in starting is a result of talking to you, which I'm definitely going to do, is I think people need to have three sources of income for their informational products.

They have to have the immediate sale, which is you buy it, you pay for it, you got it. They want to have the ongoing continuity sale, which is the monthly \$19.95, which I don't have yet and I also think that people should be selling licenses. Which is the right to get...for someone else to get a great deal on the unlimited use of a product and for you to get immediate cash flow surge. Do you have any thoughts on this?

**TD:** Well, what I want to say is basically that's how I started my business; when we talked in the very beginning and that was buy my licenses and all my products. Because when you first start out, not only do you not have...you can't really create a product for something.

And a lot of people don't have the confidence to create a product and even again writing sales letters and all that and it's expensive. Just as an example, if you come to me and try to call me on the phone to get me to write you a sales letter. I'm going to charge you more than the master license fees of this product. But guess what? If you get the master license fees for this you can sell reprints of the product and you get the sales letter that's written for it, so it becomes a good deal.

**FG:** Absolutely.

**TD:** All the way around, and again that's how I started my business and I kept doing it and even to this day, we've talked about the paperless newsletter, it's making me money because of the license.

**FG:** Absolutely, So I think that if people understand that you need to get...it's nice to get money for immediate sale, it's nice to get money on an ongoing basis in terms of a subscription program, and it's nice to get immediate cash flow surge that comes as a result of licensing or master licensing a product.

If people understand that model it really nicely fills in their income, because what happens is they get an occasional...say for an example, like what I'll do is whenever I get a sale of a master license for something, it usually runs in the many thousands of dollars, and the beauty of that is I always wanted to buy a blank...what ever a blank is.

You know a great new camera or a big screen TV, that's where my funding comes from for those kinds of things. Or that or any kind of pet project, and the ongoing...you know ... is just like what you were talking about as we talked at lunch, we weren't on tape and I'm saying what's great about Netbreakthroughs is you've got basically a salary every month that goes up without ever having to ask your boss for a raise.

**TD:** So basically that's the biggest thing people miss in having a home business is the fact they don't get a reliable...

**FG:** Ongoing.

**TD:** ...ongoing income that's constant. Well guess what? I solved that problem and I get a reliable ongoing income and it increases, it's constantly increasing.

**FG:** But if your case and this is one of the reasons why I wanted to do this program with you, as opposed to a lot of marketers, one of the things that you understand is that you can't just charge money for junk. You've got to give real meat and content, so when people are spending \$19.95 a month and you have a drop out rate of less than one percent. What it means is... Am I right there?

**TD:** That is the drop out rate for the free newsletter; the drop out rate for the Netbreakthroughs site is a little higher.

**FG:** A little higher okay. Well you have a very low drop out rate compared to many others. But the point is that as you give people, and I always say highly relevant immediate useable no BS content, you will get very, very few people who will drop out. If you give people a lot of fluff, a lot of smoke and mirrors and you claim that you're giving them something. They will drop out in droves and not only that, they'll tell their friends.

**TD:** Well it goes online one thing that we talked about is the fact that reputation is everything online. You can go online and quickly find out the reputation of a lot of marketers.

**FG:** Yes.

**TD:** And sometimes on my higher ticket items, I will tell people in a sales letter to go search the web for my name and see what people say about me before you buy this product and then come back and make your decision after you look around the web.

**FG:** I think it's a great idea. And what happens is in ordering...maybe we should talk about reputation for a second because in order to establish a good reputation, you have to do what we just said, which is number one: is to provide high quality products at a fair price which people know they get an immense amount of value, also I think you have to refund quickly and immediately when somebody wants a refund.

I also think that you have to not be a jerk personally because if people started to hear that you're a really difficult person to be around and you're not. I think that damages your reputation. What other things do you have to do in order to keep a reputation? I think the company that you keep and who do you do joint ventures with?

**TD:** That's very important in whom you do joint ventures with, because you are guilty by association.

**FG:** Absolutely, a hundred percent. What else contributes or detracts from a reputation?

**TD:** Well online most of what you just said are the biggest keys and that's the product quality and always...

**FG:** Speed of delivery also is something that we can talk about.

**TD:** ...Speed of delivery is extremely important, and the aspect of people who don't recognize online but I've seen a lot of problems with it, is that's telling the truth. Now we shouldn't have to tell you to tell the truth, but...

**FG:** A lot of marketers tend to stretch the truth.

**TD:** ...They stretch the truth or wreck the truth really badly.

**FG:** Like...

**TD:** Like for example, there's a software program out there that you can put on your website a Java program that says this sale is only good till midnight tonight or midnight on a certain day and it constantly upgrades it's self for the next week as they go along. Now that's not telling the truth.

**FG:** Right.

**TD:** Because if you not planning on changing it...

**FG:** You come back three nights and you see the same thing.

**TD:** Yes, and that destroys the credibility of reselling to that customer. See what I've done in my business is I give very specific dates, I say this offer is good till midnight on such and such a date, once it hits midnight the price is going to change.

**FG:** Right.

**TD:** It's going to go up, we're going to make a decision and change the offer in some way once we get to that point because that becomes the dead line. Guess what? The first couple of times I did that in my ezine, people came back mad because the price changed after the date were over. Because everyone else changes it, they leave it the same.

**FG:** Have you ever made an exception to that rule?

**TD:** No, I have not made an exception for that.

**FG:** I only have on occasion, and here's what I've done, I've changed the offer, in other words I'd say that particular offer however what I have done is that, that new price instead of \$147.00 its \$197.00 but there's an additional bonus I throw in.

**TD:** But what happens is, I...a lot of those customers that came and complained before, next time there's an offer, they're the first ones to buy.

**FG:** Boom they're the first ones to buy.

**TD:** Because they now know it's the truth that's all it's going to last.

**FG:** And I think that is really important, I think all of those elements, and some of you listening on tape are wondering why we're having this discussion. The reason we are having this discussion is because credibility is one of the strongest tools to sell anything, whether it's on or offline.

**TD:** And it's even more important online as we discussed earlier, and that is that in sales letters you put the credibility down. In front of sales online it becomes one of the first things, and that is who you are and why are you saying this because online it's so cheap to put up a website.

**FG:** Anybody and their brother can do it.

**TD:** Anybody and their brother have one; anybody and their brother can say that...whatever they want to say. For example, I visited a website the last two days where the person on the website says that all these top marketers read my ezine. Shouldn't you to? I was on the list and I've never even heard of them.

**FG:** Oh, so they put you on the list, now the thing is not only is that unethical it's actually illegal.

**TD:** It's illegal. It's pretty common.

**FG:** Did you contact that person and let them know?

**TD:** Yes, I certainly did.

**FG:** Okay, That's always good to hold...to take people to task for that, because it's just... you know what it is, is I understand a lot of you listening to this tapes. You want to get out there and start marketing, you want to start selling, and you want to make a lot of money.

Let me tell you, it's better to make a lot of money slowly and over time, then to try to make a lot of money quickly. If you try to make a lot of money quickly, you lie and you deceive people, and you're going to end up hurting yourself.

**TD:** And you're going to end up hurting yourself quite a bit online. We can take this to a further extent. If you don't believe what we are talking about...how far some people will go to do things badly online is almost...you can't even understand it.

Like for example, we had one marketer who...several of other marketers and I got together and he had written bad checks to all of us, the same person. Not only were they bad checks the bank account had been closed. And the difference in checks, between me and one of the other marketers there were thirty different numbers on his checking, so he'd been writing a lot of checks.

**FG:** Wow...

**TD:** And then that same person came back a few months later, they now had a product and they wanted joint venture partners.

**FG:** Like ya after you've written bad checks to everyone.

**TD:** But I mean, they're basically black listed, because what people understand is in any niche market online everyone talks.

**FG:** Absolutely.

**TD:** They all talk and you basically you rip off one of them and you've now lost relationships with a whole bunch if them.

**FG:** Absolutely.

**TD:** Because when someone comes to me and asks me for a joint venture the first thing I do is call one of my associates and ask them if they've heard of them.

**FG:** Have you ever worked for this guy? Do you even know who this person is?

**TD:** When Fred offered to do something with me, I called up two of my buddies on the phone and asked them, "Do you know him?"

**FG:** Right.

**TD:** "What do you have to say about him?"

**FG:** Right what do you have to say about him, exactly and I think that's always a good thing to do. You should check people out, you should know...and again it's really good to realize that it's in your own best interest.

Forget about being little mister or miss goody two shoes. If you're doing things the right way it will be in your long-term best interest. That's not to say that people don't screw people regularly and get away with it, and makes more money at least in the short run.

But we have numerous examples of marketers, some of whom are name brands. There was a guy on TV running an infomercial for a number of years who has been locked up, I mean people like this...I don't know about you but I would rather make a little bit less money and remain out of jail. That's always good to stay out of jail.

**TD:** And it's always good to stay out of jail, but we don't even have to go all the way to the point, cause even a little bit of deception is going to come back to you. Just that little script that keeps updating itself is going to come back to you, because I've seen discussion board postings where people are constantly bringing back... there are personal views in this script.

**FG:** Right, let me ask you this. What about...what's your feeling and I think people should know. When do you ever use actual income figures that you've achieved in your copy? In other words, do you actually reveal your true numbers?

**TD:** Well it's interesting to say, I have revealed exact numbers. But almost in every case they're actually lower than what the real numbers are.

**FG:** Really?

**TD:** Yes.

**FG:** So you low-ball it?

**TD:** Yes, I go below, on the purpose of proven that is real easy because the actual truth is higher than what's listed.

**FG:** Right.

**TD:** And the truth might even be to the point of being unbelievable.

**FG:** Exactly, so they won't believe it. But it's always...now do you think by providing people with...say for example a copy of a check, if you were to take the check and scan it in and show it to people online? Do you think those kinds of things have an affect? Is that?

**TD:** They have a very strong affect for the credibility issue, and people use them quite a bit. In some cases you'll want to check with a lawyer though on using them online as a legal aspect of that. For one of my products we did a very similar thing for credibility and that was a proved motion that I did in front of a live audience to my list and generated quite a good cash flow, of over \$30,000.00 in front of a live audience and what I did was I put up the testimonial of the people in the audience of what they saw, and what they got to see live in front of them.

**FG:** Wait, explain it, so this is a testimonial... this is a \$30,000.00 net cash flow that went on live and in person?

**TD:** Yes, in seventy-two hours, in a conference.

**FG:** Okay.

**TD:** And basically it was an email that went out to my list, what subject that I was talking about at the conference was The Power of the Email List.

**FG:** Right.

**TD:** We've been talking about the importance of building an email list; we're not telling you jokes here.

**FG:** Right, so explain to people exactly how that works. I think that's a pretty fascinating, because I've heard parts of that story.

**TD:** Well the actual whole story is...actually it hasn't been revealed anywhere so we might as well give it to you right now. The actual story was about two or three weeks earlier. I was on the phone with another top marketer name, which we can mention the name; it was Ron Legrand I was on the phone with.

He asked with several other Internet consultants on there, and he asked us a question on the phone. He asked us, "If I told you that you'd have to generate \$10,000.00 in ten days or else I was going to shoot you in the head, could you do it?" And I told him, "Yes, I can do it, I can do it in three days and take the rest of the week off." And so basically we decided that his next conferences to do that, in three days do that \$10,000.00.

**FG:** Okay, so what happened? So you went to the conference and on day one you announced to the group at the conference.

**TD:** Day one we announced it to the group and we did a mailing to the list.

**FG:** To your own individual list.

**TD:** Listen what you have to understand, what I was basically selling; I was selling an ebook, resale rights to an ebook for the immediate cash flow.

**FG:** Right.

**TD:** And you know we priced it at \$495.00, this one ebook.

**FG:** \$495.00.

**TD:** \$495.00 and we made it...all I basically did was email out to my opt-in list and it cost me nothing.

**FG:** Right.



**TD:** Now you can think about this, what's the delivery cost on the resale rights on my ebook going to be?

**FG:** Zero.

**TD:** It's going to be nothing. Just a little bit of expense, we send them a certificate and things like that, there's tiny costs involved, and actually send them a CD with the ebook on it.

**FG:** Okay.

**TD:** To make it nicer. But...

**FG:** ...the cost is virtually zero...

**TD:** ...virtually zero. I just had a short sales letter for it. I actually wrote up the sales letter real quick, it wasn't one that I worked on for a long time.

**FG:** And what day did the conference start on?

**TD:** The conference started on a Thursday.

**FG:** Okay, so you made this announcement to the group on Thursday.

**TD:** Yes, we made an announcement we sent it out to my list on Thursday, we checked it the next morning, and we were at \$13,000.00 the next morning.

**FG:** So you had already made your \$10,000.00 promise in twenty-four hours?

**TD:** Yes, in the twenty –four hours we had made the \$10,000.00.

**FG:** And by the end of the conference...

**TD:** We're at \$33,245.00 I think is the specific number and that one is not actually the lower, I think that's the exact number.

**FG:** Wow.

**TD:** And that's the most we ever made and that was within seventy-two hours, now that's the power of a list. And everything that we talked about in building traffic and co-registration is how I built my list. There is nothing that I have done online that we haven't said right here.

**FG:** Let me ask you this then Terry. What has been the...when you take a look at... how many do you have...what's your name total at now fifty-seven or so?

**TD:** It's fifty-eight.

**FG:** Fifty-eight thousand.

**TD:** The funny thing is when I did that promotion it was thirty-five thousand.

**FG:** Before that promotion you were at thirty-five thousand. Now let me ask this. Is it...without you revealing anything that you feel is inappropriate. I have heard people say that on average a good in-house list is worth anywhere from a low of a dime to high of a dollar per person per month.

Meaning to say with a fifty-eight thousand list, the presumption is that you could generate gross anywhere between fifty-eight hundred and fifty-eight thousand per month. Do you think that...for the people listening on tape, you get them excited about increasing the size of their opt-in list would you say those figures are more or less accurate?

**TD:** Those are very accurate.

**FG:** Okay.

**TD:** And the list is produced right in there in that range and sometimes higher, sometimes in the lower range, sometimes in the higher range, depending on what offer is being made to the list.

**FG:** So if that's the case, let's take a look if somebody...if you're out there even just thinking about it, trying to create a business for yourself that really pays dividends month after month after month. If you've got ten thousand people on a list, a low of that should generate you a thousand dollars and a higher about ten thousand dollars a month.

So get excited, take some of these techniques and run out there and start to create your list because once you create your list, and you deliver them good value you're going to be able to come back to them and get it again. To continue with that discussion please flip the tape over to the other side.

**FG:** Fred Gleeck back with Terry Dean for the final side here, tape six, side B. And I think that our last discussion on the other side is you should really go back and listen to tape six, side A again. It will give you a lot of important stuff that has to do with building credibility which is so vitally important to doing this online.

**TD:** And one thing that we should mention with it is credibility and the list building go hand in hand, because when we talked about those numbers you mentioned, that's the kind of numbers that my list pulls. But I have worked with other marketers on their lists and they have the same size numbers, and they don't pull anything from the numbers, and that's because they don't have the credibility to go along with the offer that they're making.

**FG:** Is there anything we have left out that can help people to build the credibility that we haven't mentioned thus far? Because I think you're right, in other words if you're going to spend all this time building your list. You better make sure you're maximizing the return you can get on that list and that's got to be done through a number of factors. All of which, some of which we mentioned. Is there anything that we left out?

**TD:** No, I think we've mentioned all of it and just...we can put all the credibility back in just telling the truth issue. Constantly tell the truth, make sure that offers still true. Make sure every product you offer is high quality - it's going to help you. We can even take it down one step further, just take it to this step, don't do anything just for money.

**FG:** Absolutely not, not only that but I tell people, my counsel to them when they get to attend my seminars and workshops on a variety of different topics, and people we talk about products, and creating products. I always say unless your product is worth ten times what you charged for it, you need to go back and redo it, cause it's not good enough.

I mean you've really got to think that if you're charging \$100.00 for something, is it worth a thousand bucks? If you don't think you delivered a thousand dollars worth of value. Number one if you get up in front of group and try to sell it to people, you're not going to feel very good inside, it's going to reflect, people are going to smell it.

But if you've got products that are delivering that kind of value, and you offer strong guarantees, and you tell the truth and you do everything right. I think you're going to have a real easy time making it in this business.

**TD:** Always keep your mind back on the list. Building the list that is the key to everything. My first sale to the customer, my goal in a first sale is to break even on building a list. I do not care if I make a profit selling...I'll have a website up selling a product, say it might be a \$50.00 product or a \$200.00 product.

**FG:** Yes.

**TD:** And I do not care if I only break even on my advertising if I'm building the list at the same time. Because that list is money in the bank, every month anytime I want. It also gives you a freedom and a confidence that you couldn't have any other way. Because when we did that one call, there were several other consultants and I am the only one that jumped up and said, oh I can do that, that's easy.

**FG:** Right, no one else had the, you know guts to jump up and do that, because they didn't know the strength of their list. They knew the size of their list, but they didn't know the strength of their list. And that to me means a lot.

**TD:** And that one I basically even spread myself a little bit, I said I could do \$10,000.00 within three days but we came up with over \$30,000.00. So and again sometimes I get surprised. Sometimes we'll have surprises and it will be a little bit lower than what I expected.

But does that matter? No, because there's no risk in it. I mean if I made a joint venture on a good product, a really good product before. And we only sold a few copies, and so I was a little disappointed in that, but there's next week.

**FG:** Absolutely.

**TD:** For that, and I'll make another offer next week and my loss on that was nothing.

**FG:** Right.

**TD:** I made a profit..

**FG:** All you have to do is click a mouse.

**TD:** You know, and that goes to show you also that I don't get it right all the time. On that one, I did a little bit planning to make sure I got it right, cause when I was live in front of people I had to make sure it was right, and not get it wrong on that offer.

But I've done some joint ventures and other offers that we basically didn't hit the list right. It was a good product but it wasn't what they wanted. And just for example, on my list I sold a product that had to do with mail order and direct mail, it was an awesome product, and it taught you a lot of training, but my list didn't want that. They didn't have any interest that they had in it.

And so that gives me an advantage later on because I found a lot of people offering me joint ventures with awesome deals on those kinds of products and I know my list won't buy it. I tell them my list won't buy this it's not what they want. It doesn't mean the product is bad or anything else is bad it's just the list doesn't want it.

**FG:** Right.

**TD:** And that also gives you more of a relationship along with building your reputation, because you get to know your subscribers. So and since I've really been building a list, I've yet to have a product that's a failure. That I've sold that I've created myself, that I spent time creating. I've never had a product failure.

For a couple of reasons, whenever anybody comes to me for a joint venture, if it's similar to a product that I plan on creating, I almost jump on the joint venture, because now we can test to see if my product going to sell later. And if it doesn't sell for their product then...

**FG:** It's not going to sell for yours.

**TD:** ...And it's not going to ...

**FG:** It sounds like market research.

**TD:** Its market research right there, and if I wanted to figure out what headline to do. I will create a report, a good free report. I will offer it to my list, I will just send them an email that will be somewhere in the actual ezine offering the free report. I'll have five different titles, and tell me which free report you want. It's all going to be the exact same report it's just different titles that describe that report.

**FG:** Right.

**TD:** Now I found a headline, by finding out which ones they're more interested in.

**FG:** Right.

**TD:** And so see you can use your ezine not for just making money but you do it for market research, and it separates you up, it frees you up, because back...if we go back to the past the most important thing in direct mail was building a list. But in direct mail there's always a risk. Your offer may or may not work, if it doesn't work...

**FG:** ...You're out your postage and your printing.

**TD:** You're out a lot of money.

**FG:** Unhuh...

**TD:** You're out a lot of big time money.

**FG:** Oh yeah.

**TD:** Online when an offer doesn't work.

**FG:** No one knows and no one cares. Do you have any...in order to get feedback from your list in terms of giving them an option of A, B, C, D, E, what you did with five different names or titles for those things.

Is there any kind of software you used? Or how did you use that? You sent it out in the email, how did you get that back and how was it tabulated? Is there some way to do that quickly and easily?

**TD:** Well, what I actually did is I had it done manually for me; my wife actually went through and looked through them.

**FG:** Right.

**TD:** Mainly because I wanted to make sure they all got the same report. I've also done software, where I've sent them to a website and actually had a poll software on it that would poll for them and they have those types of software I think its <http://www.pollingworld.com> is the one.

**FG:** <http://www.pollingworld.com>.

**TD:** I think that's the correct website address for it, you can go in and find...and even if that's not the correct address for it. Look on my search engine for free polling.

**FG:** Free polling, okay.

**TD:** They'll be a lot different sites that give you the ability for polling. And what they do is put up multiple choice questions that people can pick what they want, but with my ezine I found that the response for that was a little bit lower cause then people had to go a website and do it instead of just responding right from an email. But again that's another method for this that is possible to do.

So you want ... see this is what the list will give you, money, it gives you market research, it gives you the fact that it drops fear in you from failing because you still have your list. You'll always have your list and it almost doesn't matter what else is going on.

For example a recent interview that someone sent over to me, was they asked what they could do in the recession now? And you know my first thought back to them was, they're really not going to do anything different because there's a recession now. I'm going to keep my list, keep being honest with my list and they will keep buying from me.

**FG:** Right.

**TD:** Because they have a relationship with me, and another thing having a list does, and the reputation is it eliminates you from pricing concerns, and other people jump in to try to lowball you, come under your price on something, people still have trust for you.

**FG:** Right exactly.

**TD:** And that trust goes a long way online. And I guess one more thing that we should mention in this is keeping your reputation online is be very careful of who you associate with and not just who you associate with but what they want to try...how they want to associate with you, cause you'll find that once you start building a really nice reputation, other people...

**FG:** ...Will try to leach off of it.

**TD:** ...want your stamp of approval on them, because of your reputation there. For example your name is gold it means money to them so they want to have somehow get your name hooked onto theirs.

**FG:** You know one of the things probably worth talking about here is the fact that I've done something a little bit differently than you have in terms of ... I've got probably...and it's either thirteen or fourteen targeted niches that I go after, which I

produce lines of products for these people ranging from audios to videos and all those things.

Would you recommend people try to create multiple lists that are targeted as opposed to one big list? What's your feeling on this? The targeting of the list is so valuable...yet you don't reach a critical mass. For example, none of my lists are close to sixty thousand at this point.

**TD:** The question that you're asking is more of a lifestyle choice than it is marketing, in my opinion of course, if you want the question of which one is more profitable? Having separate lists is going to be more profitable long term because they are going to be more targeted.

But the second thing that comes in is which one will take more time and work. And there's no question about having separate lists is more work, so it's a choice of work versus profit. You'll find that in this question a lot of people that are listening to these tapes; I recommend them to have only one list, because you haven't done that yet.

**FG:** They've got to start with that.

**TD:** You have to start with that...get one site profitable before you try to do three sites separate.

**FG:** Right, and so what they do is learn how to do one site and do it completely and do all these components to it and then it's working on its own pilot, you can set it aside and move to something else.

**TD:** Once you have an autopilot doing everything you want then you can make this choice of which one you want to do. Whether you want to set up other sites, and I would suggest if you do different markets you do have different lists for each one.

The fact is if you actually put them all together they're going to start not listening to the other communications that doesn't all apply to them, people want to know that you apply to them and once your teaching applies to them specifically so you do need to have a separate list if you're in all these different markets.

**FG:** It's funny, because I do a lot of marketing but I do it in a lot of targeted niche markets. I thought none of my niche markets would ever overlap until I had a guy show up at a video producer's seminar, which also is a self-storage operator. And then I just said oh my god I can't believe I'm sitting here.

And the guy comes up to me and says you know, this is interesting because it is similar stuff, not only is it similar it's very much the same, because every niche that I've worked in that had some kind of infinity to, I'd change some of the wording, some of the terminology to customize it to that niche. But yet the marketing principles remain the same.

**TD:** One tip to add in, if you decide to do different lists, one thing I recommend you to do is to not do an ezine in the format that I do which is constantly write issues and send them out every two weeks or so. Do use an autoresponder to create what I call an ezine-in-a-box, which is you make issues, you upload them one time to auto responder.

When somebody subscribes, they go through each individual issue. So you make each issue timeless so there's not an actual date on it and now you are not in bondage to the time element since you are going to have more different lists going on, and you're not in bondage to this time so each person looks like you're constantly creating an ezine for them, but you might have six months ago...it's there. Get back to that market that you made an ezine to and just upload it later on in the series.

**FG:** Right, and as we were saying the autoresponders the way that they are set up, if you upload another one on the backend of it, it will automatically get sent out. And let's say...here's a question for you.

If you have an autoresponder series that goes from autoresponder number one to number ten and gets sent out every six days so it's going to be a two month cycle. If I put in and you are into the cycle thirty days, and I put in number eleven right now, would number eleven get sent to you automatically right away?

**TD:** No it will go in the frequency, what most of the systems do is they have each... when you actually go to the database, the database will say which number they're on. And they'll stay on those numbers; see everyone...let's say you had ten issues out...

**FG:** Right.

**TD:** ...when you put in number eleven, all those people on number ten automatically see its time for number eleven.

**FG:** Got it.

**TD:** And all the ones that are on number eight are still on number eight. They're going to get number eleven when they get there.

**FG:** Got it. Okay, perfect. So then that allows you...and that's the beauty of autoresponders, is you can create in advance, you can create after the fact and it will be perfectly sequenced.

**TD:** And from my own system, when I use Aweber they actually give me the bill to write my issue and schedule when I want to send it to everybody. So I can schedule an issue and I actually had an issue sent out last night, when I wasn't there because we put it in the schedule for it to go yesterday.

**FG:** Yup, Got it.



**TD:** And that's part of the powers you don't even need to be there. You got money coming in whether you're there or not, and along with this same tip it goes along with what you just said, having different markets.

**FG:** Right.

**TD:** And how the fact that the information is the same, a lot of people listening to this might not be in the information business, but it's the same things we are talking about here, they apply to every type of business.

**FG:** Yes, it's perfect. We're getting close to the end of the whole tape series here and the whole session, which has been pretty informative for everyone. What would you think...let me ask you this as sort of the final set of questions. What have been your three biggest mistakes that you've made since starting your Internet marketing business?

**TD:** The three biggest mistakes, the first one would have to be: being involved with spamming.

**FG:** Okay.

**TD:** And that is...

**FG:** But you didn't know any better back then, everybody was spamming.

**TD:** Everybody was doing it back then, that's not a big one. We'll just jump on the other one and I'll say it's not concentrating on the list soon enough.

**FG:** Not concentrating, that's number two?

**TD:** That would be number two. I didn't concentrate that's as I said; two years ago I had seven thousand subscribers.

**FG:** Right.

**TD:** If I had known how much my income was connected to the list, they would be much bigger then and much bigger now.

**FG:** Got it.

**TD:** Because it conveniently grows

**FG:** And okay while you are thinking about number three, so know give the people the three most important methods to build that list. Just as a review item.

**TD:** Okay, well the third mistake in doing the list would be...its not just building the list but being on the Internet all together would be an doing businesses that took up to much

time. I originally started a lot of different websites and didn't take to the concept of automating everything, and so there were businesses that would take two, three hours a day, everyday for businesses and they only generated a little bit of money. And that just wasn't worth the time element, and just to go along with it, some people wonder why I don't have an 800 number I give out, that's because...

**FG:** You don't want people to call.

**TD:** ...I don't want people calling me for free information.

**FG:** Right.

**TD:** They'd call free all the time and we had to stop it. We got to the point where Julie was the only one that answered the phone for the home office. She'll answer it first to find out what they want, if they want free advice then they find out there's a consulting fee for us, they're not getting free advice.

**FG:** What do you charge for your consulting time?

**TD:** Well we just actually raised the rate up to \$500.00 an hour for the fact of...we were lower but we had too much demand for it. We had to go up to this price, because everyone wants to know how to apply techniques to their business.

**FG:** Sure.

**TD:** And there's just no free advice, and so that will be a thing, always when you start a business figure out a way to automate it.

Now the three most important parts of building...the three easiest ways to build your list is **Number one:** and that's the fastest way of all is using the co-registration services that we talked about such as <http://www.worldwidelists.com>, <http://www.profitinfo.com>, <http://www.sparklist.com>, and <http://www.zmedia.com>.

**FG:** [Http://www.sparklist.com](http://www.sparklist.com).

**TD:** [Http://www.sparklist.com](http://www.sparklist.com) is another one of the big ones, I would advise the other two first.

**FG:** Okay.

**TD:** Before you go to them and they charge something more like thirty-five cents I think is the number for theirs and they're a bigger company so they can provide quite a few. Just those will build the list very, very quickly, that's number one.

**Number two:** method of building your list is and I could put this in and a whole bunch of different numbers if I wanted to and that is learning how to use joint ventures, trading ads figuring out how to get other publishers to work with you on building lists.

**FG:** Yup.

**TD:** And everything that goes into this and just how powerful that they can build lists quickly, cause some people have asked me the question if I start with nothing and I want a list of five thousand people how long is it going to take me? Well it doesn't have to take to long.

**FG:** Right.

**TD:** You can do it in thirty days, if you follow some of these strategies and if you come up with the right joint venture, you can have it done next week. With the co-registrations you can get the five thousand in about thirty days for some of them. So you can build lists very, very quickly by the joint ventures and by the co-registration.

And then the **Number Three:** I would tell you to make sure every website gives people the opportunity to subscribe some way or another. A lot of my sites for example, use just one sales letter for the main site to sell you a product, if you don't go to the order form to buy it, then I have a popup to get you to sign up for the list. I do everything I can to get you on the list.

**FG:** By the way, whose doing...is Julie doing your website design, is she creating those sites for you?

**TD:** For my actual personal website, I designed them myself; I do my own website design.

**FG:** You do?

**TD:** Yes.

**FG:** And what program do you use?

**TD:** The program that I personally use is Dreamweaver and Fireworks done by Macromedia.

**FG:** Got it. And so now you're saying that you shouldn't be doing your own work, is that something that you enjoy doing?

**TD:** The websites, actually it is something that I just like doing a little bit of graphics and the fact that once that you have the sites. I guess we can go back and...

**FG:** It's template able.

**TD:** ...And reveal it, the fact that templates were created by Julie in the first place, I'm the one that puts the text on and I actually write my sales letter inside Dreamweaver itself, so I can do all the bolding and everything else inside of Dreamweaver in most cases.

**FG:** Okay. Now as another final question in here, I wanted to ask you. What do you think your three things that you do differently...actually three things that you do better than most internet marketers?

**TD:** Three things that I do better?

**FG:** That people can learn from and take away.

**TD: Number one:** is to always give valuable information, if I'm giving it away free it's going to be valuable too, that's a big mistake that a lot of them make, they say that their good information is only saved for paying customers and then the free customers don't get anything good.

**FG:** How do you trade them up?

**TD:** The difference I make is the free customers get very good information, but its limited compared to what the full customers get, the full customers get more specific and they get more of it.

**FG:** Okay.

**TD:** So that's number one, is always to make sure anything that you do, or anything that represents your business has to be good quality.

**FG:** Got it.

**TD: Number two :** and that's been a big deal and we talked about it but I'm going to say it again, and that's building the reputation and making sure everything is honest, up front and that's your reputation...we could actually say that your reputation is what you want to present to people to see you as you are.

My reputation, the people really know me as the Indiana farm boy that's just up and honest and telling you the truth about how it is. And I've kept that attitude for a long time. Some of my articles, for example I don't mess around in articles. I tell the truth in the articles even if it makes some people mad.

**FG:** Yup.

**TD:** I wrote an article about scams saying that if you give someone your money and expect them to create your whole business for you; you're being scammed for it.

**FG:** Right.

**TD:** I received several hate emails to the point that some of them said that, “I just spent two thousand dollars for this? You’re saying I just got scammed?” And I actually replied back to them, “Yes you did, could you get a refund?” And that is because the fact that you just keep your reputation going and build a personality along with it.

I guess we can put those together is personality and reputation, because my personality is just being a straight shooter, telling the truth and being laid back and you need to have personality. Don’t be afraid of offending people as long as you tell them the truth.

**FG:** Right.

**TD:** And that’s a big mistake. I’ve had a lot of people who are starting off with their ezine and they said someone had sent them a nasty letter about what they wrote should they come back next time and I said no.

**FG:** You’re telling the truth.

**TD:** I said no increase it. Most of the time I will get...you’ll find that people will send nasty letters online, because they don’t have to face you and nothing else, my best selling emails, the articles that are most popular are the ones that get the nastiest letters also.

**FG:** Sure, because it’s the strongest, it has the most vim and vigor to it.

**TD:** And it has the most... basically I’m just going to say it...it has the most personality to it. So it’s build your personality and reputation there and stay with your personality and don’t be afraid to be your self.

**FG:** Okay.

**TD:** Then **Number three:** that I’ve done and that is simply learn direct marketing principles, most Internet Marketers know technology, there’s a lot of them that know technology and technology is not what makes you the money.

Direct marketing principles which is knowing how to do copy writing, knowing what people want to buy and other direct marketing principles that you can find in a lot of books. My original training was offline books and I learned direct marketing just from mail order, direct mail and applied the same principles that work online.

**FG:** Sounds good, those are all good. Are there any final thoughts here before we seal this deal and thank people for listening?

**TD:** My final thoughts are remember what I was. I was a college dropout who delivered pizzas and **“if I can do it, you can do it to.”**

**FG:** That's a great one. And thank you all for listening. Fred Gleck and Terry Dean saying goodbye for now.