

Alex Mandossian: “Creating an Internet Marketing Business

Facilitated by Marilee Tolen

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Marilee Tolen: I'd like to welcome everybody to another wonderful night of the introduction to Internet marketing program with myself, Marilee Tolen and a wonderful guest expert that we have that I am very, very excited and honored to have with us tonight. I'd like to tell you a little bit about our guest. Our guest Alex Mandossian has hosted teleseminars with, and has great respect from famous individuals such as Stephen Covey, David Allan, Mark Victor Hanson, Jack Canfield, Brian Tracy, T. Harv Ecker, Bob Procter and Joe Vitale - two of the brains behind *The Secret*; and Alex has generated over \$233m in sales and profits for his clients and partners via electronic marketing which includes Internet marketing which is the topic he's going to cover here tonight with our group. He is the CEO of Heritage House Publishing, a company that re-purposes written and spoken educational content for worldwide distribution. He is also founder of the Electronic Marketing Institute. Alex has trained over 9,000 teleseminar students, of which I am proudly one, and he teaches us that any entrepreneur can transform their annual income into their weekly income once they apply his principle-centered electronic marketing strategies. Alex did something like this himself with his 2001 annual income which became his hourly income by 2006, and he also tripled his days off. Alex lives in the San Francisco Bay area with his wife Amy and two children Gabrielle and Briana and he enjoys over 93 days every year. I am so grateful and honored that Alex is taking this time out of his very busy schedule to be with us tonight. Well welcome and thank you so much Alex for being here tonight.

Alex Mandossian: Thank you Marilee, I can't wait to get started.

Marilee: Well, before you do, I just want to remind you that you made me promise to tell a little story on you, or a little story on me, when we did this call so how about if I take a minute to do that?

Alex Mandossian: Well, it's a little story on us and it's a good one, so go ahead.

Marilee: OK, well back in December everyone I was a little upset about an affiliate issue that I was having with a program that Alex was running and I had a misunderstanding. I called Alex about this because I felt a sense of urgency to talk to him about something before his program got started and what was most amazing to me was that Alex returned my call. He called me not once but twice on the day that he was starting a very big event. I was so impressed by his integrity and caring and these are qualities that Alex exemplifies and in my opinion they are the ones that I hold in the highest regard, and hope to, with Alex's help and being a student of his, to model after, so thank you Alex, so much.

Alex: Well, it was an opportunity because a breakdown is an opportunity for a breakthrough. It's easy when things are going great but when they are not going great, and you were upset, and I wanted to make good on that and make sure that we are clear with each other as we move forward because it is tough to be a student and learn if you are upset with your trainer and

teacher. So I hope I resolved it with you and this is the result of that because we discussed it and I said "if you tell the story then I am more than willing to do the training on your own teleseminar because it hopefully will make an impact on someone listening and they will do the same when they are in the exact same position" so thank you for sharing that.

Marilee: Well thank you very much. I know there are so many different things you are teaching. You are in my opinion becoming a legend in the information age here, and tonight we are selecting the Internet marketing business which I know you have a great story behind how you first started so if you could share with the students tonight who are studying the basics really in Internet marketing. Which specific incident in your life first inspired you to start your Internet marketing business?

Alex: Well, it's a great story for me because it happened, it's true and it changed my life and it didn't happen all at once, it happened gradually and before I tell the story, we've talked about electronic marketing- you introduced me as an electronic marketer, so to be perfectly clear what that is, an electronic marketer is someone who is a specialist or expert in the area of electronic marketing which is dealing with marketing with venues or distribution channels that involve a plug or a battery, so for example the Internet involves a computer which involves a battery or a plug. Fax broadcasting is electronic marketing, 24 hour recorded messages is electronic marketing, television advertising such as direct response TV: electronic marketing, those infomercials and spot television that you see, TV Spots - that's electronic marketing. Radio is electronic marketing, email marketing: electronic marketing, so anything with a plug or a battery involves electronic marketing.

I'm a pretty good copywriter, I've done base advertisements in magazines and newspapers, direct mail, but I've found that is not fast enough, it's not a swift enough modality to get results back because my success rate accelerates when I double my failure rate and the faster I fail meaning the faster I get results and find out something is not working, I can shift and move into something that is working and electronic marketing gets me there faster, easier, better and with the least amount of human effort, so the specific incident that got me involved with the Internet had to do with electronic marketing in the area of infomercials and infomercials I'm sure everyone listening knows what an infomercial is, it's a 28 minute 30 second television advertisement, it is an editorialized advertisement so it tells a story.

Usually higher end products so Guthrie Ranker has had many, many success stories such as the Tony Robbins Personal Power Program, the Victoria's Secret cosmetics line and Victoria Jackson, so on and so forth. I was involved with the thigh master campaign with some country line-dancing videos and everything you can possibly think of if you're an insomniac and stay up late - early in the morning or late at night, between the hours of about 1am 'till about 6am 'cause that's when the least expensive time-slots are for advertising - that is a form of electronic marketing called TV Direct Response Advertising. I was very good at that but it was very, very expensive. One day in the year 2000, I believe, I was in New York City working for an agency and I was a chief marketing officer of that company and I was just putting - if you can picture this, my hand was on my chin, my elbow was on my desk and I was looking up a website and I was just sitting there pondering.

I don't know where my mind was floating to but I realized that I was on that website after having lunch and just sitting there loomng and looking and reading, then going to a bathroom break, coming back, having a lunch break, coming back - I was on that website for about four and half hours and I realized that if I had purchased four and a half hours worth of advertising it would have cost me well over \$300,000, but that it cost zero for that website owner for me sitting there and lurking and reading, so I thought "wow, this involves the same skills as TV advertising". It involves movement because there is movement with television; it involves audio which I was an early pioneer in adding audio to commercial websites. It involves color - it wasn't about black and white, it was about full color, screens were full-color back then. It involves interaction. I mean I can tell how far someone has read on a web page, I can tell what they have clicked, I can tell how many people have landed, how many people have left, I can tell instantly how many people have purchased, it involves testing and tracking in that regard.

So I thought it has everything that TV advertising has and radio advertising which I was good at but it's like going to heaven without the inconvenience of dying because I can do this without costing a lot of money and so I thought I don't have to spend the same amount of money, I can use my same talents and skills and so after the birth of my son Gabriel in the year 2001, we moved from New York City to Marin County, which is where I live now, in the bay area, San Francisco bay area, just north of the Golden Gate Bridge and I started an Internet marketing business in 2001 and I haven't looked back since. I've just moved forward and I want to make perfectly clear to everyone listening, it doesn't matter where you are, doesn't matter how much you know, it doesn't matter, if you're just starting up, the Internet is about two things - it's about communication and it's about distribution. It's about distributing your product, if you have one, or it's about communicating what your product or services are about, if you have one.

It doesn't matter if you're an online marketer or off-line marketer, the two things that you do is communicate less expensively and distribute less expensively but it is just not about distribution and many people have that misconception that selling stuff online is what Internet marketing is, absolutely false. If all you do is communicate online and sell off-line, if you distribute your information about what you do and what you stand for online, it's a lot less expensive than sending a postcard or a direct mail fees. So it's all about communication and it's about distribution, if you do both, then you don't even need to know how to put up a web page as I do not and the people, they don't believe that that's true but it is, whether you want to believe me or not, I do not know how to put up a web page. I am very good and talented in training people, how to build their businesses, entrepreneurial CEOs, many of whom, I bet you are an entrepreneurial CEO right now if you're listening, no matter what business you're in, I can teach you how to get more done, faster, better with less effort on the Internet, if you simply focus on what you're good at and not get focused on trivial things like putting up web pages because there are plenty of webmasters in the world to do that for you.

So that was the specific incident which is staring at a web page and realizing that I would have spent over \$300,000 in television advertising if I had spent that much time on TV media and that changed my life and ultimately in the year 2001, my annual income that year turned into an hourly income in the year 2006, it took five years, which isn't a long time but you can't do it in any other business but the Internet. Many people feel it's a get rich quick modality, it is not. I don't think it's

get rich slow, it's certainly less expensive than a McDonald's or a Kentucky Fried Chicken's franchise but if you stay with it and your efforts will cascade, accelerate and you will one day turn an annual income that you have now, into a monthly income hopefully three to four years from now. I hope that answers your question.

Marilee: Yes, well how would you then define Internet marketing for a newbie or for a veteran?

Alex: Well, the veteran for me is someone who has turned pro and this is going to sound absurd but it's true and you know this, having on to a teleseminar secret, if you have a pen at home right now or if you're calling from an office, wherever you are, if you're in a car, don't do this but if you're listening right now, I don't care if you're left-handed or right-handed, do this for me right now. I want you to, and you too, Marilee, if you take a round dot, just take a little dot about an eighth of an inch in diameter and just put it on the left hand side of your sheet of paper that you're looking at, hopefully you have one in front of you and then draw a line about four inches to the right, from left to right and then draw another dot there. We have a dot on the left hand side, you draw a horizontal line, looking horizontal and going horizontal from left to right and then there's another dot about four inches, do that for me right now. Mary-Lee, when you're done, let me know.

Marilee: OK, I have done that.

Alex: OK, and then now draw another line but only make it half an inch, and draw that. So you have one dot leading to another dot and that's about four inches and another one about half an inch and eighth of distance of the original line, tell me when you're done.

Marilee: OK.

Alex: OK, now above the left hand dot, all the way to the left, but right above that dot, put the word 'idea'. Many of us have ideas of how to make money, monetizing, a passion that we have or an idea that have and that's great. Now above the first dot to your right, which is about four inches over, just above that dot, write down 'one dollar'. You got it?

Marilee: OK, yeah.

Alex: OK, and then the dot which is the third dot, all the way to the right and write down 1,000,000; that stands for one million.

Marilee: Wow, OK, with a dollar sign?

Alex: Sure dollar sign.

Marilee: OK.

Alex: Just for posterity. So we have idea four inches over one dollar and then about half an inch over, one million dollars. I have no idea if you're going to believe what I am about to tell you but

this is absolutely true, based on my knowledge and based on my experience and that is, for a newbie the evolution of a newbie, meaning someone who is just getting started and overcoming all the obstacles, all the distractions, probably everything that you're doing right now that's getting in the way of fulfilling both the love and the life of your dreams. I don't know what that may be but it may be getting in the way of you wanting to do what you want to do - simply because there are distractions there. There's a lot of effort and there's a lot of pain associated with that because you wanted to try something new and it takes time and effort.

Between an idea that you have whether it's online or off-line, and making your first dollar, which is truly turning pro, it's the transition between amateur and professional. It's going from non-tax deductible activity to tax deductible activity because now you're a real business. That's the difference between a newbie and a veteran. If you recall Mary-Lee, we had a competition called 'The Mega Challenge' for teleseminar secrets and everyone in the newbie category with people who had never done teleseminars or had done teleseminars but never made their first dollar, and there was another category of people who made their first dollar and beyond. One dollar, not a million, just one dollar and I am going to make the claim and it just happened to be that there were six times as many people in the newbie category for our course than they were in the veteran category because there are a lot more people, at least in my case, six to eight times more people between the idea and one dollar stage than there are from the one dollar to a million.

Many people want to go from zero idea to a million and leapfrog that one-dollar. My goal is to get you to make your first dollar, that is the breakthrough, that's where you turn pro and if you're willing to go through that process, know that the distance between an idea and a dollar is eight times farther than between one dollar to a million, in time and in distance, between resistance and obstacles and on how easy it can be and what's funny is, going from one to two dollars is just as easy as going from one million to two million, it's just 100% increase.

But people look at one million to two million as a lot more profound, but for me it isn't. For me, it's just as victorious to go from one dollar to two bucks because you have just doubled your income. Now many of us are impatient. We need to make a living, we need to eat, and we need shelter so we focus on the million or a half a million or a quarter million or whatever that amount is.

I am here to tell you that the difference between a newbie and a veteran online is the difference between making a one dollar amount of money online and making zero and the moment you make a dollar, that is such an amazing accomplishment and such a reason for celebration that I make a big deal out of it with my students because it's not about making a living, it's about becoming relevant and valid, it's not validating your effort. And that one dollar turns you into a pro, now you're a professional and you've made your first dollar.

I hope that makes sense to everyone listening. I hope you take it to your heart because certainly I'm having it come from my heart. When you understand this you will no longer have violated expectations of making money fast online. Your focus will be on that one dollar, and it won't be focused on the million. Your true north in Internet marketing, true north, where your compass should be focused on and pointed at, is the one dollar. The moment you make your first dollar, focus on the second one. The moment you take two, focus on the fourth, and then the eighth

dollar, and then the sixteenth...just focusing on doubling. And when you do, your expectations will be focused on where they should be. You will not be disappointed, and within a good amount of time (sometimes it will take three years) your annual income can become your monthly income.

Marilee: It's so exciting Alex. One of the things that has always impressed me about how you teach is that you do take the people that have the ideas. And it seems that people who are even drawn to Internet marketing, they're idea people anyway. It just seems that in that whole world of Internet marketing you don't know what to do, how to package it and where to put it in. I've watched you be so incredibly creative in helping people to package their information - everybody on the call tonight, for example. A lot of them are health-care professionals or healing-arts practitioners and they've great ideas. They want to package them and get it out there. I know you have a lot of success stories. Can you share some of the success stories with us that give people ideas of what they could maybe do?

Alex: Certainly. I will tell you and I will show you tonight, how to find an area or a niche that hopefully you are interested in and how you can monetize it. "Monetization" means making money. What I do want you to get over, if it's ever been a challenge for you, is monetizing your passion, meaning monetizing what you love to do, is OK. You do have permission to do that, no matter what that may be. A lot of people have guilt surrounding that. I did too, for some reason. I thought I would make money off things that I don't like. The biggest mistake people make with their Internet marketing is focusing on two new things versus just one new thing. For example, if you were a health practitioner, or if you were a plumber, or if you were an accountant, and you want to get out of that field - that's great! But it would be extremely difficult for you to learn a new field and learn Internet marketing at the same time. One thing is enough, and marketing is a big deal, as it involves a lot of training, many of which is counter-intuitive.

So, what I would do is focus on what you are really good at, what you know about; so you don't have to unlearn that and just stick with it. You know, familiarity doesn't have to breed contempt, especially familiarity with a passion that you have. Focus on what you love doing and then find out how it applies to the Internet.

Now let me give you a few examples. Three specific Internet-marketing success stories, they're all mine and I know them intimately, so those are the ones I'm going to share.

Marketingwithpostcards.com is a great example. In the year 2001, I was laughed at. I was laughed at for a couple of reasons: number one, I'm not technical. I'm a techno-dummy. "How to put websites up for dummies." I don't even understand that book...

Marilee: [laughs]

Alex: Because I don't choose to! It's not what I'm good at. Why strengthen a weakness when I can strengthen strength? I'm a good trainer; I come from a lineage of teachers. So I know I'm good at that. I'm also very good at taking complicated things, and making them sound very simple. Hopefully, I'm demonstrating that to you right now, if you are listening and taking notes.

So, in the year 2001, I made a decision to focus on something I knew a lot about, and what I knew a lot about was postcard marketing. Ironically, it wasn't electronic marketing, but it was something I knew a lot about and I wanted to bring that to the electronic-marketing media, which was Internet marketing, because it requires a plug or a battery, right? If you have a laptop, it's a battery; if you have a computer with a desktop, of course there is a plug attached somewhere. If you're listening right now, teleseminars, which this is, that is electronic marketing, which I'm very good at. That is electronic marketing because it involves a plug or a battery. You have a cordless phone: you have a battery. If you have a corded phone: it's a plug!

OK. So marketingwithpostcards.com was the first website that was ever put up, that had some very big breakthroughs. And all I did is I took my infomercial-marketing skills and I brought it to the Internet in an era when people were selling \$20 e-books. I'm going to say I had the courage and the guts to sell a \$247 three-ring binder course on how to market with postcards. The reason I knew a lot about postcards, is because my former life was selling, promoting the highest-cost toothpaste in the world. It's still available today, I still have equity in the company;, it's called "Supersmile" (you can go to supersmile.com and read about it). I still utilize the product. I'm a shareholder in the company but I left New York City, which is where I was working on that toothpaste. My partner was a world-renowned dentist, who invented the bonding technique, and what I brought to them was the ability to go to QBC and home-shopping networks -- again, that's electronic marketing, it's the television.

We created an infomercial and various different electronic modalities. But the number one way we got into retail stores, and it wasn't Walgreens or Kmart or Wal-Mart, we got into Day Spas... The way we got in there is, one day I just thought of a headline and it was, "What good is perfect skin or perfect hair, if you don't have a perfect smile?" If any woman has been into a Day Spa, you know that it's about the skin (there's an aesthetician there), or it's about the hair, or the nails - it's about beautification. What's missing in Day Spas is toothpaste! Especially whitening toothpaste. So this was an \$18 toothpaste, which I thought, compared to a \$50 eye cream, it was a drop in the bucket! It was nothing!

So I had this idea to go into a niche that was untapped. By the way, great business idea: find something that may be common in a Wal-Mart, or Walgreen or normal distribution channel like that, but go into a new area of distribution. Such, for me, was a Day Spa. And that ended up becoming a largely profitable venture for us.

So, what I did is I started promoting this toothpaste with postcards. I would send postcards to Day Spas on a daily basis. So I learned a lot about postcards. I took that talent, and I wanted to teach other entrepreneur, other marketeers, how to market with postcards. That ended up becoming my product.

So I wrote a course on it and, unlike a book, you can take the same content in a book, put it in a three-ring binder, put it on 8.5 x 11 inch sheets of paper with three rings, three holes on the left hand side, put it into a three-ring binder and boom! You go from \$20 product to \$247 product. And I was laughed at, because in that era (in the year 2001) that was unheard of. No one would ever have the gall to do that. Well, I did because I thought it was worthwhile.

I slapped on a bunch of bonus gifts and we had some huge breakthroughs with online audio that we had. We had a little thing called "Print this page", which is very common these days but was unheard of back then. We had an auto-responder sequence (I will talk about later what that is) because I didn't expect a first time sale. I expected people to be interested, but not buy immediately, and that was called the "opt-in" process - we created what's called the "shy-yes" or "squeeze page", which today is common, back then was unheard of. And I started selling this course. I went from selling one course a week, to one course a day, to three courses a day, to generating five-figure profits after about a year. Again I did it with less than 100 visitors a day, which, again, was unheard of. And the reason it was unheard of is because everyone was selling \$20 ebooks. I had to sell ten times less and I would still make the same amount of profit.

So that was my first success story and you can look at that, that the sales letter hasn't changed in five years, that's the beauty of it. If you go to marketingwithpostcards.com, the sales letter is the same, you can pull, list, borrow anything you learn from that sales letter as far as online audio or the way I have it structured. You have my permission to do so, why not? That's one success story and that has been generating five figures month after month after month since the year 2002. It took about ten months to a year to get there and then it has never dropped since and that's the power of the Internet because I can sleep, I can go on vacation and I can work on other things and that business keeps generating revenue and none of the traffic comes from search engine, if you're wondering.

That's success story number one, another success story is marketingminute.com. So after I have about five years worth of success stories, what I did and decided to do is have people get access to my work with the lowest amount of cash outlay possible and so most of my courses, you know, as you know Mary-Lee, they're in the \$1,500 to \$2,000 range, they are usually high end and they are high end for a reason because they're not only worth it but the alumni get to come back at no cost. So I want to create a high-high bar so people understand that they're on.

Trial and they need to learn this. Well, what I decided is after having about five years of content, I wanted to give people access to my material on an annual basis, on a weekly basis for about five minutes a week, it's about \$250,000 of continuing education and that became the headline, marketingminute.com, the fastest and easiest way to get to the heart for over \$250,000 of continuing education in less than five minutes per week.

How to find your online voice, the fastest and easiest way to start making money, the best method for prospecting with online audio, overlook secrets that increase your opt-in rates and in getting new leads by 73%, these are the bullet points on that page. When you go there, you can check it out. What's important here is this took almost zero effort because I allied myself with a strategic alliance partner which I would recommend all of you listening right now to do and he did all the work, he did all the heavy listing, I just had the content and I have a \$20 a month, electronic e-gram that comes to people who decide to subscribe. They can quit at anytime or they can get a full year or two months off. This is a very simple strategy that any of you listening right now can do. If you have a body of content that you think is worthwhile, charge people twenty bucks a month and if they decide to buy a full year's worth in advance give them forty bucks off which is two months, twenty bucks each, that's forty bucks off, they can get in for \$200.00 versus twenty bucks a month,

it's a great model and if you have the body of knowledge, you're not creating anything new, you're just working on what you already have.

So marketingminute.com you can go there, you can pull and Mary-Lee tell them, when I say pull it, copy me, model me, I truly do mean it. Is that true?

Marilee: Absolutely, absolutely you're so generous that way, Alex.

Alex: I am selfishly benevolent actually because if anyone starts making a lot of money they kept it, they typically let me know and then I go great, let's joint venture, right? So this is our first, you and my first run at a possible joint venture and this is the way it begins, a teleseminar.

Then the third success story is something that has been beyond my wildest dream. I never even had any idea that it would be this successful and that has come of seminar secrets which you participated in and it's an area where I am truly my best at, which is training. I chose teleseminars, which like this, people come on to a bridge line, they mute themselves out or they are muted out by the moderator and then they teach. The reason it's so appealing to me is because I am, as you get to know me, a family man and I wanted my kids and my wife to recognize me in old age and not having to travel the world like my buddies do, 220 days out of a year and come back and say, "Do you remember me? I am Alex. You remember what I look like", you know, and then have them tell me like, get one of those, "God, I thought you were a little taller".

So in doing teleseminars, I have done it purely for my family. It is a bedroom, my home, I converted to an office and I get to go to heaven without the inconvenience of dying, I mentioned that before but it's truly what it is, I get to get when I want and want what I have, because that's what's most important to me, is to stay home and to actually watch my kids grow and be part of their education and because I am really good at training and in this area I teach people how to conduct teleseminars and how to do it so that they become not only more appealing but they monetize it, they make money. They go from amateur status to pro-status which is making their fist dollar.

Well, I get to do it from home and cover some other secrets which is a teleseminar series on teleseminars has been my signature training product and it is incredible. We started with 150 people, the first year and then the next year we went to about 450. Last year we had 650 people taking it and this year I am expecting over a thousand and the people who promote it are typically the students, because they want to go from amateur to pro status and they believe in it because they have experienced it and so it has been so successful because what I learned is that people of any, it doesn't matter any gender or any ethnicity or any type of business, they will support what they help to create.

People support what they help to create, that's worth writing down. So my students end up becoming my champion affiliates, meaning the resellers and we're going to talk about affiliate marketing, what that is and what it looks like but if you deliver content that's world class then your own students would become your best evangelist or help promote. So I am only responsible for about 50% of the students that come in, my affiliates are responsible for the other 50% and I

typically pay them almost 50% of the tuition which is a lot. It's \$2,000 tuition. So I think I am most proud of teleseminar secrets because like with you, I have attracted and had been attracted to new ventures and the goal was to go from student to affiliate, to partner.

My goal is not to just have students or affiliate partners. it's to teach these students to become affiliates so they know how to Internet market and then ultimately become strategic alliance partners and I can count to date about 11 of those students who have been strategic alliance partners and both of us together have made over ten times what they paid in their tuition with teleseminar secrets and that's what is most comforting and what would I am most proud of is when I teach them and that ends up becoming a business opportunity for both of us.

So those of are the three success stories and the easiest way to see the result is just to go there and model and take from what I have done and apply it to your own business marketingwithpostcards.com, marketinminute.com and teleseminarsecret.com.

Marilee: Oh it's just so very exciting and it gives us a lot to really aspire to Alex. The people on account taking this course, a lot of them are in the newbie category that you talked about and some of them don't even have websites. So for the person who is really starting out, what would you say the best type of website is to build when you're just getting started, how long does it take?

Alex: Yeah, that's a great question and my answer may shock you if you're listening or may not, I don't know but the best website to start with is a blog, a blog. It's short for web log, you can look it up on wikipedia.org and see what a blog stands for but you can put up a blog in less than an hour and imagine having a journal, and imagine people, everyone in the world having access to that journal; that is what a blog is.

I'll give you few examples how Alexmandossian.com, typically there's nothing to buy there; there are articles about my area of expertise. You can go to Google and look at some of the best blogs that are interesting in your area of expertise or blogs that you feel may compete with what your most passionate about, those are the best price of the hangout. With a blog, and I'm going to recommend WordPress. You can put up a WordPress blog and I would recommend having your website do it, probably less than a couple of hundred bucks tops and that's if they don't know what they're doing; if they know what they're doing, less than a hundred dollars.

You can put up a WordPress blog and if you can write, if you can edit and if you can read, that's all you need because you will be writing to the world in your area of expertise. You do have to have a voice or an area of expertise that you're writing about. I do recommend that you nichify meaning this: narrowly define as possible. It's better to drill in your area of expertise, to drill a mile deep and an inch wide, than to drill a mile wide and an inch deep.

You can't be everything to everyone because you'll be nothing to no-one. So, drill it really, really narrow. Think of me, I'm drawing so narrow, I'm teaching people how to conduct teleseminars. And that was something I just took for granted and then a friend of mine told me: "Why don't you teach it?" I said: "Doesn't everyone know this?" He said: "No." So, I started teaching it. And as a result it has allowed me to build a brand new home for my family. I've been allowed to travel the

world lecturing on this and taking my family and my son. Learned how to swim in Singapore, you know at a pool in Singapore. We lived there for 40 days.

I mean, it's incredible what's possible if you just monetize your passion. So, it all started with me, with a blog. And a blog is the simplest way to build a website. I do not recommend you have a 100-page website that takes you months and months to put up, and then you beat yourself up. This is what I've experienced with my students; they beat themselves up because they never get published. They never finished it because there's so much. They want to be and keep up with the Jones'. Forget that. Find your area of expertise. What is your voice? What are you really good at? And just start writing.

And I'm not talking about a tome or a novel. I'm talking about 200 words and a blog will get you there. I got blogs about my area of expertise which is electronic marketing, that's alexmandossian.com. I might have blogs about podcasting, if you've heard about that - that's marketingonlinelive.com. You can just go there and read or listen, there's nothing to buy. Or my favorite blog for me is the one where newbies become veterans and that's howimademyfirstdollar.com. If you go there and just take a look at the blog, it may look like it's complicated to put up but it's the easiest thing in the world. I don't know how to put up a web page but I know how to type. I know how to cut and I know how to paste. That's all you need to know.

Marilee: That's very exciting for a lot of us people in the course, I think because everybody here had an introduction early on in the course on blogging and most people did start on blogger just to get started very fast. And I think some of the more serious ones maybe interested in transferring over to WordPress as you're recommending here because they've had other recommendations to do that too. Is there a way that people can capture the names on blogs or would you recommend that as well to?

Alex: I do.

Marilee: OK.

Alex: In other words, how to get opt-ins on blog?

Marilee: Yes. Yes, can they do that on blogs? OK.

Alex: Absolutely. I mean, there are many types of blogging software. There's TypePad, there's WordPress, I just prefer WordPress because it's so darn easy. But the beauty of blogging and by the way, if you go to Google, which for most people is a secretive site [laughs] but they should be utilizing more often, Google.com - just type in how to blog or blogging secrets, and you will find more than enough information of how to start a blog. Or you can just go to WordPress.org or WordPress.com or TypePad, whatever blog that you want. I have templates as you know for WordPress so it's easier on WordPress but for I'm a business to business blogger so I speak to business people.

If you're into knitting, that's business to consumers so you will be blogging about knitting. If it's about health care, you'd be blogging about health care. Whatever your area of expertise or interests is, OK, if it's about wedding favors, you can blog about wedding favors. The key is to blog about a passion that you have. Something you would be willing to do for free. And then if you want to capture opt-ins, then what you can do is what any blogger does and that is you do and give an ethical bribe. Let me repeat it, it sounds like an oxymoron but it's not "ethical bribe". An ethical bribe, you call a spade a spade. It's a bribe, OK. If I give you this, you will give me your email address and name, right? But its ethical meaning it's something of high value and if they decide to opt-out, which means come off your list, you give them the ability to do that at any time.

So, I do recommend that you capture an email address and a name because you start building your list but it must be in an area of expertise that is going to be predictably what you're good at and what you will be communicating to them about. And from the blog, once you collect an email address and a name, you can have a teleseminar just like this one. You can talk about the area of expertise just like this one. You can have guests just like this one. And you can follow, you know, the path that Mary-Lee is following right now. The key is it starts with a blog. First and foremost, once you have a little bit of content then I would add the opt-in mechanism. In other words, just put in opt-in box. If you ask me how to do it, I don't know how but I have a webmaster who does. And in exchange for the email address and name, I do not recommend doing a newsletter because that's work. What I do recommend is having some type of a white paper or special report, that's information in the area of your expertise: "The Seven Biggest Mistakes ----- Make. Blank being the people in your industry. Or "The Seven Secrets to -----." Whatever your area of expertise is. "The Seven Secrets to Blog and Make Money" -- that's an area of expertise. "The Seven Secrets to Save Over \$10,000 in Your Taxes" -- that's an area of expertise. "The Seven Biggest Mistakes Health Care Providers Make and How to Avoid Them." OK?

Whatever that document is, it could be very simple and it could be written by you and that can be the ethical bribe that you utilize to fill your opt-in button.

Marilee: Great idea. Well, for those people that do have a website, what would be the best ways to drive traffic to a website?

Alex: : OK, again another great question and it is not with search engine optimization because most people think it's all about search engines; and it is not. What I want to do is challenge everyone listening right now, is each day do five things. Not one, not two, not three, not four, not even four -- five things on how to generate new website traffic and I'm going to give you at least a few non-search engine optimization processes right now to build your list. Now, the simplest of all of them in my opinion is your business card. Now, many people look at a business card and they say: "OK. I'm going to put my website on my business card." Not enough. It's not enough to put your website. For example, if I gave you my business card -- it had my name on it, it had my address, it had my phone number, that's great! However, if I just put www.marketingminute.com, that is not enough. What you have to do is put an offer (write that down), an offer on the back of a business card.

So, for example on one of my websites at MarketingMinute, what I would put is: "If you want to learn how to get to the heart of over \$250,000 of continuing education in less than five minutes per week and claim your free copy of Action Secrets of how to get more than faster of how to get more done faster, better with a least amount of effort, go to marketingminute.com and get yours. No purchase is necessary." OK, that's on the back of your business card. Now, the reason that's so effective, I know because I've done it over the years is because you have an offer. It's not just a domain name or a website. That is boring having www.marketingminute.com. but if you have an offer just like I suggested just now, then you will get more opt-ins and you will build a bigger database and that's just by handing out business cards. So, if you hand out 500 or even 1,000 business cards, here's what I have found over the years - three times, not 100 times, not 200 times but 300% response to handing out a business card per person.

Don't ask me why, those have been my numbers and I have an offer on the back of my business card and I have my name and everything on the front, on the back there's an actual offer but what I have found is, if I give up 500 business cards, I get 1,500 people to join my list over the course of a year. If I give out a thousand, I get 3,000 back. So you could make a goal, I am going to give out my business card to five people today or I am going to go to a chamber of commerce luncheon and give away 50. Just make sure that you have your area of expertise and an ethical bribe with an offer on the back of your business card and certainly that is one great way to generate more leads and build your list.

Here's another one, a testimonial. This is the easiest and it's almost comically simple. It's crazy that most people don't do it, but if you know of a world-renowned speaker or marketer or someone who has a lot of traffic online and you believe in his or her work, give them a testimonial and if you have a blog or a website, make sure at the end of your testimonial, you put that. Now, if you have a heartfelt testimonial and it makes their home page, which means it's a home page which is getting tons of traffic, well, guess what, you will get traffic because you gave a testimonial with your website on it. This is the way I have generated a lot of traffic from heartfelt testimonials I have given to Mark Victor Hansen, to Jack Hanfield, to Bob Proctor and just about everyone on 'the secret', in the movie 'The Secret'. Many world class marketers such as Jay Abraham and many many others, because I am in the business world that like your testimonials to, I always put a website of mine at the end of my testimonial because it says, CEO and Founder of... and then put the website. So what an easy way to redirect traffic to you, if you give a heartfelt testimonial to someone you know, like and trust and respect and you generate traffic that way.

Another great way is public speaking. It doesn't have to be in front of 500 people like when I speak on the platform it could be in front of 50 at a toast masters event or a Chambers of Commerce event, it could be in front of 10, it can be in front of two people in a teleseminar and just give them an ethical bribe in exchange for their email address and name. You must have an ethical bribe and the easiest way to have an ethical bribe is some type of information that is in the form of a special report. In the area that you're in, Mary-Lee, it would be called a consumer awareness guide, it sounds so cool. Consumer awareness guide, you know, it just has a different feeling and sound to it but that's what I would do, is have a consumer awareness guide about your area of expertise, draw in people and then generate that name.

The public speaking is another way, so far business card, testimonial link, public speaking, article, you know how many online e-zines there are, online publications. Go to g-o-o-g-l-e.com that stands for Google.com and just look for online magazines or websites that have articles in an area of expertise that you know about and then write an article for them. Now, I firmly, I am looking at the five things that I have to do each day and I cross them off, it's called the rule of five, that's where Jack Canfield copied. If I do those five things then I do it tomorrow and then the next day and then the next day and the next day...you know, there's about 250 work days a year, times five, that's 1,250 revenue generating activities.

Now some of those are going to pay now and some of those are going to make you money. If you keep doing it and you keep track. Here's what I do, I am looking at a white board right now and I write it with erasable ink. As soon as I cross each one of them out, I am done and that's, I am done for the day. Sometimes it takes a couple of days, I take a digital photo of that and I have a rule of five website where I am going to show my kids when they're older and say, "Look, this is what your dad did and this is how built them, the standard of living that we built", and these little things made a huge difference.

1,250 a year, it's 2,500 in two years and it just adds up over ten years that's 12,500 things that were revenue generating. If you don't get started, you're impotent, that there's no potency in what you're doing but if you do five things a day or five things every other day and they add up, you will find that you will get more traffic if you focus on traffic. You will create a blog if you focus on your blog, which brings me to the next way to generate more traffic. We have public speaking, we have business cards, we have testimonial links, we have articles, and none of them has to do with search engine optimization.

Blogs - blogs are a great way, posting on someone else's blog to come back to yours or posting on your blog. Search engines love blogs because as you add content, whether you know it or not, search engines, the spiders, the robots are going to find you and if you have an area of expertise that is narrow enough, people will find and start reading what you have to say. So I have found that a lot of my students have built a list of 10,000 people or more just on testimonial links, business cards, public speaking, articles and blog. Just those five things but you got to do it. It doesn't work if you don't do it. So write down five things you want to do each day or maybe every other day. When you're completed, I want you to cross them off and then record them, put them on a sheet of paper that you keep or take digital photos of it on a light board like I do and it's your legacy, it's better than writing a book and you'll be shocked after a year or after two years, what has happened after those little things that make a big difference.

Marilee: Wow, those are really, really great ideas. So you know, a lot of things seem to be going through different stages online with interest. Like some things are hot and some things are not so hot. We've been hearing from earlier teachers who have been on this call, how to find out really what the search engines like, in terms of words and keywords and keyword phrases. How would you tell us, share with us to find out what's hot and what's not, online?

Alex: Well, the fodder, or the food for search engines are keywords. So if you have a keyword in mind, then you type it into a search engine or into a directory. Google is a very well known search

engine, Yahoo is a very well known directory and they pull from two different sources. So it's good to have Yahoo and Google to pull from because sometimes you get different results. I have found that the two most valuable tools and the two that are easiest to learn, are the Overture search engine keyword tool and the Google suggest tool. Now unfortunately, for Overture, which is a Yahoo company, and unfortunately for Google, those two sources, which is the keyword tool for Overture and the suggestion tool for Google, both are very, very difficult to find.

So what I have done is I created what's called a domain redirect, which I think we're going to talk about in a lot of questions in this interview, a redirect is where you buy a domain name and it redirects to the source of where the website is and I have no monetary benefits from this other than making it easy for my students to find these things. So if you go to alexsuggest.com you will get to the Google suggest tool. Alexsuggest.com and you will get to the Google suggest tool. Now why is that so important? Well, for example, if I typed in 'wedding favors,' I will notice that there are 2,040,000 results on Google for the word 'wedding favors'. The wedding favor idea, that keyword term, there are 1,320,000 results on Google. The word 'wedding favor' without the 's' is 2,000,000. So 'wedding favor' has 40,000 more websites on Google than does 'wedding favor'. Wedding favor boxes, 1,780,000, 'wedding favor ideas' - 1,670,000. It's there for free! Wedding favour tags, wedding favour bags, wedding favour boxes, wedding favour spelled f-a-b-o-u-r ideas: 1,260,000. It's all there, you just go to alexsuggest.com, it's the easiest way to find and you will get where it says Google suggest labs. Write this down. That is the supply, that is not the demand.

That is what Google has available on their searches. That is the supply not the demand. That's what's available online to look for these keywords. That's the number of sites that will pop up. That's a lot of sites. Now, to look at the demand side, you need to know most. You need to know what's being supplied and what's being demanded. For supply, you can go to alexkeywords.com and that will redirect you to is the overture search engine keyword selector tool.

So, for example if I typed in the word "knitting", I will look at how many people searched these days, I mean it's always about a month or a month and a half behind. I will find how many people searched in March for the word "knitting" as 28,425 people. Actually typed in the word "knitting" into the overture partner site. Free knitting pattern: 16,855. Knitting factory: 4,030. Knitting stitch: 4,189. You're actually reading the minds of visitors. So, when you look at the amount of supply that's there in Google, which is alexsuggest.com and the amount of demand which is alexkeywords.com, then you would get a sense of how many websites are out there. So what competitors of yours maybe out there and competition is good because if you have no competition that means there's no demand and how many people are actually asking or typing in those words.

And those are the best ways to find out if there is a market for your area of expertise. Within an hour, you can find out if any online cares about your topic of expertise. Just ask yourself: "OK, if they were to find me, what keywords would they be typing in?" It can be four or five keywords or it can be just one. But ask yourself: "What keywords would people be typing to find me?" And if you find that there's a lot of websites on Google, that's a good thing and if you find that there are lot of people searching for it online through the overture search engine tool which alexkeywords.com, that's a good thing too. And using that combination, you will know whether or

not there's a market. Not until the Internet has it ever been possible to find a market as fast as this.

Marilee: That's so exciting. Well, earlier on we were talking a little bit about affiliate marketing, Alex and that's an area that I know, like I said, I'm just starting to learn about in this past year. Can you define affiliate marketing and how that works?

Alex: Well, an affiliate marketing partner is someone who is selling on someone else's behalf. So, if you are promoting let's say teleseminar secrets or virtual book tour systems or anything else that I'm training and if you are an affiliate, that's how you and I actually got on the phone together because you were promoting and something went wrong, you want to find out the truth about it and then I called you a couple of times and we figured it out. When you're an affiliate partner, you are selling on someone else's behalf. You are like a sales agent, OK? It's like selling on behalf of Avon or selling on behalf of another company and you become an independent sales agent and you get paid for it. You get paid on performance whatever you sell, you get paid for it. Now, an affiliate manager is different than an affiliate partner. An affiliate manager is the role I played with teleseminar secrets. You are the affiliate partner and I was the affiliate manager. I was managing the affiliate program.

So, when you start having your own affiliate program which I don't suggest you do in your first year because it's complicated and involved, you end up becoming an affiliate manager which is you have a group of affiliates who are selling on your behalf. The affiliate partnership is what I recommend that you start and you sell on someone else's behalf. Affiliate manager is where you're managing affiliate and that's the role I play with teleseminar secrets and some of my other trainings. I do both. I'm an affiliate partner many times and I'm also an affiliate manager but I started as an affiliate partner. That's why I recommend to everyone listening right now, if they are just starting out, start as an affiliate partner because it's a lot easier. Even if you generate one sale or two sales, you've just turned pro. You've just gotten paid and that is affiliate partnership. Affiliate management is when you have your own product line and there are other affiliates selling on your behalf.

Marilee: OK. You mentioned something about domain redirecting and domain forwarding. Can you actually even define what a domain name is, where to get it and then how they work with your websites and your blog?

Alex: Yeah. A domain is really where your website is parked. It's your address to your website. For example, I gave a couple of examples of domain forwarding and for example, alexmandossian.com is a domain and that is the domain for my blog. Teleseminarsecrets.com is a domain and that is the domain for my course, a teleseminar secrets but that is not domain forwarding.

What domain forwarding is, is if you are an affiliate or if you want your students or your followers or your clients or prospects, whatever you call them, your patients, whatever business you're in. If you want them to find a website pass then what you do is forwarding. And I'm sure everyone has heard of Go Daddy, if you haven't you just go to GoDaddy.com and you'll find that they are a registrar and they will help you register domain names. How much does it cost? Less than \$9 a

year! [laughs] So, it is the easiest way without even having your own website to have presence on the net. I'll tell you how in a moment. I get my domain names at eNom. Go Daddy is probably the best known, GoDaddy.com. And when you purchase a domain, you're not purchasing a website; you are purchasing an address to a website. So, for example if your home isn't built yet, you still have an address. You know, if you're at 49 Mockingbird Lane, the home doesn't have to be standing there but the home standing, now that is a website.

It can just be an address where the home is going to be. Now, the funny thing about a domain is you can forward it somewhere else or you can have it go directly to your website. Now, I gave you two forwarding domains that I don't own and are there just for convenience and I gained nothing from it other than making it easier for you to find. I just mentioned them: alexkeywords.com and alexsuggest.com. Why do I do that? Because many of my students who want to learn about Google suggest and the overture keywords selection tool, they can't find it. So, I just made it easy for them and it costs me nine bucks a year, \$8.95 a year. For both of those domains it's under \$16, it's worth it to me. That's called domain forwarding.

Now, here's how it gets exciting. That has no monetary value for me but I have many domains that have monetary value. Actually, over 200 where I am an affiliate. Many times, I'm an affiliate for my own programs so that I can track how I'm doing. So, vbtsystemnow.com is for my virtual bookstore secrets. So, when someone goes to that website, I can measure who got registered for a call that I'm going to do or I'm about to do and that's why I have a forwarding link so I can track and test how many people are actually clicking it and ordering. So, that's going to one of my own programs: accesstomega.com, that's for Mark Victor Hansen's events, I typically am the master of ceremonies and I speak at these events. Well, when I want to bring people into one of his events, that is my domain forwarding link and it goes directly to the link that I'm forwarding it to and I get an affiliate commission.

Typically what I do with that commission is I offset that by paying for someone's hotel room so that they can get into lowest cash out where possible and it's easy to have a domain forwarding link because you just buy it rather than having this long affiliate link which sometimes is marketingchoice.net/?cmd=3964492...you know, that doesn't make sense. How can you possibly say that? So instead I just say, "OK, got to accesstomega.com", or go to vbtsystemnow.com and what happens is it's easy to remember, people write it down and I am forwarding my affiliate link through that domain. So all people who are listening are doing, is they're typing in that domain and it's forwarding to a web page that's not even mine. However, if someone purchases, I am getting credit for it because my affiliate link is getting forwarded. So if you go to godaddy.com and you want to learn about domain forwarding, they just have it in their frequently asked questions section. You can learn how to do it.

I feel this is the first place people should start in learning how to make money because all you need to do is make a nine dollar investment per year and find your favorite program and even if you're on the list, send it to relatives or friends and have them go to a web page that is not even your website and because it was forwarded through your affiliate link and quote through your domain name that you purchased, such as accesstomega.com or vbtsystemnow.com, what ends up happening is you get credit for it, you get paid, you turn pro and all it costs you was less than nine

dollars a year. The return on investment, on nine dollars a year is comically simple. It's very easy to do but the moment you make more money than you paid. Congratulations. You are now a super professional. The sad thing about Internet marketing is there's been so much hype about making millions of dollars.

People lose sight of the fact of how low the bar is, how simple it is to make money and even if you made one dollar, it's one dollar more than you had. If you keep doing what you're doing, you could make a hundred and then a thousand and then ten thousand and then a million but leapfrogging from zero to a million is not simple. But going from zero to one dollar is a little bit easier and your expectations won't be violated when you make it. So when you ascend the hill of prosperity, please do it slowly and you will not be disappointed.

Marilee: You talk so exciting and the strategies can be very simple and just they never seem to end, it's like putting puzzle pieces together. There seem to be some math involved here though with some of the Internet marketing strategies and that's one of the areas that I'd like to learn a lot about because it's one of the weak areas such as web traffic conversion. Can you define what web traffic conversion is and then give us some tips on how we can utilize that to boost conversion?

Alex: Well certainly. Web traffic conversion has less to do with traffic and more about how that traffic is converting into a lead and ultimately into a sale. So if you have a hundred people come to a website and ten people decide to opt-in and give you their email address and name, which is an opt-in rate of ten percent. A hundred people and ten people opted in, that's a ten percent opt-in rate. If you have two people out of a hundred, purchasing from you, that's a two percent conversion of sale. Now, here's what's interesting - if you have a, let's say a ten dollar product and you have a five percent conversion, that means five out of a hundred purchased a ten dollar product and your total sales, you don't have to be a mathematician but the total sales is \$50, right, because you have five and ten dollars as fifty dollars.

Now \$50 divided by 100 visitors, remember you got 100 visitors, you got five sales and your product was ten dollars. So that's \$50 total. Your cash in is \$50, you divide it by 100 visitors, your visitor value, meaning the average value per visitor is 50 cents because \$50 divided by 100 visitors is 50 cents.

Now, check out how the dollar value of what you offer has a huge impact on conversion. This conversion is just not the percentage; it's the actual visitor value that you get. If you have a one percent conversion, not five percent, if you have a one percent conversion and your product is worth \$100, that's what you sell it for, \$100 not ten but \$100, then one sale out of hundred visitors generates \$100. With \$100 cash in divided by 100 visitors gives you a visitor value of one dollar, that's the average visitor value because you're taking \$100, one sale out of 100 and dividing it by 100 visitors. It's two times as good as conversion centered as having a five percent conversion with a ten-dollar product.

So a \$100 product with one percent conversion is twice as good as a ten-dollar product with a five percent conversion. Now, why is that important? It's because it's not just the percentage that's converting into a sale or into a prospect, it's the price that you're offering.

So what I personally focused on is raising the price and having a lower percentage of conversion and that's ultimately what conversion is. Now some of the conversion factors, believe it or not, on a web page, something as trivial as three words 'print this page'. Why are those words so important?

When someone prints your page, now your virtual page becomes a physical page because it's coming out of the printer and I've had people order my products three or four months after they visited and they read the sales letter three to four months later and they ordered because it was a compelling message, it was on their desk, they put it underneath a bunch of books and then they read it and they ordered. So 'print this page' turn a virtual into real. Put those three words on your web page, no matter how long your sales letter or your sales proposition, it is very important.

Audio, adding audio, so print this page is important. You can see that our marketingwithpostcards.com even on teleseminarsecrets.com, audio is extremely important. When you have audio online then what you do is you turn your desk mute website into a verbal, speaking website. When your website talks then people will come and listen, not even read every word but just listen to you so add audio, OK, asking people questions on your website, that's the third area. If you have a survey and you ask them what's so important to them about your area of expertise, that's incredibly important, incredibly important because now, you are reading their minds, they are telling you what's most important to you.

Handling objections - just do this. If you just went to teleseminarsecrets.com and read the eight reasons to resist the sale. The way I start my sales letters many times is I say, here are the eight reasons why you are not going to buy from me. So then I list those. If you don't know the road blocks or the points of resistance of why people will not purchase from you for your product or service or whatever your area of expertise is, then you are lined in the marketplace because you don't know why people are not buying from you.

Handle why they're objecting, have them come over that, get over that and then you can start giving your value proposition. When I start my sales letters, many of them, you go to teleseminarsecrets.com, I say these are the eight reasons, historically why people don't purchase this course and I list them one by one by one. So the key is knowing your objections and having that in your what's called sales copy, to have your objections there upfront for someone on the web page so that you can handle the conversation in the mind of your visitor.

Next, frequently asked questions, FAQs. What questions are people having? What conversations they have in their mind when they visit your web page about your area of expertise? You better have those questions. Typically there are five to eight questions. Some may be objections, some may be road blocks but they are definitely questions they have in their mind. How do I get started? How much does it cost? How is it better than the competition? There are numerous questions the people ask, find out what they are then answer them and all you're doing is dissolving their

objections and then the final thing is a squeeze page or I call it a "shy yes page". OK, if you go to marketingwithpostcards.com, you will see what a shy yes page looks like. If you go to SmartCover.com, you'll see what a looks like. If you go to marketingminute.com, you'll see what a shy yes or squeeze page looks like.

It forces an opt-in meaning it forces you to opt-in because you get the sales letter. This is something I helped pioneer back in the year 2001, now it's common but I do recommend that you have a squeeze page on the majority of your websites so people will give their email address and name just to have a right to passage to your sales letter. So, to recap, print this page having that on your sales letter, having audio, having a survey or an ask campaign, understanding what the objections are, understanding what their questions should be and then having a squeeze or shy yes page. Those are all ways to increase your conversions without knowing a darn thing about search engine optimization.

Marilee: With this survey and ask methodology that you've talked about a lot, can you just elaborate on what the ask methodology is and how it could help some more products or services or anything that can be sold online?

Alex: Well, the ask methodology is really re-branding of the Socratic Method which many academic institutions and law schools have adopted from Socrates, the Socratic Method. And simply just asking, it was said that when someone walked up to Socrates in Athens as he's wearing his toga and sandals and he would ask them a question that is impossible to answer such as: "Socrates, what is beauty?" or "What is love?" He would respond by...his response would be: "Oh, what is beauty mean to you?" or "What is love mean to you?" Right?

Now, it sounds again almost with childhood simplicity but that's what it comes back to is the questions of wonder of childhood. And as adults, we get in tell mode, we diagnose. Well, in diagnosis, it's all about inquisition. It's about questioning. But as adults we diagnose by telling: "I think you should do this, you should do that" as marketers that's what we do. And I'm speaking from my behalf because I'm just as guilty of it. Well, if you go back into what world class coronation does and diagnosis, What they are looking for is the symptom, the disease, getting to the core, getting to the chief complaint as dental health professionals get to and they ask questions until they get to the source. A marketer should do the same thing. What is most important to you about? And then your area of expertise...What's your number one question about? And put in your area of expertise.

That is called an ask campaign. It started...I started this back in the mid-1990s but I got to do it online with a real estate investment company ironically who I was consulting for when I did consulting work and they had never done a teleseminar before. And so, the CEO of the company asked me: "Yeah, we want to do a teleseminar, we don't know what to do it on. It's about real estate investing." Then I said: "OK. Why don't you just put up a website that says: 'What's your single most important question about real estate investing?'" And so she said: "That's it?" I said: "Yeah." Well, they had a large list and so within 12 hours, they got 1,700 questions and they didn't go into a database because there was no ask database, which is something I created shortly a year after. They went into her email [laughs] and she got 1,700 emails with questions, which she

couldn't make sense of because it didn't go into an archive database where she could actually pull stuff out of.

Well, that was the impetus and that was the idea where the ask database came from and I commissioned a couple of programmers in Terre Haute, Indiana to create that. It was supposed to be a four-hour project, it turned into a 2,800-hour project and today askdatabase.com is in a webEx house and it's the world's first search engine like Google but it's a world's first search engine for survey data. So, the way you can survey is as follows: You can survey people when people are actually going to opt-in. I'll give you some examples, some of them are not even in my websites: fullstrength.com, that's run by Shawn Phillips, Bill Phillips' brother and it's all about strength and fitness. Well, if you look there is a drop down menu when you go to fullstrength.com and it asks you why you're actually visiting the site. The same with Marketingwithpostcards.com, what's the number one reason why you want to use postcard marketing?

If I know that answer then I can now take that information and feed it back to the person who was visiting. SmartCover.com - this is a make-up but it's just covering blemishes or acne or tattoos or scars. You know, there's a product that was available on QVC. Well, again the same thing we're asking: "What's the number one reason why you're using SmartCover? This is for a squeeze page or a shy yes page. You can just look at those on your own time and check out what they look like. My favorite type of ask campaign is asking someone why they're exiting. "Why are you leaving our website? What's the number one reason why you didn't buy?" The very simple programs that you can have your webmaster do. It's called an exit survey and if you know why people left then you can put that on your sales letter. "Here are the top five reasons why people are leaving. Are you one of them?"

Next, you can do a monthly call. I do this Jack Canfield, askjackcanfield.com. If you have an area of expertise like he does, which is about the law of attraction or success principles, then you can have a free monthly call. Free! How do you make money from it? Well, if people listen to it live, they get access free. But if they want to replay, they listen to it for life which is material, it's so principle-centered, you want to listen to it over and over and over and over again, then it costs \$10. So, that's what we do askjackcanfield.com. It's an ask campaign. And the questions he answers are from all the questions that are coming in from the thousands of people (he has big list) that are actually asking him questions.

If you have a book or an e-book or any kind of information product, you can do what's called a virtual book tour, which is one of the courses I teach.

How to sell more books or information products faster, better with the least amount of effort. Well, one of the ways is just by simply asking. So, the ask methodology is very simple. By the way, if you teach a course (this is my favorite that most people overlook), if you have a course to teach and ask people what's the number one reason why you decided to sign up, what one area do you want to learn most about in this area of let's say from teaching podcasting...what area of podcasting do you want to learn most about? And then number three is what would make this course wildly successful?

So, let me repeat that because right after someone signs up asking these three questions and your course will be world class because you will feeding them exactly what they ask for. If they tell you: "What's the number one reason why they registered?" You can put that on your sales letter next year or next month and say: "Here are the five biggest reasons why people register from my course. I didn't say this, they did." What a great way to write copy.

The second question is: "What's the number one area you want to learn most about?" You can say on your sales letter: "Here's the top three areas people want to learn most about. If it's were the areas you want to learn then I'd recommend you get signed up."

And then the third question you ask is: "What would make this course a 10?" In other words: "What would make it wildly successful?" And by answering that question, you know what a 10 is for them. What would make it wildly successful? If they know what is a 10 in their mind then you can actually deliver that 10.

By simply utilizing the ask methodology which is really the Socratic Method. It's the 2,600-year-old technology that works - asking question. Ask any child, they keep asking why. "Why?" "Why does the sun come up? Why did it go down? Why do I have to go to bed? Why do I have to eat protein? [laughs]. You know they ask "why" questions. Well, if you do with your students or with your clients, with your patients, with your customers, whatever you call your prospects, then you will eliminate the guess work. And that's why the ask methodology is such a big part of marketing. So, rather than creating a new product, what we do is we go to the market, ask them what's most important to them and then create the product after they have told us. And that kind of ties the ribbon on the package of what we've done so far.

Marilee: Wonderful. This has been so great. All right thanks everybody. Have a good week.

[theme music]