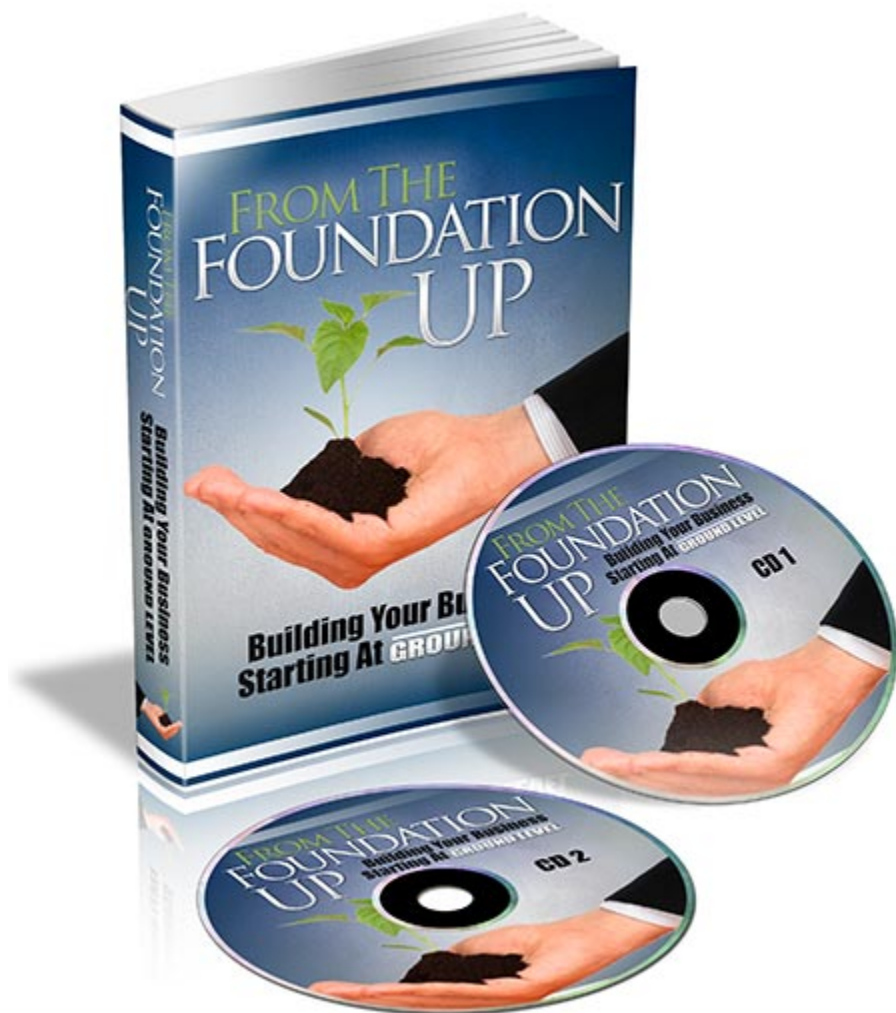


From The Foundation Up

Building Your Business
Starting At Ground Level



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Willie:

I'm Willie Crawford and the primary site that I send people to is The Internet Marketing Inner Circle. I've been online for about ten years. I teach people how to put together their own products and services and market them over the Internet. Primarily, I work with information products. I recently noticed that Terry Telford and Richard Butler were doing and I thought it would be nice to put together a call where they familiarize a lot of my listeners who could use this level of coaching to them.

Terry, who I have seen online for a long time, comes from the marketing and advertising world. In 1991 he graduated with honors from the advertising program at Loyalist College in Belleville, Ontario, Canada. He's moved on since then to a different country I think. After graduating, he started his own advertising agency with a partner. Six months later he sold that agency to his partner and he moved to the big city of Toronto.

Terry's partner, Richard Butler, is a business and life coach and a licensed NLP practitioner. Richard studied economics and Spanish and the University College of Dublin and he went on to get a post-graduate diploma in IT training. He wrote, directed, and taught the first Internet design course at the pre-universal level in Ireland in 1998. He has also presented educational papers on ICT at leading international educational conferences.

I noticed they were doing with YourMarketingJournal.com. I saw that it was a good fit for my subscribers. So, I coordinated with them to spend an hour with us tonight to share some of the things that they teach people as they coach and mentor them through building an online business and doing things in the right sequence. So, I can just turn it over to you guys... Richard and Terry.

Richard:

Thank you very much.

Terry:

Thank you very much, Willie. I'll do a quick little introduction. What we're going to do is put this into three sections. We're going to do Richard first. He's going to take you through what you need to do before you even turn on your computer and before you think about starting an online business. There is a bit of a sequence there that you have to familiarize yourself with. You need to do some soul

searching and spend some time with yourself before you actually get online.

The second part is when I'm going to take you through the nuts and bolts of starting your business, getting your business running, and show you how everything connects and hooks together. The third section of the call is when we're going to do a question and answer section. Richard and I have done these calls a bunch of times, and usually we're a little bit long winded. We try to keep it to about an hour, but both of us are here for the duration. If it takes a little bit longer, we'll be here. We want to answer all of the questions being asked.

Willie:

That sounds good to me, Terry.

Terry:

Okay, thanks. The other thing is we put together for you is, if you go to www.YourMarketingJournal.com/special, you'll end up on the main homepage. There's a free mp3 file that you can download there, but you want to go down to the bottom of the page where it says, "Click Here." That will bring you to the main page of the site. Anybody who becomes a Your Marketing Journal member while we're doing this call right now, Richard and I will give you a 30-minute personal coaching session. The three of us will go on Skype or on the phone, whichever works best for you, and we'll take a look at your business, help you develop it, and help take things to the next level.

That's only for the people who are on the call right now. Anybody who is listening to the call on a recording should have been on the call. We're only doing it for the duration of the call. So, in addition to becoming a member and getting the group calls that we do every month, you're also going to get a 30-minute personal coaching call with Richard and I at the same time. I just wanted to kick things off with that and get us in the right gear. I think first off, we'll start off with you, Richard, so you can take people through what they should do even before they turn on the computer.

Richard:

Thank you for that introduction, Terry. And thank you Willie also. As Willie said when he introduced me, my main background has been education, training, and consultancy. About two years ago I formally got into life coaching. I've always been doing it and it's really a passion that I have. I got into business coaching after that. Then I

studied neuro-linguistic programming, which is a very interesting subject. I'll touch a little bit on that as I go through my section. I decided to take my business online. I actually coach people over the Internet using Internet technology including e-mail, Skype, and MSN, and I found I to be really good.

I saw people going to work, sitting in their cars, and waiting for public transport, and they were just really surviving; they were just going from the morning when they wake up to their job, then back home to bed. Morning, job, home, bed, etc.... That's not really a life. I've been on the Internet for a good seven or eight years, and I did an Internet course, and I heard all of these stories about people making money on the Internet so I looked into it.

I discovered that you can make money, but one of the most important things for people is to have the proper expectation. I ask people, "If somebody came up to you on the street, and said, 'Give me \$10, give me your name and address, and within 30 days I will send you \$15,000 back,' you're going to run away and say that he or she is a scam artist." On the Internet, people get taken in by a lot of these scam sites that say, "It was featured on Oprah," or, "It was featured on Dr. Phil," or, "It was featured on CNN that this actually works." Send \$10 to my PayPal account, write your name on an e-mail, send it off to everyone that you know and eventually you'll get \$30,000 back. Those types of things do not work. They don't work in the real world, and they don't work in the online world.

What we tell people is: you have to start building your business. If you think something like that is going to work, you have the wrong mindset. All of the top guys on the Internet don't make their money by sending \$10 to 100 people and hoping that those 100 people will send \$10 back and so on and so forth. They have products, ideas, and information that they sell. It's something of value.

You can make a lot of money online, and there's potentially no limit, but you have to have a product or service that people want. There isn't a case of making easy money at the beginning. It's not the case of sending \$10 and making a lot of money. Eventually it will come that you will reach the point where you can work three or four hours a day and make \$10,000 or \$20,000 a month. But, that does come after the hard work. You hear about people who make that kind of money, but they put the hard work in.

There are basically two different types of mindsets. The first is the employee mindset. That type is what a lot of people are in. It starts from early on; it probably starts while still in school. It's to work hard in school, get good grades, maybe get a job, maybe go to college, maybe go to graduate school, then get a job. If you work hard, you will progress in ten years time and might become a manager in your particular job. You'll get married, you'll get a house, drive a certain kind of car, and at the end of your career, you may be lucky and make \$60,000 to \$100,000 a year. That is the mindset that people are in and that actually happens to them because they don't realize that it's possible to make more money.

One of the problems with that mindset is that it's a single stream of income kind of mindset. You have one job and that's it; that's where all of your money comes from. What's happening in Ireland and other places in the world is that people come to our companies in the last ten or 15 years that are now moving their operations somewhere else. We're talking about Creative Labs, Motorola, and Intel. People have been in these jobs for ten or 15 years, they might know anything else to do, and suddenly they're left without a job. They left all of their eggs in one basket and have no other source of income.

On the Internet mindset, people have multiple streams of income. You'll hear that phrase a lot. So, they run a coaching program, write books, do joint ventures with other Internet marketers; they don't focus in one area on one income stream. If one income stream dries up, you have another one to generate income. One example of this is AdSense. People used to make plenty of money from Google AdSense. That's starting to get cut down now because of the changes that Google is making. If you just focused everything on AdSense, then you'll find out that your income isn't as lucrative as it used to be.

So, your mindset has to change and you have to think that you can succeed. One of the fundamentals is that you can actually succeed, but you have to believe that you can succeed first. A lot of the time, people have doubts. They say, "I hear that Willie is making \$10,000 or \$20,000 a month, and that Mike Filsaime is making \$10,000 or \$20,000 a month, but I don't really believe it." But, these guys are making that money. It is a fact. But, 95% of people fail online and they fail in business in general. It's the 5% who are focused, who work, who know what they want out of their Internet business who actually succeed. It's an actual business that you're setting up.

To steal an idea from Terry, "If you think of your Internet business as a hobby, you'll make a hobby income. But, if you think of it as a business, then you'll treat it like a business." What we've done in Your Marketing Journal is that every single day we tell you to write down something that you have to do for your business. Then, write down what it will do for your business. "I need to write two articles today," could be your idea. Then your reason can be, "If I know I submit two articles today, it will get search engines to look at me and it can help me get branded out on the Internet." So, everyday you're doing a small little bit.

One of the quotes that I like to bring up is, "How do you eat an elephant? One bit at a time." If you start with a small little chunk, eventually, you will have the whole elephant eaten. That is the same with your Internet business. If you start off small, and everyday do something else for your business, suddenly you'll find that you're making more money now than you used to. You always have to chunk down.

One thing that I especially tell people to do is set your goals. What I find is, a lot of people don't know what they want on the Internet. A lot of people come on the Internet because they want to make money. "How much do you want to make?" "Enough." "How much is enough?" "I don't actually know." So, I tell people that they have to be specific with their goals. They have to know why they want to do what they're doing, how much they want to make, and they need to be realistic goals.

They can't say that they want to start out making \$50,000 a month. That's not going to happen in the first couple of months unless something phenomenal happens. If you're realistic and say, "I'd like to start making an extra \$50,000 a year from the Internet," and then break that down and say, "I need to make \$4,000 or \$6,000 a month," then say, "I need to make \$1,000 a week." That's a little more manageable. Because then you realize that you need to make about \$200 a day. Your goals are your own goals and everybody is going to be different.

One of the things that you must do is you must believe that you can do this. I tell a story of a man who dies, by accident arrives in hell, and meets the devil. This guy says, "You must have many massive weapons that you use to destroy the world. I bet it's guns and weapons of mass destruction." The devil says, "No. Do you want to know my biggest weapon?" The man says, "Yes." The devil takes out

a little box and opens it up. Inside is a small wooden wedge. The guy laughs, and the devil says, "That is the wedge of doubt. Once I get doubt into a person, he or she is destroyed." Think very carefully on that; once you get doubt into your life, it can destroy you.

Examples are... a guy might think that his girlfriend or wife is cheating on him, and he begins to doubt about her being faithful. Then, he starts seeing things that he then interprets as her cheating on him. Then, doubt sets in and fights start. Once doubt sets into your business, the same thing is going to happen. You're going to lose faith in yourself and you're going to worry about things. You have to believe that you're going to succeed. You have to be positive all of the time.

That doesn't mean you always have to be smiling and laughing. There are days that are going to be good and days that are going to be bad, but you need to be positive. One thing that you will not realize until now is the amount of negativity that you are exposed to during the day. The example here is that every morning when I wake up I used to turn on the news channel on TV. I was bombarded at 6 AM of death, people losing their jobs, and accidents. The news never really gave me good news; it was all bad news. I think a lot of people watch the news in some sense because they think that their life isn't that bad when comparing it to the rest of the world.

I would rather wake up, look out the window, look at the garden, and see something positive. I've stopped reading newspapers. Here is an exercise that I was told to do once and you can do it after the call. Get a marker and X out all of the negative stories that are in the first three or four pages of the newspaper. Count how many positive, uplifting stories are left. You will be startled with the amount of negativity that is on those first few pages. So, the thing is, if you're reading the paper everyday, you're absorbing all of that negative literature into yourself. Why not read or listen to something positive about Internet marketing or about how to improve your life? Why fill it with negativity?

My attitude is, people might say, "Richard, that attitude is just escapism. You just don't want to know what's really going on in the world." Well, I want to know positive things that are going on. If there's something that is going to affect me, or something that I really need to worry about, somebody will tell me; I don't need to watch the news for that.

So, that's what I like to do: I like to fill myself with positive things because I think it's much better than seeing or reading anything that's negative. So, again, with my Internet marketing journey, that's what I do. I go for a walk every day for 40 minutes, so I listen to an mp3. I listen to Willie, Terry, Mark Joyner, or whoever it may be. But, I'm constantly filling myself up with these ideas and learning while I'm getting exercise, which is fantastic.

You need to remain positive and make sure that there is no self-doubt. I have a theory that I'm working on called DAC, which is decisions, actions, and choices. I think that the first thing you have to do is decide that you want to get online, and that you want to start a business. The first thing is to make a decision. An example that I would say is that you decided to come on the call tonight. There were three or four other things that you could have done, but you made the decision to get on the call.

After you make the decision, take action. The action could be that while you're on this call you're taking notes and are going to decide about your goals. Whatever it may be; you need to take action. Nike was amazing when they got the slogan, "Just Do It." That's just a powerful slogan. You have to just do it. You can listen to as many mp3s as you want and read as many books as you want, but until you take action, nothing is actually going to change in your life. You could be the most knowledgeable person about Internet marketing and Google AdWords, but until you take action, you're not going to know if things work. So, you need to take action.

What we recommend on Your Marketing Journal is that you just stop buying things for a second. Every single day there is something new that you should know about AdWords, search engine marketing or whatever it may be. You can constantly keep buying information and end up getting information overload. You can get overwhelmed because there is so much information out there. The second action might be to focus in on a particular topic that you want to learn about, and then draw a line in the sand and say, "I have enough information. Now, I'm going to put my plan into action."

The last letter is C for choices. What I like to say to people is, think of everything that you do, and think of how it's going to affect your business. So, Friday night comes along, you haven't really written the four articles that you wanted to this week, do you write those articles, do you watch TV, or do you go out for a few beers with your friends?

It's your choice to make, but think of how that's going to affect your business in the long run.

If you look at a lot of the top Internet marketers, you're looking at about ten years that they have made their fortune in. You can work at a job for ten years, and you will not be at the same level of what these guys are making online. They made choices to actually put work into their business. I would rather put ten years of hard work into my own business than 20 or 30 years into somebody else's business and still only earning \$60,000 a year. So, think about that.

One thing we're not telling you to do is to drop everything, leave your job, and go online to make money. You can do it on a part-time basis. If you're doing it that way, you have to make sure you give on hour or two hours a night to do your Internet business. That's two hours instead of watching television. If you can only do an hour, then concentrate on your business and build your business. Initially, you can build it up until you start generating income and then move on from that. Then, suddenly, when you start making \$10,000 a month, in six, eight, or 12 months, then you start to think if it's worth it for you to put all of your energy into this and consider what you're going to do about your other employment.

The thing you have to remember is that there is no such thing as a permanent full-time job anymore. There are full-time jobs, but not permanent ones. Companies are not really looking out for you; they're looking out for themselves. You can be very loyal to your company but they can turn around and say that it's much easier to outsource to another country and they can take all of their manufacturing to another country. You do want to think about how you can get online and start your business.

There are a lot of people who don't think they can do anything online because they don't know anything about Internet marketing. If you have a lot of knowledge about a particular topic, like painting, that knowledge can be turned into an eBook or audio and sold online. If you're very good at spotting if a used car is worth buying, you can sell an eBook about it.

If I'm going out to spend \$15,000 on a used car, and I can spend \$47 that could save me from investing badly in a used car, I'd pay that money. I know one end of a car from another, I know how to drive a car, but if someone showed me a shiny engine, I'd think it looks fine because I have no idea what to actually look for to see if a car is good

or not. If there was an eBook that said, "Read this to find out the four things that you can check that will show you if a used car is worth buying or not," I would buy that.

So, when you're getting online, it's not necessarily that you're going to become the next guru on Internet marketing, but you can become the next guru on your passion. It can be about assembling do-it-yourself projects like painting your house. People have knowledge in specific areas that others want to know. Don't underestimate yourself; a lot of people tend to do that and say that there is nothing they can do online.

That's probably why people get dragged into the scams online. They think that they don't have to do any work, and money will just pour in; that's not going to work. You have to think about a business, or what Terry is going to talk to you about, promoting other people's businesses. You don't have to have a product necessarily to start off. That's a great thing about the Internet: you can promote someone else's product.

A lot of people have the employee mindset and still believe that they can't succeed online. You definitely can succeed online. What can you do? Well, one thing with NLP is that it looks at modeling, which means that if one person can do something, and you can find out how they actually are successful, you can copy them and be successful as well. There are plenty of how-to courses about how to be successful online. If you buy one of these courses, follow the process and model what these people are telling you, this will give you a better chance of success.

Don't reinvent the wheel. If you're one of Willie's coaching clients, and he gives you a blueprint about what you should be doing, follow that because he knows what he's doing and he has been through this process. It's like a shortcut for you because Willie will tell you what will and will not work. So, don't reinvent the wheel. If you want to find how to be successful, look at the people who are successful. Look at the people who are in your field who are successful and model what they do. They don't sit at home sending \$10 out to 100 people. Everyday they work on their business. Seven days a week they will be talking to somebody, writing articles, or researching products.

That's what you want to do. I have no doubt that everybody on this call can be successful if you put your mind to it. A lot of people don't do that and come up with excuses like, "I don't have the time." Willie,

Terry, myself, and everyone else all only have 24 hours in a day. It's how you use that time. Somebody can be more effective in two hours than in seven if they are highly focused.

When you go into your office or use your PC, have a list of X, Y, and Z and say that you're going to write an article, post on a forum, and do a little bit of research. You have to do those three things. Don't get interrupted with Skype or e-mail, you just focus for those two hours. If you start doing that, like the analogy with the elephant, you'll see that things are happening and things are changing for you.

Always be realistic in your expectations. Before you make your \$10,000 a month online, and this is stealing from Terry a little bit again, you're going to have to make \$5,000. Before you make \$5,000, you're going to have to make \$1,000. Before \$1,000, you're going to have to make \$100. Before \$100, \$10. I'll always remember the first time we got notification from PayPal that said, "You just sold a product." That was probably one of the best feelings ever. That will make you want to go on because success breeds success. There are going to be days that things might not work out.

A thing from NLP is that you should remove the word failure from your vocabulary, and see everything as feedback. If something doesn't work out, look at it as feedback and try to see why it didn't work out. "I tried promoting an anti-virus product, and nobody bought it." Maybe you were promoting to the wrong market. Maybe people who breed horses don't want anti-virus products. Look to see what went wrong and learn from it. Just remove the word failure from this point on from your mindset. Everything you do now is feedback.

If you're doing something that doesn't work, don't keep doing it. If you're spending \$20 a month on Google AdWords, and it's not producing the results that you want, then you have to think what you're doing ineffectively. Maybe the \$20 can be better spent somewhere else. I was coaching a client the other night who wanted to set up a product, but I asked her if her target market was actually online looking for that information. She realized that I was right, and that her target market for that particular product was offline. But, another product of hers can be marketed online. This person could keep pumping money in to advertising for a product, but actually the market wasn't there.

If you do the same things the same way, you will always get the same results. That can work in a positive or negative way. Obviously, if

you're making \$10,000 a month consistently, and that's working, don't change anything because you might lose it. If it's working, build on that particular strategy that you're using. To finish up, and to give Terry his ten minutes that I like to give him, make sure that from now on you believe that you can do things. Set out your goals and decide what you actually want to achieve online, then stick to it no matter what. You have to be determined.

There will be days where you will get knocked back. Think of the story of Thomas Edison with his light bulb invention. He had 9,999 ways of finding out how to build the light bulb. On the 10,000 try, he invented the light bulb. If he gave up after 2,000 tries, we might not have the light bulb as we have it right now. But, he saw that every time we was knocked back and it didn't work, he just had to try something different. If he kept trying the same thing, he would have gotten the same results.

Thomas Edison knew that eventually he would succeed; he was determined. He knew that success would come given the amount of time he was spending on it. He learned from every failure. He knew that one way didn't work, so he tried different ways. Eventually, he knew he would run out of failures. As they say, the rest is history. So, I'm going to leave you on that and hand you over to Terry.

Terry:

Well, thanks very much, Richard. I think that what you covered is really the missing link in a lot of people's journey's online. I think a lot of people come online searching for how to make money online before they take a look at themselves and develop the mindset and a way of thinking that they have to work on themselves before they can run a business.

The next thing we're going to cover now is, as Richard said, my ten minutes. It's going to be the nuts and bolts of setting up your business. What happened with me, and what happens with a lot of people I think, is that there was a point in my business where I got an epiphany. I call it my Ah-Ha moment where everything becomes crystal clear because you look at things differently and something tweaked your thought process and made things become crystal clear.

What happened to me was basically I had a mail order company offline back in about 1993. I was always looking for new ways to find prospects, to advertise, and increase the efficiency of the company.

One of the ideas that I came up with was maybe I could do something using the Internet to cut down on the advertising cost.

I came online about 1996 or 1997 looking for ways that I could promote the business. At that time, I didn't see how the Internet was going to help me because I was more into the offline world. By 2001, I had figured things out and came online and started a business online. It didn't occur to me until about a year later, when I had my first Ah-Ha moment for the Internet, that my Internet business was actually the exact same process as I was doing offline in my mail order company.

That really changed the way I did business. It was at that point where I started to see my online business as a mail order company. Then, I was able to formulate it using the same process that I was using offline, and then things really started to click and come together. The first year I was working online I didn't make any money because I was out there spinning my wheels and I didn't have a mentor or coach at that time to tell me what to do. It was all trial and error. I was out there trying to come up with things.

So, just to give you a quick example of the difference between the online and offline world when it comes to the mail order business, when I was doing mail order offline, I was spending about 50% of the income coming in through the business on expenses. The biggest expense in my mail order company is the advertising. Whether you're sending out postcards, advertising in newspapers, advertising in magazines, fax advertising, whatever it is that you're doing in the offline world, it's very expensive. I was very happy to be able to have my cost low at 50%.

When we do that online and take the same business online, my cost is not 10%-20% depending on what I'm experimenting that month and what marketing and advertising I'm doing. Now instead of keeping \$50 for every \$100 I bring in, I'm keeping \$80-\$90 from that \$100 I bring into that company. So, there's really no comparison, especially when it comes to the financial side of it.

When you also look at the work and the physical labor that you're doing, it's the same type of thing. When you're offline, if you're doing a simple postcard campaign for example, there are seven steps that you go through. You design a postcard and print out the post card. Next, you write everybody's address on it using labels or handing writing them.

Then, you stamp them, run them to the post office, and in a week or two you get orders that start to filter in. Now, you take the checks and deposit slips and run all of that to the bank. Then, you have to wait again for the checks to clear. Finally, you have to package everything up and take it to the post office and mail it. It's pretty much like a shampoo bottle: apply, rinse, repeat. You will be in that constant circulation all the time.

When you get your online business up and running and things are running smoothly, you really have a five-step process, and you're only involved in one step. In the online side of things, you're looking at the same process. You send out an e-mail message to your list. Your subscribers decide if they're going to take a look at what you're promoting, so they go look at the website that you're promoting in that e-mail.

Some of those subscribers will click on the buy button and make the purchase. Their credit card is automatically verified by the payment processing company, whether you're using PayPal or ClickBank or 2Checkout or whatever. Then, your customer is automatically sent to a download area, where they take care of it themselves. The majority of things are electronic. So, they download it whenever they want. If you take a look of where you're involved in that process, you're involved only in step one. You sent out an e-mail. You write an e-mail and send it out.

That's comparing apples to apples because I didn't go through the whole process of how you developed your list offline. But, there is also the list building online which is the same process as it is offline. When you're looking at the actual physical daily process after you have your list built, what you physically do is send out an e-mail. That's your day's work.

There's really no comparison from online and offline, but it is the same process. Online you're working with a mail order business. Your website is a giant interactive brochure. When that hit me, it was my first big Ah-Ha moment. The next thing was actually something that Richard covered: you have to walk before you can run. It's very easy to come online and see all the huge success stories. You're familiar with people like Willie. Now, you make a very good income. Back in the beginning, when he first started out, Willie wasn't making huge dollars. He struggled along the same as we all do.

Willie:

Right. It took ten years.

Terry:

Exactly. That's the point that a lot of people miss. Actually, Willie, can you briefly, if you don't mind, give us a brief history of where you came from? I know you and I talked a couple of years ago and you have a very unique story. You're not a person who was born with a silver spoon in your mouth.

Willie:

Right. I grew up on government assistance living on a tobacco farm. I didn't even think about college until I was a senior in high school. They noticed that my grades were above average and sort of pushed me towards college. After that I went into the military for a career. Somewhere in there I realized that, since my degree was in business, and I've always been interested in business, that I would start a business.

I went on the Internet in 1996 and my first website was nothing more than banners and promotions for things like Internet marketing products. It wasn't until I found a niche and really got focused that things took off for me. I had business training in college, but no practical experience.

Terry:

I think that's great. There are so many people online right now who have a huge potential because they don't have any financial hurdles to overcome. The only hurdle that they have to overcome is the battle with their mind. You've got the people who come online on day one on a Monday, and by Friday they decided that nothing works because nothing's happening.

Then you take a look at someone like yourself, Willie, who comes on with basically nothing, and you persevere and work and strive and get through all of the hurdles. Now, you finally made it to a point where you can say, "I've finally arrived." I find it fascinating that there are so many people out there who come into the online world who haven't experienced anything offline to compare it to and they just come on with the get rich quick thinking.

Richard:

I think that's a very valid point because if you listen to the audios on how a lot of guys got to where they are, we're not talking about people

who came from corporate America who already had a huge business background making \$200,000 a year. A lot of the people who have made it online made it in the past ten years through hard work. That is a fact: there are people who are less fortunate than us on the call...

Terry:

We can mention the Josh Anderson story. He's probably overcome the most hurdles than anybody I've talked to. Josh Anderson, who is a phenomenal Internet marketer now, started off with absolutely nothing. He was homeless at 16 or 17, and he ended up begging on the street making something like 35 cents a day. That's what he was living on. Coming from 35 cents a day to making almost a million dollars in a year... I'm pretty sure that no one on this call can say that they can't make it and have the same story as Josh and come from such poverty.

Richard:

I think you're right. And again, it's mindset. People tend to make excuses to say, "I can't do it because..." and then they will give you a list of excuses. When you hear stories like that, you just have to say to people, "You have a lot more going for you than Josh did and other people have, so just get over the excuses and start doing the work."

One thing I think is that people think it's easier not to do something. If you do something, and you get feedback rather than you failed, then people might laugh at you. People tend to think that they will fail so why try? That's a horrible attitude. So what if you fail? To set up your business online, you need no more than \$1,000 or \$2,000 to get the basics. If you can get that money together, and you have a good marketing plan or journal to keep you focused, then you have no excuse not to be a success. Again, success is completely personal.

Terry:

There's someone who, if he doesn't make \$100,000 in a joint venture, he doesn't feel that it was successful.

Richard:

To a lot of us, that would be more than successful. But, success is different for different people. It may just be getting that first \$10. So, don't think that success means that you start Monday and by Friday you're going to be driving a Ferrari. That's not going to happen.

Terry:

You're back to the point that we were talking about. You have to make your first \$10 online. It really works hand in hand: you have to make your first \$10 before your first \$100, your first \$100 before your first \$500, and on and on. The other thing is, when we're comparing the online/offline world, another thing you touched on is that \$1,000. I like to use that rule of thumb. When I come online, I realize that I'm going to start a business, so that means I'm going to have some expenses. The first thing that I'm going to need is some seed money; I'm going to need some of my own money if I'm going to start my own business.

You can boot strap your way in; you don't need a lot of money. Rule of thumb, though, is that I would say \$1,000 to start off and a maintenance fee of about \$100 a month. Of course, you can come in for a lot less and patch things together until you can finally afford it. If you want to start a business and really set yourself up for success right away, look at having about \$1,000. That's not \$1,000 that you have to go out and buy a website with. You need some software, some tools, some programming, and some marketing.

What's going to happen is, in the very beginning, you don't have a list and you don't have those basics that after the first six months you're going to have. Your main asset in your business, because it's a mail order business, is your list. To be able to build that list, you need to advertise. There are free ways to advertise, but the most effective way is to get out there, spend a little bit of money on advertising, and build that list first.

So, really what we're looking at, is we're going to go through a quick, little process. It's pretty much a six step process of how to get online and make things work. At the very basic level, number one is regardless of if you have your own product or if you're going to be an affiliate. What we recommend in the beginning if you're just coming online is to not spend time trying to develop your own product. You're going to waste a good two or three months trying to develop a product when you should be spending that two or three months learning how to market and learning how to run a business online.

The first thing that you want to do is actually join an affiliate program or a few affiliate programs. The next thing that you want to do is set up the business for yourself. Regardless that you're an affiliate for other companies, you have to start branding yourself and start running your own business. You're not simply an affiliate for someone else's

business; you are the marketing manager for that business. That's the mindset that you need to take. You're the marketing manager for five different companies, for example. You're the CEO of your own marketing company. As your own business, you need your own domain name; you need your own website

The first thing you do is get your own domain name. A very popular place is GoDaddy.com. That's where I register all of my domain names, and that's something like \$9 or \$10 a year for your domain name. Your domain name is your www.YourMarketingJournal.com.

The next thing you need to do is get some hosting because you need some place to put your website. You can get hosting at thousands of places. GoDaddy.com offers hosting, but I don't recommend Go Daddy's hosting because they don't use CPanel. CPanel is pretty much the most popular control panel that is going to run the back office of your website. I recommend that you go and find a web host that offers or runs on CPanel. The hosting company that we recommend is run through HostingTerry.com.

Now you have your domain, and your domain is pointing towards your hosting company. The next thing you need to do is upload a website. So, you have to build yourself a little website. A lot of the time, your hosting company will provide some software that you can use to build your website. That's a good way to start if you've never done it before. Most of the time, the software they provide is very simple to use.

So, use that software, get things rolling, and when you're ready to upgrade to an independent piece of software that you're going to run on your desktop, then you can look at something like WebsiteTerry.com. That's a very powerful piece of software that allows you to develop your own website on your desktop. That's after you've experienced a few months using the software that you're using on your hosting company.

The thing about developing your website is that you want to do it so the index page, which is the first page that people see, is a landing page which is a page where you're going to collect people's contact details. A buzzword online right now is a squeeze page, because a lot of webmasters squeeze your name and e-mail address out of you before they let you see their sales message.

That's one tactic, which I suppose is okay, but I don't agree in forcing people to leave their name and e-mail address before they see my sales page. The reason is because 30%-50% of the people that come onto your page are going to leave their name and e-mail address because they're interested in what you're offering. If you go to YourMarketingJournal.com, you're going to see our landing page. Our landing page is an interview that I did with Tellman Knudson and he explained how he made a million dollars in his first 12 months online as an affiliate.

It's really hard-hitting information and it's a great thing to download. You get that by entering your name and e-mail address. But, you don't have to. If you're not interested in that interview, down at the bottom, it says, "If you've heard the buzz about Your Marketing Journal, and you're not interested in downloading the interview, but you want to see what Your Marketing Journal is all about, click here." That leads into the sales page.

I'm not losing 50%-70% of the people who visit the landing page. They're not going off saying, "Well, I'm sick and tired of signing up for everything all of the time." They actually have the option of looking at the sales page without having to leave their name and e-mail address. So, now we've collected 100% of the people. They're either going to leave their name and e-mail address, or they're going to click in to see the actual sales page. We don't lose anybody.

The other thing is, just to explain about the sales page, the little form that you see on sales pages is very simple. It comes from your autoresponder. It's just a little piece of Java code or HTML that your autoresponder generates for you that you just have to cut and paste into your landing page in your website, and that's it. So, putting together your website is very simple. You just have to have your landing page, which is the page that people are going to sign up for, and you can have as many more pages as you want but you can simply have one or two more pages where people end up going after they sign up for the free offer.

The other thing that I want to mention is about autoresponders. It's very crucial that you choose an autoresponder with a high deliverability rate. You can have autoresponders that you have the script installed on your own website, or you can use third party autoresponders or autoresponder services. What we recommend is AutoResponderTerry.com; that's powered by AWeber.

The reason I use AWeber is because they have one of the highest deliverability rates online. They get your e-mail delivered... the filters are so strong sometimes that it filters out e-mail that people actually want to read. Places like AOL, Hotmail and other places that it's very difficult to get your message through, AWeber is able to get a lot more messages through and if you have your own service that you're running on your computer.

Something that I hope you kind of picked up on when I was going through the six points is the really strange URLs. HostingTerry, WebsiteTerry, AutoResponderTerry... all of those are actually affiliate programs. When you get your affiliate program link... say you're going to promote Your Marketing Journal. If you get a link like YourMarketingJournal.com/cgibin12785?lm3, that looks completely unprofessional. You definitely don't want to put that into an e-mail. It looks very unprofessional and there are also some people out there who don't want to click on affiliate links because they'd rather go directly to the site which would bypass your affiliate code and affiliate commissions.

What I've done in the main affiliate programs that I promote including hosting programs, website programs, and autoresponder programs, they are just very simply a domain name that is forwarded. That means it points to my affiliate link. So, my domain name, for example, AutoResponderTerry.com – all I do is forward that to AWeber.com/28935 or whatever my affiliate link is. But, people don't see that affiliate link. They click AutoResponderTerry and end up on AWeber's page and go through the information. That's one way of doing it.

The other way to do it is to give people a choice. Maybe you have three autoresponders that you want to recommend: AWeber, Get Response, and AutoResponse Plus for example. The other thing you can do with that, is AutoResponderTerry.com can be a simple one page website where you review the three autoreponders that you would recommend and tell people the pros and cons of each one so they can make the decision. Those are the two ways to go about that.

At the same time, you're branding yourself. When we talk about branding, we're not talking about Coke or McDonald's type branding where everybody in the world is going to know about AutoResponderTerry. The branding that you're going to be doing is basically branding to your circle that are in your database.

So, when you're contacting these people through e-mails, you're branding yourself by showing people who you are, the type of person that you are, the type of services that you're offering, and that type of thing. That's what kind of branding that you're doing. You're developing a feeling among the people that know you.

If you're on Willie's list, you know what kind of person he is. You know he's a solid individual. You know he's not out there to scam you. You know he's doing coaching calls every Saturday. You know that he's there for you. He's not hiding behind his websites; he's got his contact information on his websites. He answers his e-mails and telephones.

He's one of the only people that you can call his telephone number and he'll pick up in the first three rings. That's not common. That's branding, though. You get a good feeling of who the person is. That's what you want to be doing to your database while you're developing your list and building your database.

The other thing is gathering people's e-mail address and contact details whenever you're creating your landing page. You want to do that because 97% of the people who visit your website aren't going to buy anything. If you have a good conversion rate of 3%, somebody is going to buy something the very first time they read your sales page and say, "Yea. That's me," and click the buy button.

The other 97% of people on the low side are not. If you don't have a way to contact these people again, then they're just simply visitors to your website. You don't have them in your database so you don't have any way to contact them to show them why they should come back to your website. That's another reason that you need to get their contact information.

On average, you have to contact somebody seven to 12 times before they actually make a purchase. They might see seven or 12 or 15 of your e-mails before they come back to your website and say, "You know what? I actually see that you're a real person. I have a trust starting to develop here because I see that you're doing a very quality service. Now, I'm ready to buy." You don't know what stage these people are in their lives.

You can send out an e-mail and some people may be ready to buy today, but most people aren't. You can send out that exact e-mail tomorrow and maybe the person who isn't ready today to buy

something will be ready tomorrow. So, it's really a matter of hitting people at the right time in their lives, and you have no way of knowing when that is. So, it's important to collect the contact details of the people.

Once you've got your website in place, and the nuts and bolts are there, and everything is set and ready to function, the next thing you need to do is drive traffic to your website. This is where a lot of people fall down and drop the ball. There are so many ways to drive traffic to a website that it's difficult to pick what to do first. You can read one eBook that says use pay per click search engines, one that says to use classified ads, and one that says he or she uses press releases, articles, and forums. There are an infinite number of ways to market and get people to your website.

You need to focus on one at a time. Start off and say that you're going to do pay per click search engines for a week and see what happens. Read something on pay per click search engines. When you get to that, Perry Marshall is really the pay per click search engine guy. He wrote a book called [The Definitive Guide to Google AdWords](#). You read that book and find out so much information about placing Google AdWords that it's an education in itself.

If you go out and try to stumble your way through it because you don't want to spend the \$40 on the book, you waste your week trying to find out how to use Google AdWords. If you spent the \$40, and take the advice that Perry gave you, it's not reinventing the wheel. It's back to what Richard said: go ahead and follow somebody that has been there before and you don't have to reinvent the wheel. Follow that solid plan and go along with it.

What we've got actually is an affiliate website called MarketingTerry.com and it is a complete set up training modules and software and tools that really help you drive traffic to your website. You just basically start at the beginning, click on the first button, one, two, three, four, five, and go through the whole process.

Get some training on pay per click search engines, go to some pay per click search engines and put your process in action. Training, action, training, action. The three corner stones of building your business are mindset, education, and action. Or, like Richard said, you have decision, action, and choices. You really have to put that into effect.

That's really the very basics. Of course there are a lot of details that we don't have enough time to cover. We could be here for six or seven hours if we gave all the details. But, that gives you the basics and let's you put a plan together with a good idea of how to go about things. What we're going to do is, within the next 48 hours, we'll have this call up on a website so you can download it and review it again.

Along with the call, we're going to give you the notes that Richard and I used to follow along and make sure that we didn't miss any of the points that we wanted to cover. So, you're actually going to get our speaker notes as a PDF file so it makes it a little bit easier to follow along with the conversation as well.

The final thing that I wanted to mention one more time is the special offer that we're putting up for it. It's just while we're on the call. You're going to land on your landing page. If you don't want to download the Tellman interview, go to the bottom to the link that says "click here" and go to the sales page. That's the normal sales page; you're not going to see any splashes or banners there. But, what we're doing is monitoring the time that the sales come in.

If you become a Your Marketing Journal member while we're on the call, Richard and I are going to spend 30 minutes with you helping you build your business. We'll look at your website and business model. If you don't have a business model, we'll help you develop one. Basically, we'll take you from wherever you are right now and help lift you to the next level. The actual value of that is \$150. So, you'll get 30 minutes with Richard and I, which is a \$150 value, for free if you become a Your Marketing Journal member on this call.