

H I M A

HIDDEN INTERNET MARKETING ASSETS

University

TRANSCRIPT SERIES

*How To Work The HMA System
Like You've Been Doing It For Years:
~ Private Coaching Session ~
Parts One & Two*

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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Any perceived slights of specific people or organizations is unintentional.

How To Work The HMI A System Like You've Been Doing It For Years: ~ Private Coaching Session ~

In this private coaching session, David walks students through the steps of the HMI A System, answering all of their questions along the way.

David highly recommends you run workshops to get clients, and in this audio you'll hear all the details that go into setting those up, including how to advertise for them and what kind of results you can expect.

But David says not to worry if only a handful of people show up. Workshops are not a numbers game. Believe it or not, only about seven people showed up to David's first workshop – and it was being put on for free! Even with such a poor showing, he still made \$15,000 on the backend. Now, he makes about \$50,000 from his workshops. And in this two-part training session, you'll hear how to do that too.

Part One: You're Giving Your Clients A System, Not A Website

David says he once had a business owner gasp at the high price tag for his services, but he didn't care. He knew the guy would pay it. Why? Because owners are getting more than a site – they're getting an alternative to advertising that keeps on giving. They're getting list building, database management, and email promotions. They're getting a reason to have a website in the first place.

And because you're the one showing them how all this "crazy marketing stuff" works, you'll also be the one they come to when they need help with it all (and they will usually need help with it all). And in Part One, you'll hear how to make sure owners understand what you're giving them and all the benefits they'll be getting.

You'll Also Hear...

- What percentage of people at a workshop usually go for the backend – and why you shouldn't worry if at first it doesn't seem like anyone
- How David uses church radio to promote his workshops and business – for free
- If you do need to follow up with prospects after a workshop, exactly what to say to them to close the deal

- How to find business license information online, and what to do with it
- How to work with IT guys so you're not stepping on their toes when you change around their websites
- Simple ways to prove to clients that your email promotions are working
- A quick trick to make even more money with a client's list and also introduce yourself to a host of potential new clients

Part Two: The Tips And Tricks For Success

David was once told his brain isn't wired like everybody else's. He took that as a compliment and in Part Two, you'll understand why. David seems to have a way around every obstacle and a trick for every trap. Fortunately, you can benefit from his "out-of-the-box" kind of thinking with ideas like...

- Exactly how to get B2B salespeople to promote your business – The word-for-word advertisement David uses to attract them, the unusual place he meets with them, the conversation he has during the meeting, and the exact deal he makes
- How much running time you should give yourself when setting up your first workshop
- What David does that gets almost a 100% closing rate
- A trick that gets Google to index your sites right away – without paying a dime
- A quick and easy trick for landing a top spot on Google
- Strategies for joint ventures and how to stay one step ahead of other affiliates
- How to set up an outsourcing network and go from being a consultant/worker to a consultant/coordinator

Most business owners know very little about marketing, so anyone who shows them a trick or two will be instantly branded an expert. That's why the workshops work so well for landing clients and why David recommends them. And if you combine the HMIA System with the HMA System, you'll be well on your way to earning an unbelievable income with just a few clients.

Dave: Everybody got the partial package all that stuff I was hoping they would have loaded in there by now but it's actually going to be about an extra day, you know, which is not too bad. So they're in

the process of loading the fifth through the eighth module in there. And then what I'll do is just resend the length as soon as they're done and you can just re-download it and it's basically the same link but you'll be able to just re-download it [inaudible 00:38] package in there.

Participant: Okay.

Dave And of course it's going to ask you that, you know, or tell you that you've already got that on your hard drive do you want to replace it, and of course you want to hit yes. Always go through those little details because I always get calls.

Participant: I have to go beat my dog I'll be right back.

Dave: That'll work. So what type of questions do you all have while we're all on here and don't be afraid to ask questions because that's why we're here.

Participant: Right. Probably in terms of, you know, probably one of the biggest constraints for me doing something like this was, you know, how much to charge and, you know, and how to put that forward. And in addition to that, you know, how to present these modules when you start, you know, actually teaching at a workshop. It's all very interesting Dave.

Dave: Yes, there's actually an answer to those questions. Those are some good questions too. In the material itself there's a lot of guidelines for that but I always tell everybody, you know, if you're going to do it yourself, you know the self advertising stuff, if you're going to do that yourself without involving anybody else put an ad in the paper or even get on the radio show as a guest or that type thing then you can pretty much charge whatever you want. Normally, if I'm doing it myself I'll only charge them about \$100 bucks. I charge them about \$97, you know, per seat just to fill the place and that fills it pretty quick. It's enough to pay for the room, you know, pay for the refreshments and you can still walk away with \$700 or \$800 in your pocket.

Participant: Right.

Dave: But what I'm after, of course, is the backend, you know, I want the clients from that workshop.

Participant: Right.

- Dave: So as long as I can cover my expenses on the front then I'm fine with everything else. The first workshop I ever taught was totally free and we were really pushed against it back then and my wife had a cow whenever I told her that. But she said "Oh, that's awesome you're teaching a workshop you're getting into all that kind of stuff that's good." And then I said "Yeah, this first ones going to be free" and she was like "What?" Not a good conversation but...
- Participant: Right.
- Dave: ...it worked out really, really well and before that week was out I had picked up almost \$15,000 worth of business.
- Participant: Wow.
- Dave: So the whole premise behind these workshops and this is really the whole concept, Willie Crawford loved this he actually watched one and he said "No wonder" and he said "You're not even selling them they're selling there selves." So the whole premise behind the entire workshop is that you are there to actually teach them, you know, to really show them step-by-step what they need to be doing.
- Participant: An excruciating detail.
- Dave: Absolutely. Absolutely.
- Participant: You mentioned Rotary Clubs are better like even a Chamber of Commerce, is that right?
- Dave: It's really all across the board in some areas the Rotary Clubs are really – let me think of a proper way to say this – old boy network...
- Participant: Yeah.
- Dave: ...I guess is the easiest way and a lot of times you're kind of viewed as an interloper or whatever if you try to horn in on their business that on the flipside some of the Rotary Clubs. Fortunately, the one here is really open to anything that's going to help their members and that's the basic premise that I come across at it's a fundraising tool.
- Participant: So if you have the old boy kind of Rotary Club do you think that giving a free one would be better to approach them that way?

Dave: You could if you – I would try to get an appointment with them and just sit down with them and explain what you're doing as far as a charity funding vehicle or a non-profit organization vehicle because that gets their attention. And I always tell them to its better – it beats washing cars for \$5 dollars a piece. If you're going to raise funding, you know, why not do it thousands at a time, you know, instead of \$5 bucks a pop.

Participant: So how would that work they would get the money from the presentation then I would get the backend stuff?

Dave: No, how I always do that – and again Willie is one of my best students, well he's the one that has made the most so far. Since June Willie generated almost \$300,000 grand.

Participant: Wow!

Dave: From the stuff that I've told him.

Participant: Really.

Dave: And it's using these exact methods that he's done that. His first one was he taught at the Knights of Columbus for his first non-profit.

Participant: Where was this?

Dave: In Florida.

Participant: Okay.

Dave: And he said that he got a really chilly reception at the Kiwanis Club and I said me too. I don't know what their deal was and I've heard that from a couple of other guys, I've only known three or four students that have actually taught at Kiwanis Clubs they did really, really well, but boy they gave me the cold shoulder right off the bat when I called them and I said "Well hey, you know, have a nice life."

Participant: What about like [inaudible 07:02] lodges, have you ever gotten in one of those?

Dave: Ever got a what?

Participant: Some Masons, the free Masons because we have a...

Dave: No, I haven't but that would be a very good target too. I do know of one student that has done that and did very well with that because a lot of those guys well most of them, you know, are in business themselves.

Participant: Right.

Dave: Which I guess is a big part of being a free Mason.

Participant: Yeah and they're all about giving back.

Dave: Yeah and those guys are huge networkers.

Participant: Right.

Dave: So, yeah Willie actually taught one for the Knights of Columbus and then he charged up front and he let them decide, you know, partially what it was worth, you know, or what their membership could stand because they know their membership and it's like that with any non-profit organization. The last one that I taught was \$297 a head I collected all of the money and it came right into my PayPal through a Web site and that's in there that Web site you can customize that for anything you want, and then what happens is I had to rent the hall from them upfront because they're a non-profit organization and that's really the only way they can do it and keep it legal and that cost me a whopping \$225. So I rented the hall from them upfront and then I actually went to Sams Club and bought about \$180 dollars worth of refreshments, snack trays and sodas and stuff like that. And then after the workshop was over with we sat down right then and I went over a CSV file that I had downloaded from PayPal that showed exactly how many people had paid and exactly what PayPal took out and all of that stuff and then I subtracted the \$225 and the \$180 because that's expenses and then I split that with them 50/50 and the last one that I did we both walked away with a little over \$6300.

Participant: That would work.

Dave: Not bad. So they were ecstatic and I was able to either pay them with a check right there on the spot I brought the checkbook with me and this is how it works and this is what's so cool about this - Willie loved this - is I wrote them a check right there on the spot for a little over \$6300 and in the memo line I put on there charitable donations.

Participant: Yeah.

Dave: So they kept their non-profit status and I get to write it off my taxes 100%.

Participant: That's what I do with my motorcycle runs in the summer.

Dave: It works. The first year I actually started doing this years and years ago I had my CPA call me on the phone and said we've got a big, big problem and I said "Oh, oh." And he said this has got to be a mistake or something on here you had a little over \$4300 grand in charitable donations last year and I said "No that's right. Are you kidding me?" And I said "No, that's correct."

Participant: I'm a charitable guy.

Dave: That's right I'm a nice guy. But the neat thing about that last too was before that was over with it took me five weeks to just to clean up the client from the backend. So I wound up making an additional a little over \$5200 grand on the backend.

Participant: What percentage of participants like would you say in average usually go for the backend, I mean, when you go for it?

Dave: It's surprising because at first I thought I would get absolutely slammed, you know, with offers and mobbed and everything else and that's not really how it works. What happened was everybody would take my card and they would leave and the calls just start filtering in. Some of the folks will book you right there on the spot I've had that happen just about every time you're going to get at least one person that'll book you right there. And after that the calls just continued to come and they'll come for days and days because the way this workshop has been setup is I draw all kinds of subliminal stuff in there constantly, and you guys that's part of the package that they're loading tomorrow is you guys get a full transcript word-for-word from an actual workshop that I teach.

Participant: Okay.

Dave: And it'll tell you like Slide 1 and then a few pages later it says Slide 2 and it breaks it all down and once you read it – and I apologize that it's going to be a fat read – but once you go through that you're going to start picking up some of the stuff that I say and I do in these workshops and for me I tell you right upfront "Hey, this is an educational workshop, you know, you're probably looking to get hit a \$20,000 grand slap in the face at the end of this you can relax that's not going to happen.

Participant: So the other question is generally speaking, I mean geographically speaking, do you think there's going to be different responses say, you know, I'm in New York or, you know, Massachusetts or California and you're in South Carolina or Willie Crawford in Florida, is there a difference in the kind of reception we're going to get as we do this?

Dave: Oh, absolutely and it's just all across the board. The neat thing about – well the toughest part about it is that in the beginning is putting the fillers out there and getting this stuff setup but after you first get rolling with it, it almost takes a life of it's own. I've had other organizations that called me just because of word-of-mouth from the last workshop that I taught and wanted to know if I could show up in their city an hour and a half away to do one for them. So getting started is the toughest part but after you do start to do the workshops it really does take on a life of its own you start getting offers and calls. And I've actually been on a live call-in talk radio station down here several times in several different cities for people calling me trying to get me on there for a business radio show and I would just answer any of the questions that a small business owner would have and they, you know, could call in and talk to a business consultant, you know, during that talk show for free. And a lot of times if you don't have the answer you can tell them that that's kind of a long answer and I'd have to get into a lot more specifics with you to actually give you probably the answer that would help you, so if you want to you can get in touch with me here and I'll give my email address out and so you can email me at that address and I will get back with you and explain how that works. And send me your phone number, you know, and I'll be more than happy to give you a call and explain how all that works.

So that works really well. And you'd be really surprised at the places that you would put you on the radio for free a lot of the little AM stations have tons and tons of business broadcast and there are a lot of brick and mortar business owners that have their radio stations tuned to that station all the time. The first time I ever got featured on a radio station was y a really large church, you know, write that down that's surprising uh. They did it because they already had, you know, their own TV and radio thing that went out twice a week and they actually broadcast for free for a month for the upcoming show. A special Wednesday evening, you know, with me a small business consultant. I know a lot of you members of the congregation own your own business this would be a rare opportunity for you to get some free help with your business from a

real consultant that will help you out right on the air and that was an overwhelming success. I got calls and emails and it was just crazy.

Participant: Now, when you do a presentation do you collect their contact information and do mailings later or you don't even bother?

Dave: Well, since they're registering through the Web site I've already got it.

Participant: Yeah.

Dave: Because I've got to put their contact information in there in order to find out where I'm teaching it at.

Participant: Right.

Participant: And if they don't take you up on your backend offers then over a certain period of time do you end up following up with them?

Dave: I can barely hear you.

Participant: Do you follow-up with these people that don't take the backend offers?

Dave: No. No, I don't. That's a good question. Could I do that, yes I could but in my experience I've never had to do it because I just honestly did not have time.

Participant: Yeah it sounds like a nice offer for the people who [inaudible 18:15].

Dave: Yeah it's always good if you want to and the calls are not coming in, you know, quite like you expected it's a great thing, you know, to just pick up the phone or something and call those business owners tell them who you are, and of course they know who you are, and you say I was just wondering if you've started to implement that stuff and already started to see the difference.

Participant: Right.

Dave: And most of them will say oh no, no I haven't started that whenever you say that if you've already started to see the difference then they realize immediately you know he is right I need to do this now.

Participant: Yeah.

Dave: You know so a lot of times they'll say "No, I haven't done that but" and I'll say "Well you need to get that started, man, it'll change your business life believe me. Oh yeah, I'm sure you're right, I'm sure you're right." You know and if you get stuck here's my number give me a right and I'll try to walk you through it if I can. And that's the key is if you're always trying to help them and you always come across that way it puts you in a completely different light.

Participant: Yep. I was looking at...

Dave: These guys have no problem after the workshop picking up the phone and calling me because they're stuck on paragraph four on Page 1.

Participant: Dave, I'm going to try and do the beginning like the emergency cash system where I go in or look up some businesses through the, not necessarily the phonebook I know that's there, but I'd like to find out how to get into the business licenses through the court so I can have their names and stuff and kind of start that way as I prepare for my spectacular presentation.

Dave: Yeah there's now fortunately here, and it's different everywhere, right here in Charleston County of course they've got the funding so all of the court records are right there online. So you can just go to look up in Google you can look up your County Clerk of Court and it should take you to their page.

Participant: Did you say court?

Dave: And you just need to – yeah Clerk of Court. In some places it's called a County Recorder.

Participant: Okay.

Dave: And there should be someplace on that site that says records or business licenses or that type thing a lot of places like down here they have a place online that you can actually apply and pay for a business license right there online.

Participant: Yep. Is there something...

Dave: Yeah I'm looking here.

Participant: Is there something that I should like pre-requisites or something that you would recommend that I would be prepared for as far as

like a PayPal merchant account or, you know, some other maybe loading up emails and stuff like that or?

Dave: Well, one thing I would do with PayPal, of course everybody knows this but PayPal can be your best friend or your worst enemy.

Participant: Yeah.

Dave: It just depends I guess on your point of view. I had some problems years and years ago with PayPal and I was kind of against them until a lot of the really big marketers that started joint venturing with me pointed out to me that that's just about all they use and that's surprising but it's true. So I told them I had had some problems with them in the past and it was stupid stuff but they explained to me point blank that as long as you're doing what you're supposed to be doing you're never, ever going to have a problem with them ever. And they said they'll upgrade you and they know how much money they're making on you at 2.9% a pop.

Participant: Yeah.

Dave: So I mean since then I've had – the only time I ever got flagged was when I had a recent transaction that was over \$10,000 grand that somebody was trying to send to me and I got an alert from PayPal that said "Hey, that's over your limit." It's over your daily limit. So I wound up calling the guy and he said "Yeah, I got it too." So then we both called PayPal and told them what was going on and they said "Well, you can send it to him. Send it to him, you know, \$9000 a day until it's done." And he said "Okay." He said "That won't flag the system." They said "No."

Participant: Alright.

Dave: So that was pretty cool but there's a lesson for you don't take over \$10,000 grand in one transaction.

Participant: Okay.

Dave: But you can actually go into PayPal and do an upgrade if you want to, just hit the upgrade button that's on the left hand side when you first log in and they'll upgrade you from just a regular account, you know, even all the way up to where mine is like a business premiere account. But the only way you can get an account like that is through your transaction history and that's what they look at and that's all automated. So I mean I got an email from them I don't know three or four months ago that just said you've been

upgraded and I said ah, here we go here's the spoof mail. That's what I was thinking so whenever I opened it, it actually was PayPal and they said we reviewed your transaction history you have over 2000 verified transactions so because of your volume we have upgraded you to business premiere. And then they told me that I could open a separate personal account if I would want to do that so I thought that was pretty cool. I didn't know you could have two accounts there but obviously you can.

Participant: Yeah they usually don't let you.

Dave: Yeah once you make a either premiere or business either one of those you're actually allowed to open a separate personal account. And they do have really cool tools in there that will help you out tremendously at tax time. You can go in there and download your reports that will tell you day-by-day what you brought in, the fees that you paid, any refunds that you've done, your net profit, your projected stuff, it's good.

Participant: I was just doing a search for my county over her, Suffer County, and what comes up is business certificates with a search which is great I just put in like Acme and I get all the information right there it just comes up.

Dave: There you go. That's the way it is here I hit on business licenses and I can punch in whatever I want and then all the ones in that SIP Code come up.

Participant: Right. Yeah I just put, actually, if I maybe just put the letter A I'll get everything that starts with the letter A.

Dave: Yep.

Participant: It says too many records I guess you got to put a couple.

Dave: Great. Pretty cool though huh?

Participant: Yeah.

Dave: But yeah, the County Recorder's office we actually got one student in of all places in Atlanta, Georgia and that's a huge metropolis, huge. They're not online and won't let you access the records online you have to go down to the county courthouse physically and go through the records. I never in my wildest dreams would have ever though that, I mean, a place as large as Atlanta, but she's doing well with that. She said she'll go down there for about an

hour and a half, gather all the information she needs and she's done for a couple of weeks.

Participant: Yeah I just went through my local newspapers and I wrote down all the businesses that have Web sites and that was like, I don't know 50 or 60 of them and then I went through and looked at all the Web sites and it was about 35 of them that were, you know, could use the service.

Dave: Can use some help.

Participant: Yeah most of them are...

Dave: And that gets kind of sticky. I never ever insult, you know, their programmers or...

Participant: Right.

Dave: ...their IT guy I call them.

Participant: Right.

Dave: Because most of the programmers and the IT guys really don't like me and that's just their choice because they feel like they're threatened or something like I'm going to come in and take their job.

Participant: Right.

Dave: But that's not what I'm after, you know, and I tell them that. If I can get them to get the programmer on the phone a lot of times I'll talk with them and we're cool after that and I just tell them I say "Look, we're really good at what you do. I want nothing to do with what you're doing. There's no way in the world I can do what you're doing." And then they go "Oh, okay." And I'll say "So what I'm actually here for is the marketing aspect of it, so I'm a direct response marketer and I'm here to help Philip's Shoes out and get their site setup so he can start doing some direct response on the internet and build his business better but I'll need your help to do that." And if you come across that way they're your friend for life. But I have looked at some Web sites that you look at them and it looks like an email, you know, that's just been pasted on the site that's horrible and, you know, you resist the urge to go "Eh" whenever you first look at it.

Participant: They're all beautiful they could just be better that's all.

Dave: Absolutely. But you really don't ever want to step on their toes because that could be their son that did that or...

Participant: Yep.

Participant: Right.

Dave: I've run into that a lot, you know...

Participant: Yep.

Dave: ...or their mother's brother's uncle or somebody has done that that's in their family or is a very good friend of theirs.

Participant: Yep.

Dave: And they did it for them for free just as a favor, just as to get them online, you know...

Participant: And they got what paid.

Dave: Yeah you don't ever want to come across, you know, out of the thousand real businesses that I've seen that's probably the worst.

Participant: So you're saying you really want to target really bad looking Web sites because those would be easier.

Dave: I mean it really doesn't matter. If they've got an existing site if you're using that little cash cow method, the auto responder method.

Participant: Yeah.

Dave: They can have a really awesome site and if it doesn't have a lead capture mechanism its game and those guys...

Participant: Yeah

Dave: ...that have a really good site have put some money in it. So some of those guys have spent \$10,000 grand \$15,000 grand...

Participant: Yes.

Dave: ...on building a really aesthetic site that's really pretty and just like I tell them instead of being on a super highway it's actually a billboard on a dirt road that nobody's seeing.

Participant: Right.

Participant: So when you talk to a guy like that do you find it harder to actually sell them on that because, you know, he – because they think that, you know, their site they've already spent \$15,000 grand on it they really don't need list building so on and so forth.

Dave: Yeah they kind of think that way to a degree but during a conversation, and this is the key, is while I'm in a conversation with them, you know, I'll bring up stuff like that, you know, that sort of makes them or it opens their eyes to what they don't understand because they're just totally ignorant about this kind of stuff, totally, you know, and I wound up explaining it that to some of them before it's over with I said "Look, you know, you don't have to feel bad about all of this stuff I am a marketer this is what I do" and I said "You run this business and I can guarantee you that if I stepped in here to run your business this place would be bankrupted in a month." And I said "But on the flipside of things you know this business but I know marketing."

Participant: Right.

Dave: I said so I'm totally ignorant about your business and I would assume that you're probably the same way about mine. And that's a very good approach, you know, they understand exactly what you're saying you're not saying they're stupid you're just saying they're ignorant. And you're going to run across situations out there that will immediately get these guys on your side and there's an example of one that I did last Monday when a guy called me up and he was a referral and whenever I went out there and talked to him for the free consultation he was very open and candid with me, which is great right off the bat so I didn't have to worry about, you know, anything that was going on there and he was very open and very candid. And he told me what they were charging him just for servers \$495 dollars a month for hosting.

Participant: Wow, unbelievable.

Dave: Are you kidding me? And that's prevalent. You'll find that in a lot of different situations and I just told him point blank I said "Man, is this person hopefully not related to you correct?" Oh no. And I said "Okay." And he said "Why would you ask that?" And I said

“Because well just since we’re both being totally honest with each other here you’re being raped.”

Participant: Yeah.

Dave: And I said “I could get you a dedicated server that you own for \$150 a month.”

Participant: Yeah.

Dave: And I said “I pay \$25 bucks a month for hosting and I guarantee you I get a lot more traffic than you. And he was like “You got to be kidding me” and I said “No, I’m not joking.” So I went online and showed him the hosting service provider I used and showed him the bandwidth, showed him the traffic, I showed him everything and he was like “Holy smokes” and I said “Yeah.” And he goes “That’s \$25 bucks a month” and I said “Yeah.” He goes “I got to call this guy” and I said “Call him right now.” And I said “If you really want to switch though” I said “I would switch first and then call him.”

Participant: Right.

Dave: I said because he can hold you hostage.

Participant: Sure.

Dave: So I called my guy, my tech support guy and asked him if he could swap that and he said “Absolutely if I needed, you know into his server I can take care of it all” and I said “Okay.” And I said “How much?” And he said “I’d swap it all for him for a \$100” and I said “Okay.” I said “Is that cool with you?” And he goes “Oh, absolutely.” And I said “Okay.” So we hung the phone up then I said you give him - email him the passwords and login and he’ll take care of it today. I said you can just write him a check or send him – I said if you want to just pay me and I’ll pay him I don’t care. But you run into situations like that constantly and the reason it’s because they just don’t know any better, you know, they think it’s necessary that the Web site is going to cost them a fortune.

Participant: Right.

Participant: Right.

Dave: Because everybody that comes through their door with a suit and tie on to sell them something for the web it’s expensive and I go in there business casual I never ever wear a tie and the reason I do

that is because I put myself on the same level they are. I'm a business owner just like you, I'm not a salesperson and I'm here to help you if I can, and if I can't help you I'll tell you that.

Participant: Right.

Participant: Now, when I start out here I want to, you know, do the one-on-one thing to learn the business before I try to do any, you know, presentations or anything is there any types of businesses that you find are more accepting of this program?

Dave: Dag gone. I get that question a lot too and I actually went and looked through the database of businesses and I've got everything on there from a little bait and tackle shop out in the middle of nowhere all the way up to Fortune 500 companies. So it's really, it's all across the board. Some of the easiest ones to talk to you about are hair salons, they're always open and there's a lot of different things you can do with them.

Participant: Yeah I like that slow day one you mentioned on a master seminar that was awesome.

Dave: Yeah that works, works really, really well, you know, you give them the \$3 dollar discount on Wednesdays only and that now becomes the busiest day of the week.

Participant: Yes.

Participant: Suddenly you're a hero right away.

Dave: Yeah and it was totally, totally dead before they met me.

Participant: Now, the other thing you mentioned on the seminar was like restaurants, you had mentioned something about putting their menu.

Dave: A lot of times I will put their menu as a PDF and I'll put a coupon on the bottom of it just a little dotted line, you know, the coupon's underneath it and that's their incentive to getting on that restaurants list is they can download their menu with the prices and get specials and coupons at the same time and that's really effective.

Participant: Yeah I would imagine it would be.

Dave: And then one business owner said that he did really well after that with the list and stuff but he wanted to know how he could expand

his business, you know, even more than that and it was really fortunate because he called me and had that conversation and he said “So I figured you were the guy to talk to.” And I said “Sure.” I said “Have you ever thought about catering” and he goes “I thought about it but I really don’t know how to get started with that.” And I said “Well, I’ll stop by and enlighten you on that I’ll do a little bit of research and come by and show you how that works or a plan you can implement to start doing that.”

Participant: Great.

Dave: And all it took really was just an email out to the list that he already had that let them know that he would now be doing catering and in fact he was in business.

Participant: It’s amazing how many restaurants don’t do what you were just talking about, you know, have a menu, you know, an easy way to get it with the coupon.

Dave: Yeah just print it out and cut the coupon off or bring the menu in with you.

Participant: Yeah.

Dave: And the great thing is if you get enough restaurants under your belt after a few months you can be like me and eat everywhere free. That’s just a little side benefit. My wife and I went to...

Participant: Is there an easy way to setup like a dummy site of what their site would look like with the opt-in form on it the light block?

Dave: There’s actually, if you go to offlinegoldmine.com/Sample.html and it’s a capital S, offlinegoldmine.com/Sample.html that’s actually a sample Web site for a beautician’s store where they sell I think it’s Merle Norman and stuff like that cosmetics and she couldn’t figure out how – she was getting ready to close and she was referred to me from a hair salon that was a really good friend of hers and they were in the chamber together and she told her, you know, girl you got to get hooked up with this guy.

Participant: Yeah.

Dave: So she couldn’t figure out how to drive more traffic there, she had a Web site to begin with that, you know, it was pretty bad and it was actually a franchise site, you know, which was the worst part it was not a great site even being a franchise site and most of those are

but what we did was build a separate site completely away from that one and I told her you've got to have experts here, you know, that know how to apply makeup and she goes "Oh absolutely." And I said "Well, do you include that with their purchase or whatever?" And she goes "Yeah, normally we'll have that." And I said "Why don't you have a class for women that want to learn how to apply makeup properly?" She goes "Oh man, that's a great idea." And of course I didn't look at her and say I don't have any bad ones but that's what we did. So we set it up for a specific day of the week and they can opt into that put it all on their business cards free makeup application class and that went over, the rest is history, that went over like gang busters she'd have two or three dozen women show up for those makeup classes, and of course, they're walking out of there with no product.

Participant: Yeah.

Participant: I have a [inaudible 42:17] on here that would be great for that because they're always doing that kind of thing but I'm not even sure they have a Web site.

Dave: And that's a lot of it too most of them don't. What I did was I changed the hair salon that I get my hair cut at this turned out she's not just a client but she's turned out to be a really good friend of ours the family and everything, but she wasn't in the beginning, and that happens a lot too because they're not just your clients they're your friends too and that's a great relationship. But I can go in there and get my hair cut, she cuts my hair, she cuts my whole family's hair for free anytime I come in there, she will not let me pay her.

Participant: That's awful.

Dave: So I come in there anytime I need a hair cut and talk to Susie and say "Hey, you know, when can I get scheduled? I don't want to interfere with your regular clientele." And she's like "No, you can come in any time I'll take you." And what we did for her was put up a little Web site really similar to that and then after that, you know, she has a bunch of salon products there and I asked her how those were selling and she said "Not real good", which most of them don't. So we put a plan in motion to start pushing some of those products and then I noticed that she was boxing them up one day when I was in there I said "What are you doing shipping them back?" And she goes "Well, it's an inventory rollover I ship back a whole bunch of stuff, you know, that's been on the shelf for a long time and they ship me the exact same thing with a better expiration

date, you know, and all that kind of fun stuff.” And I said “Are you taking like a total loss on that?” And she goes “No, but I’m taking a beaten on it.” I said “How much of a beaten?” And she goes “I lose 70% on it.” And I said “Holy cow.” And I said “Why don’t you just do this?” I said “Why don’t you put a notice out to the list that for this week only you’re going to offer them all of those products buy one get one free.” I said “At least you’d be making 50% on them.”

Participant: Right.

Dave: Wow, that’s a great idea, and there you go she quit boxing.

Participant: Now, you said you setup the Web site for her.

Dave: Um-um.

Participant: And how much did you charge for that?

Dave: Fifteen hundred.

Participant: Wow!

Participant: Hey, Dave.

Participant: And you own the domain name.

Dave: She does. I told her I can set it all up for her but she really needs to set the domain up. I said “You need to own that no matter who’s helping you.” And she’s like “Well, how much is that?” And I said “It’s about \$10 bucks.” “Oh you’re joking me” and I said “No, it’s about \$10 dollars.”

Participant: How many of the people that your clients ought to do, you know, to own their own list instead of just you managing it under your Aweber account?

Dave: Zero.

Participant: That’s good.

Dave: Yeah there’s no – every business owner there is too busy with other stuff and they don’t want to learn any of this tuff.

Participant: Right, they don’t have time.

Dave: So if you can offer them a totally hands-free solution that's reasonable and they can see the profit potential in it then you're done. And this is exactly what I said and this is what Allen was laughing about on a webinar the other day was those two words 'how much' and that was what Willie laughed about so much as he said this guy's got people tripping over themselves, you know, to give him a check and that's because I can look at him and say "Look, you know, Terry I can sit down with you or a very sharp employee that you have." And I always say this and we can spend a couple of hours and I can show you how to build your own custom auto responder and build your database. No, no, no, how much, how much.

Participant: Just make it happen.

Dave: And then I'd take it away from him again. A lot of times I'd look at him and I'll say "Look Terry, it's not rocket science and he goes no, no, no, how much."

Participant: [Inaudible 46:50] basic packages that you're offering and for the technical support and setting up Web sites and stuff.

Dave: And you it basically varies from all over the place, you know, and I had one business owner that looked at me and he was serious to he said "Holy cow \$1500." And he said "There's guys that'll be them out here for me for \$200 or \$300" and I said "Absolutely there are." I said "Absolutely they are." I said "If you want to go with one of them have at it." And I didn't say nothing else we just kind of sat there looking at each other for a little bit and he goes "What's the difference?"

Participant: He spoke first.

Dave: And the difference with my system you're getting a system not a site, you know, you're getting emails, you're getting a PDF that they can download that forces them to opt in, you're getting all of my little tips and tricks that'll build your list at light speed and you got me.

Participant: Marketing [inaudible 48:08] not just a Web site.

Dave: Absolutely, it's not just a Web site that's sitting beside that dirt highway this is a system.

Participant: Right.

Participant: Do we get all tips and tricks from you or...?

Dave: Absolutely.

Participant: Ah, thank you. I'm looking for some help. I mean I got it; it sounds like a really awesome...

Participant: How much do you charge for a mind mill?

Dave: For my wife it's free. She's already ahead of me all the time anyway, but it's – I charge anywhere from \$1500, well my lowest price is \$500 it's actually \$650 and that \$500 to put an opt-in form on their current site and a \$150 a month in list maintenance and I term it that way list and database maintenance.

Participant: So what...

Dave: And what's really funny I'm a very honest upfront person so it was really funny on the webinar when somebody said "What exactly do you do for the list maintenance or for the \$150 a month?" So I told them I said "Nothing." You know if you setup an auto responder in Aweber under their business name, you know, like Philip's Shoes and that's the name of the new auto responder and they're very easy to find and of course you're going to have unlimited auto responders in there for free and that's what I do I just set them all up on Aweber and if they want me to write their emails for them I'll charge them \$25 a pop, which is a major, major discount and I will sell them a quarterly package at a time that's the minimum. Most of them will go annually believe it or not it's a one time fee. So you can set it up that way where you tell them no, no, no, no it's not \$25 every time an email goes out, no, no, no. So you got to be really, really plain with these folks because they do not understand this because I'll say look, what happens is you write one series of emails and that stays in your system the permanent one so it's a one time fee and those just go out by themselves over and over and over to anybody that comes into your list. So they go oh, okay I got you. So...

Participant: Right.

Dave: ...if I wanted to do it quarterly that there's what four of them in a month and I said right. So it'll be 400 times three and I said right but that's a one time fee. So I said now if you want to go annually it's a huge, huge discount and they said "Well, what's annually?" So annually is I charge them half price if they want to pay me all upfront \$1250 an email.

Participant: Great idea.

Dave: But you can charge them whatever they're comfortable with. And then I always make sure and tell them that if you do it quarterly we're going to have to keep an eye on them because when you get close to about two and a half months we're going to have to put the next quarter of the emails in there or you've lost your entire list. Oh okay, okay I understand. Can I do that? I said "Absolutely." And I said "If you had a calendar let's go write that on your right now that you need to call David on this day and then I put underneath it emails and I said that way we'll know where we're at. I said if you just say it's on my calendar I forget what it's about it just says emails I got you.

Participant: So the reoccurring maintenance fee that's a beautiful thing you must – you've been doing it for a while you must have what many, many?

Dave: A little over 1100 at \$150 to \$250 a month.

Participant: Wow!

Dave: Depending on where the list stops.

Participant: You know it's interesting when you look at online marketing and, you know, reoccurring continuity memberships, typically they're, you know, running out three to six months and, you know, they drop off but with this, what do you think? Do people stay on year after year or do they drop off or...?

Dave: No, they're once they're usually in and they start understanding over time they understand that the only time I'm ever going to call them is if they're making money. Whenever I call them they love hearing from me because it's an idea that's going to make them money. So I have so far little over 97% retention rate.

Participant: Wow! That's great.

Participant: Have you ever had anybody drop off and then realize the error of his ways and come back?

Dave: Yes. Somebody that was in his family that was very close to him and said "Hey, this guy's costing you a lot of money and I wasn't but he neglected to explain to her was that I was only taking part of

that money as a percentage and he was making the lion share of the profit.

Participant: Some people don't understand found money, you know.

Dave: So what happened in another instance too was I had a fellow that called me and said they were onto him about everything to do with, you know, the cost and factors and I'm not really sure this is working and, you know, that type thing. So I said "Okay." I said "If you want to find out if email marketing works I have a very simple way of proving that to you" and I said "Let me get in your account and we'll look and see what we can do here."

Participant: What account his email account?

Dave: Yes I went into Aweber and logged into his email account...

Participant: Right.

Dave: ...and flipped down through them all until I found his business and opened it up. And most business owners, small business owners will be quarterly advertising budget that's pretty much the norm and the reason is because it makes it much easier for their CPA, you know, to keep track of everything so they come up with quarterly advertising budgets. So they figure out what sells they're going to have, you know, over the next three months and that makes it much easier on us too. But I can go in there and look and see, just like with him I said "So your next sell is a week from tomorrow" and I said "It looks like I've got a broadcast going out for you starting tomorrow and there's going to be three of them total." And he said "Okay." And of course I didn't tell him that that's all setup automatically, you know, because he's paying me \$100 a piece for those.

Participant: Oh.

Dave: I broadcast email about a sell and he thinks I keep up with his business just like he does and I don't, but what I did was say "Okay, so you got something starting tomorrow" and I said "Okay, so this coming Saturday when you're having that buy one get one half off sale you'll know that this is working." He's like how am I going to know? And I said "Believe me you'll know." So what I did was I changed the offer on the bottom of the email so that it said "*In order to get this unadvertised special then you need to bring this and give to Philip only.*" Hey. So they closed at 7:00 pm on Saturday and at 7:15 he called me and when I picked the phone up he goes "Hey"

and I said “Hey, Philip.” He says “I stand corrected man, please don’t do that to me again.” He said that was all I did all day long was every time I would get settled in to doing something somebody would come back and say “There’s somebody here to see you.”

Participant: That’s a good problem.

Dave: So he was like okay, you’re worth it I’m sorry. So there are a lot of little things that you can do like that and if you get stuff like that or you get a client like that I mean feel free to email me or call me and I can probably give you, you know, a solution like that that turns them around very quickly. A lot of times too certain clients, I’ll look at their product and I’ll decide to make like a little PDF report about their particular product and the best way to use it and I’ll do all of that upfront on my own time and then I’ll contact the business owner and say “Hey, I got a proposal for you.” And this is why they love hearing calls from me is I’ll say “Look Terry, I wrote a report that I just emailed to you about your product and the best way to use it.” I did a little research online a lot of interesting information out there so read that when you get time and get back to me and I’ve got a system that will pay you the full amount of every other sell if you want me to offer this to your list for like \$10 or \$12 bucks because I think they would buy it. Oh really. Well, what do I have to do? I said “All you have to do is let me know your PayPal email address and if you don’t have PayPal yet I can walk you through setting that up. And then I’ll take care of everything else.” Hey.

So you send it out to a list of 3000 of his customers that are already buying from him telling them this is how you can best take advantage of it, you know, and I found this online and it’s selling for \$30 or \$40 bucks here but I’ll just give you my personal insight on how this works for a mere \$10 bucks. That sells like crazy and you wake up in the morning, you know, there’s \$1700 or \$1800 dollars in PayPal, you know, and you know that he’s made that much too. And I do have a script that I bought and my programmer charges me \$50 bucks and you can install it on any site that I want which is all of them and it totally automates everything that I do. So I can actually throw up a little site for this guy for whatever client and put the report on there and when the people pay it just flips back and forth so it’ll pay me the first sell, pay him the second every other one and it’s the full amount. So instead of splitting the percentages it’s just pays them the full amount base don how ever many they’re suppose to get if it’s 70% then they get 7 out 10 sells.

Participant: Oh I see, yeah.

Dave: It's much easier. Pretty cool though, uh.

Participant: Very cool. Wow! From a marketing standpoint online marketing, and I mean, you work in other people's list that are fresh and targeted.

Dave: Um-um. In fact, I never ever tell them this but it introduces me to their list.

Participant: Right.

Dave: Oh yeah. Which means I pick up tons of more business on the backend as well because I tell them, you know, they're going to know you didn't write this and he goes "Yep" and I said "So I'm going to have to write an email, you know, that kind of tells them, you know, that I work with your and I'm a friend of yours or something, however you want to put it Terry it doesn't matter to me." And he's like "Yeah, yeah just tell them." He said "Shoot just tell them you're my consultant." And I said "Alright, I don't care." You know so they're real open to that kind of stuff and that particular guy, the reason I used him as an example, was a sporting goods store and his name was Terry Marx [sic] he called me the next day and he was like "\$1700 and some change in PayPal" and I said "Yeah." I said "That's pretty cool, uh." I said "Not bad for a night of sleeping." And he said "Dude, you rock" and he goes "The best part about this is my wife don't even know I have this account." So to him I guess that was more important than the money that was. That's the type of relationship, you know, that you can build with these folks, you know, over time so that they really honestly do, you know, know you, like you, trust you, they wound up – you become almost a part of their family. But the workshops are what started it. I've gone cold calling before, I've done individual businesses before, I've done B2B salespeople, I've done tons and tons of different stuff but there's nothing out there that will ever, ever match, you know, what a workshop can produce.

Participant: Do you think that's what we should start with first?

Dave: You can actually start with B2B salespeople that type thing and that actually works pretty well and there's actually two different ways you can do that. The first way is just a straightforward using the business to business on a cost per action and the second way is a really sneaky way that also works really well. But you can put an ad in the paper, a local ad and if you're going to use business to business salespeople this is probably the way I would do it is I don't

hire them full time unless I'm using them to promote my workshops because they're still promoting...

Participant: Are they sub-contractors?

Dave: Yeah if they're promoting my workshops then yes I will put them on full time as an Independent Contractor a 1099 and if you don't know you can go to like Office max or Office Dept or whatever and you can get a whole pad of employment applications and 1099 forms for about \$10 bucks a piece.

HMAI Private Coaching Call Part Two

Dave: And if they're selling my workshop I always price the workshop between \$300 and \$500 bucks. I'll keep mine on the low end because I'm after the backend and a good outside salesperson will pack a 25 person workshop in about a week and a half. If he's out there pounding like there's suppose to be in about 10 working days they can fill a workshop and the last one that I did this way went over really, really well. The B2B sales guy was extremely happy and this is the way it works out. At \$297 a pop I actually paid the B2B guy \$175 commission for everybody that signed up. It doesn't sound like a whole lot but \$25 times a \$175 for 10 days of work is not shabby.

Participant: Right.

Dave: But on the flipside of that, in the long run this is what happens is over a one month period that business to business salesperson is actually only working 16 days a week and he's making a \$175 times 50.

Participant: Sixteen days a month I guess.

Dave: Yeah 16 days a month.

Participant: Okay.

Dave: Because he'll work the entire work week one week and then Monday, Tuesday and Wednesday it's full, he's done. So he's off Thursday, Friday, Saturday and Sunday twice a month.

Participant: Right.

Dave: So the ad that I use in the papers, and you guys will get all of this in the product as soon as I get it all loaded. All of this is in there in

great detail but the ad that I use for that it says “*Outside salespeople finally time and money too*” and that draws a huge response.

Participant: Okay.

Dave: Because most outside salespeople have got one or the other but they never have both. So...

Participant: Outside salespeople time and money too.

Dave: Um-um finally.

Participant: Oh, finally right.

Dave: Time and money too.

Participant: Right I see what you mean.

Dave: Limited position and my phone number and that’s it that’s the whole ad.

Participant: And then your interview for – you’re just looking for someone with a lot of experience.

Dave: Yeah I’ll pre-qualify them on the phone and I just get them to tell me about them.

Participant: Right.

Dave: And once they do if they’re a good candidate then I will tell them what I do. And then normally I will go meet them at a restaurant somewhere and sign them up and I’ll even pay for their lunch. And a lot of times I’ve had so much response to that ad that I wound up trying to pre-qualify as many as I could and I did that and then I wound up just meeting seven people in a hotel lobby.

Participant: At the same time.

Dave: Um-um. So they all knew, you know, as far as they knew I had a room there, you know, they didn’t know. So I said “Yeah I’ll be conducting interviews at the Comfort Suites and blah, blah, blah, blah off of Monahue [sic] Avenue. Yeah, yeah I know where that’s at and I said “Okay, so I’ll be there Wednesday and you can come any time between 9:00 and 11:00.” And the people in the hotel don’t know and they don’t care either, so they see you over there

sitting in the lobby and they're like "That guy's probably got a room here."

Participant: Yeah, probably.

Dave: I've never had a problem with that believe it or not. Everybody goes "You do that all the time" and I said "Yeah." You know a hotel staff is normally \$8 or \$9 bucks an hour, you know, they don't care.

Participant: Yeah as long as you're like, you know, business is going on and they don't care, right.

Dave: Um-um. And for those I do wear normally a shirt and tie, you know, or a suit or something. I will dress to impress those guys because I do want them to know that I make a lot more than they do.

Participant: Right.

Dave: So that's the only time I really ever get really dressed up. The Brooks Brothers suit and the power tie and, you know, all that fun stuff. Make sure they can see the Rolex.

Participant: I'm going to have to get the knock off.

Dave: That'll work. For the moment you will. But, yeah, that actually works really well it's the only time I really ever, you know, dressed to the hilt is because they have a tendency to gravitate toward the people that are making money.

Participant: Right.

Dave: And I always give them the same speech after I interview them and talk to them and it's basically just a conversation it's not really an interview. I just make sure that they're really, really interested at what I've got to offer and what I do and then at the end of it I say "Okay" I say "I can use you, I can use somebody like you." And they're like "Oh thanks" and I said "Well, thank you" and I said "But here's the deal I will tell you this, and I tell everybody this, I've got a quota of 25 people, 25 sells, 25 seats to fill twice a month I can do that with one salesperson or I can do it with 20 it doesn't really matter to me but it does matter to you."

Participant: Right.

Dave: That kind of puts it into perspective for outside salespeople.

Participant: Right.

Dave: And you're going to go through a lot of flakes, you know, some of them that'll tell you everything in the world and produce absolutely nothing and you don't hear from them from that point on. You know you hire them they leave and that's the end of it, so be prepared.

Participant: But you're really not, you're not booking the workshop until you feel 25.

Dave: Right. I will do it, you know, because I already said I was going to do that and it's been put out there like that so you're really kind of forced, you know, to do the workshop, you know, regardless of how many people they've sold up to that point. And it can be a little rough in the beginning.

Participant: Yeah.

Dave: I think the first workshop I ever taught had seven people in it, you know, but was it worth it sure it was I picked up two clients out of the seven there, you know, plus I also made \$125 a piece upfront.

Participant: Heck, even one would be great.

Dave: Yes.

Participant: Starting off.

Dave: But the reason the workshops are so powerful, and a lot of people really don't get this, is that it's not the numbers that has absolutely nothing to do with it, you know, it does with the profitability but it's the mentality that the entire time you're in front of them for four or five hours you're branding yourself in their brain as the pro. So when they do call you it's a sell they already know who you are.

Participant: Right.

Dave: That's the key and that's why everybody is like "Well, at the workshops if I don't get that many people" and I said "Look, you need to get rid of that idea because believe me they will call you and if you've only got five people in there it's going to be worth it." If you pick up one client even for \$1500, you know, and outsource it for \$400 yeah I would take a few of those a week.

Participant: Yeah. So you're saying within two weeks you'll get up to 25 and whatever it is you should just go do the workshop.

Dave: Um-um and then the first workshop I would give it at least three weeks running time and they would be from the time you actually start hiring the salespeople at least three weeks from that day because it gives them time to get out there. And I've had the opposite happen, you know, I hired four outside salespeople out of seven that I talked to and the thing was booked in four days, you know, its like "Dang, that was a mistake. Man, I could have doubled that." So you know what I did? Anybody want to take a stab at that.

Participant: Doubled it.

Dave: There you go.

Participant: Might as well.

Dave: I called them back because not one of them, you know, sold all 25 of course, so I called them on the phone each one of them and said "How are you doing with the workshop?" And they're like "Yeah, its rolling pretty good." And I said "Yes, I see that." I said "How would you like an opportunity to go back to work today?" Oh, that would be cool. And I said I've doubled the size of the workshop so we've moved it to a different meeting room in the same hotel. Ah man, that's great, thanks. And here's another one that I've done before too, I've actually scheduled another workshop before that one. If they filled it that fast then I can do one next week.

Participant: Yeah.

Dave: And I've done that before.

Participant: Do you ever have to run like sells contest between your salespeople or are they just self-motivated and they just go do it?

Dave: Most of them, the good ones, are self-motivated and believe it or not a lot of them are not the younger crowd.

Participant: Right.

Dave: The best outside salesperson I've got right now is 61-years-old and that guy is a hammer but he's got the...

Participant: I'm a cable TV, you know, manager and that was my experience as well.

Dave: Yeah he's up at 6:00 am he's retired military, spent 30 years in the military, got out of the Air Force as a Lieutenant Colonel and was just looking for something to do.

Participant: Just give him a target and he'll kill it, right.

Dave: That's it. So that guy I actually let run – I let Stanley run a workshop completely in and of itself. So he'll fill a workshop all by himself in 10 days. And he's really funny because he knows that I don't care, you know, what he does as long as he produces the numbers but he will call me and says "I won't be able to go in the field today boss because I've got a doctor's appointment for my knee and blah, blah, blah and I'm like "Why are you calling me I don't care." Of course, I don't ever say that to him but...

Participant: Right.

Dave: ...he's just that way. You know, I'm going to have to be off tomorrow so I need to call him and tell him I'm not going to be in there, you know, and it doesn't matter to me because I know he's going to fill the workshop anyway, you know, then most of the time he'll tell me, you know, I'll try to make up for it on Saturday. So he's got a certain quota in his own mind that he knows that he has to sell every single day.

Participant: Right.

Dave: And he said that's his deal that's his mentality, he explained that to me that if he does not sell a certain amount everyday, fill so many seats everyday, then he's going to be working that Saturday and he said I really hate to work Saturday so that's my motivation. But I've met him a couple of times a month at a restaurant for breakfast at 6:00, 6:30 in the morning and he's already dressed and ready to hit the field and we'll sit there and discuss stuff and eat breakfast and then he's out he door. But you're going to go through a weeding process, you know, so you're going to find a ton of people that will apply and maybe 5% of them will actually turn out to be somebody. And the ones that are somebody I'll make certain that I stay in touch with them. You know I'll just call them up in the middle of the week or something and say Stanley David Preston and he goes "Oh hey." And I say "Boy, you're rolling" and he goes "Yeah, yeah, we're getting there." I said "I just wanted to call you and let you know so far this week you're Number 1 you got a couple of guys closing in on you but if you keep up at the pace you're at I don't think they're going to catch you." Oh, they're not going to catch me. And I said "Okay." So that kind of helps and then a lot of times I will

call the people on Friday and tell them the amount of the check that I'm sending them that works really well to.

Participant: Yeah can understand.

Dave: Stanley, I got a check for you here for \$1750 you want me to meet you somewhere and give it to you or let me just drop it in the mail because that's what I'm getting ready to do? Yeah, yeah just drop it in the mail that's cool. Did I sell that many this week and I said "Yeah, you already sold 10." Ooh, I'm going to have to step it up, man, I should be at 12. Oh no I'm going to be working Saturday. Okay Stanley, whatever.

Participant: I'm still curious is there a way...

Dave: So that works out really well, you know, if you want to get started fairly quickly without cold calling and without all that kind of fun stuff then, you know, the B2B outside salespeople are the quickest way to go. A lot of times - this is the sneaky method - a lot of times you can find out who manages those teams and who actually runs them like the office copier people, the merchant services people those are the ones you want because they're very aggressive and they have no fear. So anybody that sells credit card or credit card terminals or merchant services...

Participant: Right.

Dave: ...or office copiers they're hammered almost every time and what you can do is go in and talk to the manager or the owner of the company that runs that team and make him the exact same offer that you would make the B2B salesperson. And how that works is he will make pushing you mandatory for that team because he's making a killing and then he's going to give them part of what he's being paid as a bonus and that works real well too...

Participant: Right.

Dave: ...because you can explain it to him that all they've got to do is drop your flyer and give them a 30second elevator pitch and it's not going to interfere, you know, with their current business.

Participant: So you would setup the deal with their sales manager? How do you go about finding who that is just make a few calls to the company posing as a customer or what?

Dave: Yeah you can actually just call there and find out. A lot of times in interviews for B2B salespeople you can find out who that is and I make that a point now. And you've work for who and when they tell me what was your manager's name there. Hey. So there's a little tidbit of information for you that works out really well.

Participant: Wow!

Dave: You can just call up the phone an ask for Tyler.

Participant: One of the things I was wondering though, is if I took a Web site that I wanted to improve that I was going to make a presentation to the business owner could I use his source code and setup just like the sample page that you showed us with like the light box...

Dave: Absolutely.

Participant: ...or does it have to be a live site?

Dave: Absolutely you can and I do that. I usually teach the coaching student to do that too.

Participant: Yeah that's what – I think that would be very effective.

Dave: To get your own hosting and now it's not going to work...

Participant: Right.

Dave: ...unless you on a host.

Participant: Right I guess it's a dummy so that see what it looks like using their own site and not just a sample site.

Dave: Correct and I do that a lot. And that one is almost 100% close rate.

Participant: Right that's what I would figure.

Dave: No joke.

Participant: And is that in the package that you're sending us?

Dave: Yes it is.

Participant: Cool.

Dave: And I used Host for Profit for a number of reasons so they're a little more expensive than some of the others are like \$25 bucks a month but they've got some features in there that nobody else has got and it's a really conducive to this type of business.

Participant: Really so it's better than Hostgater.

Dave: Oh absolutely, and the reason for that too is because I know Allan says, the guy that owns this stuff.

Participant: What's the name of hosting?

Dave: You'll get it in the packet but it's called Host for Profit and I think its number 4 like Host 4 Profit.

Participant: Got you.

Dave: And you can sign up to get a free resellers account there and anybody that gets a domain underneath you, you get \$10 a month of that.

Participant: Oh okay.

Participant: Is that a one time thing or recurring?

Dave: Oh it's recurring it's monthly.

Participant: Per month, yeah.

Dave: So I make sure all of my clients go through there and they also get their own domain name.

Participant: Yeah.

Dave: And there's another residual stream for you that adds up very, very quickly.

Participant: You suggest we use like our name as our site.

Dave: I always did and there's a lot of reasons for that. It's a way to brand yourself...

Participant: Right.

Dave: ...you know to get yourself out there and business owners don't understand this at all is when it comes to search engine marketing

they have absolutely no clue about that stuff and they don't understand like for my name, David Preston, I could not get DavidPreston.com.

Participant: Yeah I saw that.

Dave: And the reason is because there's a really, really famous Australian artist...

Participant: Yep.

Dave: ...that has that already.

Participant: Yep.

Dave: And I wound up competing with him and he was already well placed in Google.

Participant: He still is.

Dave: Yep he is. I wound up competing with him for my name. So what I had to do was go to David Preston Inc. instead of just David Preston.

Participant: I registered my name quite a while ago just in case we ever needed it.

Dave: Yeah but the key is, you know, unless your name is Smith or Jones or something like that there's going to be very, very little competition for your name. So it's much, much easier to get on the front page of Google almost immediately.

Participant: Right.

Dave: And I'm going to – you guys might want to write this down because this is not shared in the package but I do share it with coaching students. I learned this from the Niche Profit is how, you know, whenever you go to add a URL to Google you can go to Google.com/addurl.

Participant: Right.

Dave: And then Google takes you to a page after that, that says hey your URL's been added it'll probably be about three or four months before we crawl it, you know, unless you want to pay us \$300 bucks and then we'll go crawl it in the next week or so. So here's

how you can do it yourself instantly for free. All you're doing, basically, is sending the box to your sight to index it, correct.

Participant: Right.

Dave: So here's how you do that. Make sure you're not logged into a Google account but you just go to Google Ad words and go to their keyword tool. And when you go there it's going to ask you, you know, what kind of keywords you want to look at blah, blah, blah and there's three different columns. On the left hand column there's two boxes with a radio button beside them, the top ones always checked, is content from the web, so you don't want that. The one underneath you check and it says Content from Site. And then in the center box it's got a place for your URL and there's two more buttons under that the top one is checked again. So you want to check the bottom one and it says Full Content from Other Sites relevant to mine. And once you have those two checked and your URL in there that you just added go down to the bottom and hit submit. So you should already be able to figure out what's going on with that. The box goes out there instantly and crawl your site to pull the keywords out of your content.

Participant: Handy-dandy.

Dave: So you might have to do that two times but normally it takes the first time. If you see a large list of keywords that come back then they've indexed your sight, they've crawled it and that's the keywords they found on your site. If it comes back like four or five words then it didn't take and you're going to have to submit it again but it is just that simple. You saved \$300 bucks and your site's indexed on Google that day. That's pretty slick, uh.

Participant: That's brilliant. Yep.

Dave: So Ron Capps explained that to me and I got it instantly I was like aw. I said the same thing you did I said "Oh, that's brilliant." And he was like yeah, it takes about two minutes and he said but you can do that anytime you want and any site that you put up even your client site and they're indexed immediately.

Participant: So that would be good if you Google their site originally and nothing came up and then you did that and you could show them that it was actually coming up in Google.

Dave: And a lot of it is, of course, based on the keywords. And that's like Blog Talk Radio too that's a powerful tool.

Participant: Yeah that's what came up a lot when I Google you earlier, your blog on there.

Dave: And what that does is Willie and I figured it out a long time ago. We were both in Jeff Walker's product launch and competing affiliates in there and we kept knocking each other out of the first two spots in Google it was back and forth all the time. So sometimes I'd log on and I'd say dag gone. So I'd go out and post some more 'link juice' is what I called them.

Participant: Yeah.

Dave: And I posted it in a couple of other places, you know, and it would bump me back over here and then I'm sure he was on the other end looking at that and say dag gone.

Participant: Yeah.

Dave: So when it was all over he actually called me and said "Hey, I'll tell you what I'm doing if you tell me what you're doing" and I said "Okay" and both of us were using nothing but Blog Talk Radio. So we had all these hundreds of people that were competing almost everybody, you know, from the top marketers on the net trying to grab the top spot in Google using SEO and using all this other stuff and nope couldn't be us. And what happens is Google absolutely loves Blog Talk Radio it crawls it about once an hour.

Participant: Blog Talk Radio.

Dave: And the reason that it does that is because its news nobody's figured that out yet. So we learned that...

Participant: I'm actually competing on Howie Schwartz product right now and I'm going to use that right now. That's a great tip Dave thanks.

Dave: Yeah that works really well. That works really well. Google considers anything that comes from that site to be news so it crawls it almost constantly.

Participant: Really.

Dave: So anything you record on there as a segment if you choose the keywords right...

Participant: Yeah.

Dave: ...then that's going to be indexed and it's going to be on the front page, most of the time it's in the Top 3. So all you have to do is apply what we call some link juice to it to put it to some blogs and some traffic sites and just stuff like that just pretty much lets Google know that it is relevant information because it's one way links already back to it.

Participant: Right.

Dave: And I've done this entire operation in 30 minutes total putting this stuff on the blog that's provided for free at Blog Talk Radio with the link and then done a segment about it with the link and the description of the segment...

Participant: Right.

Dave: ...and then chose my keywords and I was there in two hours.

Participant: I see. Yeah I'm logging in...

Dave: Another thing you can do is if you really want to make some serious affiliate money...

Participant: Yeah.

Dave: ...this is something I share with coaching students but nobody else and it's not in the product...

Participant: Okay.

Dave: ...this is how I do it. If you search the web for Mike...

Participant: Right.

Dave: ...JV Notify.

Participant: Oh, yeah. Yeah I'm on that list.

Dave: Yeah, Mike Merz.

Participant: It's cool.

Dave: Well, the neat thing is guess what that does for you? That's an open door, buddy. If you use Blog Talk Radio the day I get a notice from him...

Participant: Yeah.

Dave: ...I'll look at him and say "Oh yeah I want to promote that." I go make a segment about that...

Participant: Yeah.

Dave: ...put it on the blog and I am Number 1 in Google in like two hours for that affiliate product and it hadn't even launched yet it's not even a pre-launch so nobody's looking for it yet anyway. But two weeks later, six weeks later or whatever, whatever it starts to launch I've already been in it so nobody's going to unseat me.

Participant: That's the JV Notify.

Dave: Uh-uh.

Participant: What's the Web site? Is that just like JV?

Dave: You got to sign up for it and then he'll send you...

Participant: JV as in Joint Venture.

Participant: Okay.

Dave: And he'll send you a notice, you know, of all the launches that are going on, on the net and, you know, see if you want to participate in those launches and you can get an affiliate code right there and all that other kind of fun stuff, so that's what I do. And if possible, this is another big secret, if possible I'm going to go to Whois.net and look up who owns that site for that affiliate product...

Participant: Right.

Dave: ...and I'm going to offer them a free one-on-one interview about their product. So now I'm not only Number 1 in Google instantly I'm the only affiliate out there that has the owner of the company telling people about the product.

Participant: Slick.

Dave: So when they go online...

Participant: I like that.

Dave: ...and start hunting for it when it launches, guess what, it's totally on autopilot now I'm not doing anything, you know, that was a month ago I'm already doing something else now that I start seeing all this stuff come in with notifications and I'm like "What is that" and then I go back and look and say "Oh yeah, yeah, that's right that was Chris [inaudible 33:08] the affiliate X.

Participant: Yeah.

Dave: Okay so that must have launched today.

Participant: Yeah but would they really – well, because you have a name Dave you probably can get that interview someone that nobody knows it must be harder.

Dave: It's not really that tough and the reason is because if you explain it to them, if they don't take you up on it they're a total idiot and the reason is because it's going to cost them about 15, 30 minutes of their time but the key is that this is how you word it is you say I would very much love to do an interview with you about your product blah, blah, blah that will help me in search engine placement. I want to be your Number 1 affiliate on this launch. Hey, that works.

Participant: Okay, I wrote it down.

Dave: It makes sense though, huh.

Participant: It definitely does. I know I've tried it a couple of times and I never got any feedback but maybe I'm just going about it wrong.

Dave: Yeah normally, you know, if you can do it that way then they'll connect with you because they'd be crazy not to. I mean it's going to push their product, you know, that's just getting ready to launch, which they're excited about anyway.

Participant: Right.

Dave: You know and it's basically just a very nice way of saying "Hey, you know, help me push your product."

Participant: Right.

Dave: I'll do all the work and you make half the money, you know, help me push your product.

Participant: Right.

Participant: Okay, hey I didn't get that correct Web site address for that Mike JV Notify.

Dave: Yeah you can just look it up on the net, he's big you'll find him.

Participant: I went to Mike JV Notify and it went to Mike JW

Participant: JVNotifyPro.com looks like.

Dave: Yeah that's what it is.

Participant: Yeah type in JVNotifyPro.com.

Participant: Okay.

Dave: Now, if you really think about that strategy...

Participant: Yeah.

Dave: ...guess what else you can use that for how about Click Bank?

Participant: Oh yeah.

Dave: I do that all the time...

Participant: Really.

Dave: ...and I get [inaudible 36:05] those fact checks from Click Bank.

Participant: Really.

Dave: And all I do is try to get an interview with the product – the guy that wrote it and I put it on Google, put it on Blog Talk Radio, put some link juice to it and move on. It'll stay there and generate money forever.

Participant: Especially if you're interviewing the owner.

Dave: Uh-uh.

Participant: That's really it. Very nice.

Dave: And if they don't want to do it next.

Participant: Right.

Dave: Michael Penlon [sic] said he laughed itself to death because of my philosophy on that in a super conference one time somebody asked that where did you get backdoor strategies that nobody knew about so that was...

Participant: Yeah.

Dave: They said "Well, what if you can't get an interview with the owner, you k now, do you blah, blah, blah, you should follow-up with them. I said "Nope, nope, nope, nope, nope." I said "I don't follow-up with any of them because if they don't get back to me that's there loss. And I said the way I look at it is there's millions, millions of them out here and I said so my philosophy is, you know, who cares whose next.

Participant: Before the interviews do you ask for a copy of the product?

Dave: No, a lot of times they'll offer it to me either right before the interview or after it, but there's a bunch of them on there that I don't even have the product never had had the product and don't care to have the product. But yeah you can start doing that just in your spare time and you can just setup one or two of those a week like that with a Click Bank product...

Participant: Yeah.

Dave: ...you know big deal if you're only getting one or two, three sells a week, you know, it starts adding up.

Participant: Definitely.

Dave: And that's what mine did.

Participant: Start giving it right away.

Dave: That's what mine did.

Participant: Really.

Dave: And from the end of May I made it a point to setup at least two per week.

Participant: Okay.

- Dave: And from the end of May all the way up until now I just got on the list last month for the FedEx check from Click Bank.
- Participant: Okay, very nice. That means you're doing very well.
- Dave: And to me that's just extra money that comes in from something else and that was what a lot of people don't understand either. I've only been online since the end of May.
- Participant: Really. And you've been doing the other thing for a lot longer before that.
- Dave: Uh-uh. Willie is a really good thing of mine and his wife is very, very good friend of my wife. So that's kind of cool all of us all of us get along really, really well. We have a blast every time we're together and he tried to talk me into, nudging me to get online for a long time.
- Participant: Really.
- Dave: And I just never would do it. And I said, you know, you're working 15, 16 hours a day man. And I said, you know, of course you're a multi-millionaire but I don't want to work that hard. I said I taught...
- Participant: Yeah.
- Dave: ...22 workshops in one month one time just to prove that I could do it.
- Participant: Wow!
- Dave: And I cleared six figures.
- Participant: That's a lot.
- Dave: I cleared six figures in 30 days.
- Participant: Wow!
- Dave: But I did not want to do that again because my butt was dragging my tracks I said time, that month was over. So I just wanted to do it to prove I could do it...
- Participant: Right.

Dave: ...and then I never did that again and I never will but it was – and for me, you know, I told him at that time when he kept trying to talk to me about that I said “Look, you know, when businesses close at 5:00 or 6:00 pm everyday I’m done, I’m done.” I said “I don’t have to do anything else because if they’re not open I’m not either.” You know and I got to admit though that since I’ve been online with new product launches and stuff like that there’s been some times that I’ve actually slept two to three hours a night, you know, for days at a time. But it’s worth it and its fun, you know, I guess that’s the difference. It’s kind of like he said the reason that I eventually went online was because he said “Look, there are a lot of marketers out there that are all floss, all hype and they’re making a killing and they’re really delivering nothing.” And he said “I want to get you online because of who you are.” And he said “What you deliver these people really need.

Participant: Yeah.

Dave: And that was what convinced me.

Participant: Yeah I’ve bought a lot of products that are a lot of fluff.

Dave: Uh-uh. And a lot of my products are – most people would call them short, you know, for the money that people pay for them \$20 bucks for a 35 page eBook or something...

Participant: Right.

Dave: ...because they’re like, you know, that’s not very much content but I’m a very keep it simple type person and I don’t waste a lot of space and I don’t go into a lot of fluff. In every paragraph that I write there’s something in there that you can use, I tried to make it that way.

Participant: Well, I know from your seminar speech, you know, I knew you were talking some great stuff that’s why I was – I was glued.

Dave: Yeah Alan Beckton came on there about the Blog Talk Radio because I showed him that trick and he’s making a killing.

Participant: Yeah.

Dave: And everybody was asking “Well, how do you get it indexed?” And then Alan was kind enough to jump on there and say “It does it by itself people.” He said “That’s the cool thing.” And I was like “That’s right.” He said “It’s very easy to do.” So that works really

well. So now he's got some ammunition, you know, for online and offline both.

Participant: Yeah that's great.

Dave: So any other questions while we're on here?

Participant: I missed the first part of your presentation. Are you recording this call?

Dave: Yes I am.

Participant: Okay.

Dave: So everybody will get a link to it within a couple or three hours.

Participant: Okay cool.

Dave: Yeah after the call you can download it and listen to it. And if you're like me and really pressed for time then a lot of times I'll open a recording or an audio with Windows Media Player and I'll put it on fast forward and I'll let it play and everybody sounds like chipmunks but I can understand a lot more stuff than I can run through about an hour and twenty minutes that way. The brain will absorb a lot more than you think it does.

Participant: Yeah. So I'm very excited about I think right out of the gate just getting this workshop is the way to go.

Dave: It is it delivers huge and its just the weeding process with the B2B guys, you know, that gets to be old hat fairly quick but you've got to look at the big picture of things, you know, you're going to find somebody that's going to be a diamond in the rough, you know, and you're going to eventually have your own Stanley. And he just goes out and works for you and he'll pack the workshop every single time and everybody's happy.

Participant: It's worth the effort.

Dave: Absolutely it is.

Participant: Can you go into any detail as far as showing people who don't have a Web site to put in a Web site and get them up and running and onto, you know, the residuals?

Dave: A lot of times you can build your own site and put them out there or have someone do them. Of course we've got our own staff that does all of that stuff for us and they're not that bad. I think Chris, if it's somebody that's a coaching student my graphics guy and ad copy guy and everything will do it for like \$300 bucks and they'll build the entire site with the graphics on it, you know, put all your information and it's a nice site and it's basically just a lead capture site but its got all of your information on it and it's a place where businesses can go and, you know, look at it if necessary so you can outsource that too. The Warrior Forum is another good place for outsourcing because there's a lot of pros on there.

Participant: You tend to learn all this stuff [inaudible 46:41] so I need a little bit more focus and I got so much information that keeping it all together.

Dave: Yep. But there's also – when you guys get to download the entire deal – there's also an outsourcing section in there, you know, that tells you how I started my own outsourcing network, how you can do it locally and then also, different places you can go to find outsourcing partners for each project and then once you're happy working with a person that's the key, it's not really the quality of the work as much as you being comfortable with that person, you know, then you can cut a deal with them, you know, so they can be your exclusive guy for, you know, web graphics or copywriting or whatever you want to do.

Participant: Okay.

Dave: And then I also make available a list of some of the resources that I use like I've got one guy that charges \$100 bucks to anybody that's on my team and this guy will actually write a press release and an article for you and submit it to over 60 different sites and guarantee top placement. So the traffic you start getting from the press releases is immediate.

Participant: Okay is that something we can use with our clients too as we acquire them?

Dave: Absolutely, you know, and the link to get in touch with him is in the product and everything the link to get in touch with my graphics guy all that stuff is in there. So and if they're too busy they can refer you to somebody who's really good too.

Participant: Okay, yeah I keep [inaudible 48:53] if I got the package yet but it'll probably be sometime later today then, right.

- Dave: Yeah I'm thinking it'll be either late tonight or really early in the morning 4:00 or 5:00 in the morning; it depends on how they're loading everything into the server.
- Participant: Uh-huh. Okay.
- Dave: And then I know the transcripts to the slideshow are going to be available tomorrow but I don't know what time.
- Participant: Alright. [Inaudible 49:28] contacts and everything to follow-up with you or I don't know how we're going to do that because we're out in...
- Dave: Yeah and you guys can write this down if you want, it's a number that only the coaching students have and it's an automated system, I mean, it's generic nobody knows what it is so if I call it by mistake it doesn't tell you what it is. I think it just says no one's available to take your call, if you get a message or whatever but its 843-771-4124 and you can call there anytime day or night and if nobody answers it they're either on the other line or it'll automatically flip to the machine and then during working hours I'll call you back.
- Participant: What about I've looked inside part of that package and you had that read first part and it has another 843 number in there. What is that one to the 417...?
- Dave: Yeah that one is to the office and that one is kind of hard to get through everybody to get through to me.
- Participant: Okay, but we have kind of like a number to talk to you personally then is that correct it's 771?
- Dave: Uh-huh.
- Participant: Beautiful.
- Dave: Yeah the 771-4124 is in my private office nobody ever touches that. So if you call the 4487 number you may get a hold of Joanne or Susan or Melissa and they're extremely good down field blockers. But to the JV partners they've got a code word that whenever they pick up the phone they get to asking for me using that name and they say "Oops, hang on." I know that guy is somebody I don't know who he is but he's somebody.

Participant: Are you going to start looking at like a basic or kind of an [inaudible 51:56] for some working capital to begin with as far as setting up the auto responders and getting a Web site up or whatever and is there a...

Dave: I actually started out with nothing, I had absolutely nothing and I just made everything self-funding and that's pretty much been my approach to business my whole life is it might take a little working capital, you know, to get a Web site up, you know, unless you do it yourself, you know, or that type thing but on the flipside of that, you now, most business owners know from that workshop that you know what you're doing.

Participant: Right.

Dave: So believe it or not that never even comes up.

Participant: Okay and...

Dave: I didn't even have business cards until the day before I went to the workshop.

Participant: Ah.

Dave: And here's something you can do if you need some emergency cards is if you have a Staples close to you, you can actually go online and build a business card that's really slick right online and then place your order there and you can pick it up the same day at Staples.

Participant: Anything fancy of course.

Dave: It doesn't really matter mine had my picture on it and, you know, graphics and all kinds of stuff and I picked it up – I did it in the morning and I picked it up that afternoon.

Participant: Okay. So a picture is kind of key also though on this.

Dave: Yeah I always have a picture online just so when I come through the door they'll say I know that guy from somewhere. But as it grows, you know, you'll figure out how to outsource – I've got a bunch of networks in there you can use to build your own outsourcing which is what I would do and if not then in the interim there's also a link in there where you can outsource everything through [inaudible 54:34] and those guys are usually pretty busy. So that's why I always say it's much, much better, you know, in the

long run to setup your own network with people so you can keep them busy and move on. So you kind of change hats, you know, from like a consultant/worker to a consultant/slash coordinator, which is much better.

Participant: Okay so you're coordinating...

Dave: Give you back some of your time but that works. So that's pretty much it unless you all got some more questions.

Participant: That was excellent Dave.

Participant: Yeah you've got wonderful ideas, it's pretty exciting.

Dave: Yeah Willie in a recent interview said – what was it – he introduced me on an interview and he said “I really don't know how to say this without being really, really funny” and he goes “I don't mean to be.” He said that – I've known him for years and he goes and “David's brain is just totally wired different.” He said “I can't really say that without being funny but it's true.” And he goes “He just – what's stupidly obvious to him is not to anybody else.” And I thank the guy upstairs everyday for that. But that was why I figured out Blog Talk Radio and I figured out all that other stuff. I did that on my own I just noticed it by observation that anything I put on there bang, it was right there and I said “Hey.”

Participant: Really.

Dave: I could probably use this.

Participant: Well I know there's some other sights that do that but I think all the other guys aren't really using it though this Blog Talk Radio.

Dave: No, they're not using it effectively I guarantee you that. But you saw the response from Alan when we were on the webinar. He's a huge fan of that after I taught him that and he was like “Hey that works.”

Participant: Nice.

Dave: But I told him before a super conference we both spoke at when I grew up I want to be just like him. That guy's made over \$1 million a year online ever since that was an internet.

Participant: Wow!

- Dave: A lot of people don't know that, that he was the first one online to ever make money on the internet ever.
- Participant: That's saying a lot that, you know, that's saying a lot that a little tidbit from you is working is saying a lot.
- Dave: Yeah and it's – if you all remember the internet back in the 80s or, you know, when it first came online the only thing you could ever do on there was those bulletin boards.
- Participant: Right.
- Dave: You know that was all it had. Well, guess who owned those? Alan.
- Participant: Oh, wow.
- Dave: Yeah his email address is Sysops.com.
- Participant: Nice.
- Dave: So anybody that ever had a problem with a bulletin board or if you wanted to set one up that was who you mailed to Systems Operations...
- Participant: Really.
- Dave: ...and that's him. But he's always been a pioneer I learned a lot of stuff from that guy. So anything else.
- Participant: That's it I got plenty to work on.
- Dave: Absolutely. So what we'll do is download this turn it into an MP3 we'll be sending it to everybody and you'll be able to download it and listen to it and just go from there.
- Participant: Great.
- Dave: You guys will also get the information on the product launch whenever it comes and how you can sign up to be JV partners with that and how that works is you will get 75% of the upfront and the back and what it's going to sell for is \$27 as a Warrior Special offer and that's for access to a webinar with me and Scott Millian [sic] and the Warriors. So that's first. It's actually a Christmas present that's offered from Alan, the guy that owns the Warrior Forum to the Warriors. So for the \$27 dollars they get to be on the webinar and they also get that product as a bonus and then they get hit with a

one time offer after that for the slide and the transcripts and that's \$97 bucks.

Participant: Okay.

Dave: And they're expecting thousands.

Participant: You know I was thinking of doing an interview on Blog Talk Radio.

Dave: Um-um. I get that a lot and that's not a problem for me, if I can schedule it I'll do it.

Participant: Great.

Dave: And that kind of gets your name out there, you know, and my name too.

Participant: Absolutely.

Dave: So I have no problem doing that at all.

Participant: Okay.

Dave: And then how that offer is going to work is that launch its basically going to be – it's going to be a history making launch and the reason for that is it's going to be the first special offer to Warriors only that's going to be available worldwide on the net while it is still an active special offer. So it's going to be the only one in history that they've ever allowed people that are not Warrior members to purchase it at the Warrior price.

Participant: I see.

Dave: So there's already a couple of dozen JV partners that are huge that are just waiting for them to flip the switch and then everything starts rolling.

Participant: I bet.

Dave: And then the owner of the Warrior Forum is actually going to do a force view thread or \$50,000. So what that means is he can flip the switch and whenever a Warrior comes to the forum and logs in that's a mandatory thread view from Admin, it takes them right to it.

Participant: Wow, that's great.

Dave: Not bad, uh?

Participant: Definitely.

Dave: So you guys are getting to be a part of that and you'll get your own affiliate link and page that you can put out there and it's PHP contacts so it's already tied to you cooking and everything and when the people hit it bypasses everything puts them right in the Warrior Forum on the special offer page and they can buy it right there and you guys will get paid instantly into your PayPal account.

Participant: How cool.

Dave: So all the JV partners are like that. You will actually make three out of four sells. So what happens is the first sell that you make goes to Admin, which is us, and then the next three sells in a row the full amount will come to you.

Participant: I see.

Dave: Pretty cool, uh?

Participant: Excellent, yeah.

Participant: Oh yeah.

Participant: I'm going to love that.

Dave: And that works on the frontend offer and the backend offer all automatically.

Participant: So I have to check my PayPal account but usually my PayPal account I don't know how it's setup, but mine's usually just buying stuff off there, is it automatically setup to receive that money from sells also or is that something I need to look into?

Dave: I would look into that because a lot of times PayPal won't let you withdraw more than like \$800 a month unless you upgrade and it's free to upgrade you just got to jump through some hoops.

Participant: Oh yeah I just wanted to make sure that it was okay to acquire the sells through the same account.

Dave: Oh sure. So basically what will happen is you'll get an affiliate link and you just sign up for it, create your own link and anywhere you put that it automatically tracks it. So even if somebody hits it from

your link and then three or four days later they hit it from somebody else's link they're cookie to you so you still get credit for the sell. Not bad, not bad.

Participant: Yeah that's great. Good stuff.

Dave: Yep so you guys will be able to do that, take advantage of that and you know, hopefully make some pretty decent commissions on that.

Participant: That would be my first.

Participant: Alright, go for it.

Dave: And it will be a big, big push. So it's going to be one of those things eventually within a week or two that it'll be one of those that every time you turn around you're seeing it somewhere on the net. So that's pretty much it.

Participant: Wow!

Participant: Well, thank you very much. I appreciate your time.

Dave: And we'll just rock and roll from there.

Participant: Excellent. Fantastic Dave thanks a lot.

Dave: So folks have a great day just because you can.

Participant: That's right.

Dave: Okay, have a great day.

Participant: Alright. Thanks, you too.

Dave: Okay, bye-bye.

Participant: Bye-bye.