

**Transcript of Willie Crawford Interview for [WebmasterTrafficTools.com](http://WebmasterTrafficTools.com) and [EquipMint.com](http://EquipMint.com) Members. Also guests of Willie Crawford attended the call.**

**Topic: Networking, Workshops, Conferences and Seminars**

**This is not a free transcript. Only licensed resellers and the owners, Willie Crawford, Jack Humphrey, or Peter Lenkefi my distribute this transcript.**

---

### **About Willie Crawford**

**Willie Crawford** – your host is a literal welfare to riches story! He decided back in 1996 that he was tired of working for other people, and tired of being BROKE. Eight years later, Willie operates a SERIES of successful Websites, sells a cookbook that generates \$100,000 a year, does one on one coaching with some very successful clients, and has days when he generates over \$1000 in commissions just from sales of affiliate products.

Specializing in showing you how to generate massive website traffic, building a community around a website, and converting this traffic and these community members into repeat hungry customers... Willie will demystify search engines for you and stop you from making the 12 most common mistakes almost everyone makes with search engines. Making these mistakes can get your site banned and completely kill all chances of getting essential search engine traffic.

Willie Crawford teaches how to avoid the single biggest cause of online failure. He teaches how to choose the right niche and products that your target market has already told you that they want.

Operating more than 200 niche websites Willie teaches clients how to develop simple products (or purchase reprint rights to them) and then build simple, profitable websites that run on autopilot.

The man behind the ProfitAutomation shopping cart system, Willie has hosted teleseminars and created numerous products covering pay-per-click search engines, writing a cookbook, buying and selling reprint rights, moving a website to a different host, avoiding merchant account rip-offs, generating highly targeted traffic and customers via writing ezine articles, and how to conduct a successful teleseminar.

With over 160,000 list members subscribed to his Internet marketing ezine, Internet Business Success Course, and recipe exchange mailing lists, Willie teaches clients what techniques work TODAY for email marketing.

Willie is also the author of several print books including a critically acclaimed soul food cookbook, and an inspirational biography "Git Off The Porch."

**Find out more about Willie at the following sites:**

<http://ProfitAutomation.com>

<http://GitOffThePorch.com>

<http://WillieCrawford.com>

---

### Transcript of Phone Seminar

Jack: Ok, well we might as well get started because it is going to take Peter about ten minutes to get on the call.

Willie: Ok, good enough.

Jack: We will just introduce him when he gets here. Well I am glad that so many people are registered, we have got about 115 people registered for the call, which was good for such late notice.

To refresh everyone's memory we are here to talk with Willie Crawford, we are very thankful he could make some time to talk with us. Some of you know this call that we have dubbed "Success By Association" is one of Willie's article titles that inspired me to get him on the line and talk about this phenomenon that creates overnight successes where people get a leg up with a venture that they get signed with another person who has a big list or a successful website.

I get enough questions about this on a weekly basis that I thought it is time we get something together, and get an expert on the line to tell us how we can take advantage of these types of things, centered on workshops and seminars. Either teleseminars, or conferences that you go to in person.

Willie and I have gone to quiet a few, and we have always come back with something really really great. If not, you know, a bunch of things, at least one really great deal or we got to meet somebody online in our business niche that really has helped us further our businesses. So some of you are here because you are equipmint.com members, others are here because of the announcement that I made to webmaster traffic tools members and I also believe that Willie has told a few people about it as well.

Willie: Yes, I did.

Jack: Willie, do you want to introduce yourself and let everybody know, who don't know already, who you are?

Willie: Well my name is Willie Crawford. I have been on line since the end of 96, early 97. I started out just building some basic websites on some free hosts and trying to figure out how to make some money on line.

So I joined a number of affiliate programs that made me just a trickle of money. People kept telling me that I needed to build the site around a niche. So I just randomly picked cooking since I knew a little about cooking and I built a site around that and it just took off.

What really happened was after that site took off other people in the internet marketing arena noticed the success that I was having with the site and they reached out and pulled me over and started me doing seminars and things like that.

So it wasn't me even reaching out to them as them noticing my success and wanting a glowing example to show to others of what can be done with something outside the internet marketing arena in particular. That way it just took off from there.

I am hosting my second workshop this coming April 30th through May 2nd. I do teleseminars and I have written a cookbook plus an inspirational biography. I am working on two other cookbooks and a bunch of software projects and things like that. It is just growing and I have fun. I work out of my home and when I want to and when I don't want to work I go fishing or whatever.

Jack: Yes, you still have time to fish despite the 16 or 1800 emails in your box, right.

Willie: Well it is like if you were working in the post office the customers are always going to be there at the post office. So the people in the post office don't work any faster, you know.

Jack: Right.

Willie: The emails since most of it is spam, who will be there you know.

Jack: Yeah.

Willie: Yeah.

Jack: All right, well excellent. Well I think that we should get through the questions that I had. I have compiled some questions that result from a bunch of questions that I have gotten in the past from members wanting to know more about, you know, just meeting people, just the power of networking and doing it in the right way.

Saving time not chasing the wrong kind of joint venture or going to the wrong kind of seminar. Where's the best place to spend their money and things, like that.

Willie: Right.

Jack: So I have those questions and we have an hour allotted and we could go a little bit over if we need to. So I wanted to do that and maybe then we could then open lines so that people could ask a few questions as time permits of you directly. Does that sound ok?

Willie: That sounds fine.

Jack: Ok well the first thing that I wanted to give just a little bit of background. The last thing that I had gone to was Yanik Silver's Birthday Bash. I was hoping to see you there Willie but I don't know did you make it to that one?

Willie: I didn't make it to that one. I actually when I received the early notification I signed up for it and he did a project where he was contributing to Make A Wish Foundation and things like so I sent in a little money and all kinds of things.

But something came up last minute that kept me from making it. I make as many workshops as I can but at the same time I prioritize and because I have made so many I have to decide which ones I can make. I live fairly close to Orlando, which is where

that one was. But I couldn't make it.

Jack: There was a rash of them right around that time, too.

Willie: Yes there were.

Jack: As there are now in the Spring. The big seminar just finished and some other smaller stuff. Some things with John Reese, I have heard that that one went really really well.

Willie: John is brilliant. Mark Goldman had one in Las Vegas that was on Joint Ventures that went well also.

Jack: Because of the questions that I get I think one of the things that people have a hard time believing is that these things really are this prominent. They are actually getting more and more popular. I think that it takes for you to see your first room full of 500 or 1,000 people or even a much smaller venue, but to see those people actually coming from everywhere.

At Yanik's the last one that I went too, he introduced people from all over the world, literally. I mean a lot of people were complaining that they weren't going to be able to fit it into their schedule or financially here in the states. People were coming from Australia and everywhere, you name it.

Willie: My workshop last year I had an individual from Malaysia. He borrowed money from his grandmother. I had someone from South Korea. I had several people who had signed up from the UK, and Canadians. So yes people travel from all over to learn at these conferences. Especially if they see they are going to learn something that they really need to know. That they are going to use too.

Jack: Well that is the big question I think. That is probably one of the bigger questions is do you really learn at these things and is there anyway to generalize because each one is its own thing.

Yanik's was free pretty much or very inexpensive, a \$50.00 donation to a charity and you were just responsible for the hotel and flight. So for something that could have cost \$2,000.00 or \$3,000.00 per person to have the caliber of people there, that he had. He had Corey Rudl and all of these guys.

It was a really great event for people to get their feet wet and see, you know, what really goes on at these kinds of things. Except that the deal that Yanik had to make

with all of his presenters was you could sell a package of something here or there.

Instead of paying those guys out right to be there as presenters part of their presentations, it varied but only a small part really on average was dedicated to them selling something. Everybody had good content some had more time to talk than others about the strategy that they were talking about but it was a really good informative thing to be at.

On average since you have been to a lot more of these things than I have, Willie, what do you feel like you should come away with just from an education prospective from reading the roster of the folks that are going to be there. You know from event that you can make during that weekend or whenever the thing is held.

Willie: Well it's actually talking to the people both the speakers and the audience members and finding out what they are doing that is working. That is what amazed me about the first workshop that I ever went too. It was actually the first one that I ever spoke at I am sitting there waiting for my turn to speak and I am listening to the other speakers.

Every single speaker that was in the room was frantically taking notes because we all when we are back in our home offices or whatever, we operating somewhat in a vacuum and you don't know what others are doing that is working. Different things work for different people. It all depends upon your circumstances.

So when someone like Jonathan Mizel says this is what I am doing and it is working great for me and I am converting 10% of my visitors to sales then everybody whips out their pen and starts writing down exactly how he sets something up.

Jack: Yeah.

Willie: That was the beauty of it all is you set there and you listen to somebody explain exactly how they are doing it and you ask yourself will this work for me.

To be able to just throw the question out, well here is my situation it is different do you think that it will work for me? How can I make it work for me? It's that interaction it is a chance to ask a question to somebody who is really doing it.

There are so many people on the internet that you are going to come across on discussion forums and in email that haven't really hit the big time yet or maybe aren't making any money at all. They are just repeating what they have heard other people say and they don't really know whether it is working or not.

So to hear somebody who is making it you know it is just different. You can sense it, you know. That was what made the experience worthwhile for me.

Jack: Ok, do you find mostly when you go to these things how much time are you spending, you know, I know that you allocate that time differently now a days because you are “Willie Crawford” as you would before in the days when you were getting started.

But how much time do you allocate, I am sure that you pick out who you really absolutely have to see or hear, speak and then there are other times when we as marketers we never get to see people face to face unless it is at these things. I mean we spend our entire lives online and we hardly ever get to talk to people even on the phone.

So when you get to one these events it is a really big deal to say “oh wow there is Marlin Sanders over there. I need to go, I have bought all of his products that deserves a handshake. I want to go see the guy and talk to him and see if I can squeeze any information out of him.” So how do you split up your time?

Willie: I personally listen to all of the presenters. On the breaks and after the presentations I do my networking. There are speakers that I have seen before who don't set and listen to all of the presentations. They are constantly talking to them, but then you miss a lot of what is being said. There is so much opportunity after the main presentations too, whether it is over lunch or after hours.

My first workshop where I, you mentioned John Reese, I was at Bob Sibling's workshop, 2002. I am up in Ramon Williamson's room with John Reese and we are sitting around in front of the television from like around 11:00 at night until 3:00 in the morning. We were just throwing ideas at each other.

Jack: I am like that too, I can verify that. He is a really down to earth guy. Very easy to talk and loves to talk about marketing.

Willie: The ideas were coming at me so fast I just wanted to jot them down; but you are just brainstorming and what it does, we all have a predefined limits as to what we can and can't do.

What you really need to do is you need to associate with people that are doing more than you are doing. That is something that Joe Vitale teaches too. If you are making \$50,000 a year you need to be around those people that are making a \$100,000 a year.

If you are making a 100 you need to be around those people that are making 200 or 300 because that expands your horizon and let's you see that you can do more.

That is what John Reese did for me in particular. I mean he talked about he wanted to build a mailing list of a million people and he wanted to do this and he wanted to do that. Well he has done a lot of that stuff you know.

So just to listen to somebody talk about what is possible when so many of us are just selling a \$20.00 ebook and pieces of software and low cost reprint rights.

It is just as easy to sell high-ticket items that you have created and charged thousands of dollars for consulting or for your expertise in some fashion. You don't dare think that you can do that until you have seen somebody doing it. Until you see how they do it.

You realize that you are just as qualified as they are, in some area of your life and so it is marketable.

Jack: I would never know how to put a value on the consulting that I have done and that Peter and I have done together. I just did not know what the market was. I found out the hard way that both of us were vastly undercutting the value of what we provide.

The only way that I knew that we could charge more and actually make a better living at this is going to these seminars and finding out what the Goliath guys, the Michael Fortin and all of these big time names that you hear about, and what they charge.

Willie: Yeah.

Jack: I am like, "I am sure that we can fit in there somewhere" and I would have never believed that. I would have never had the gall to ask for, you know, \$5,000 for a web development job over a certain scope of development or anything like, it was just beyond me at one point. So it really does make a difference.

Willie: It does it, it does both in the quality of the customer that you get, because someone willing to spend that kind of money for your talents really appreciates what you do there.

Probably less demanding and more appreciative of what you do for them. At the same time you don't need to find as many jobs because one big job is better than ten small jobs.

You are right, most people will under price what they are offering in the arena that I operate in. I see so many people offer to do graphic jobs or programming or whatever say well I can do it for \$20.00 when they should be saying I could do it for \$200.00 you know.

Jack: Right but if you go out of our niche, the internet marketing information niche, you will find people charging upwards of \$500.00 for the same service for an orthodontist website. Because in that arena that is normal. In fact that is more close to what I would consider a fair price.

It is just that the internet marketing niche is so competitive. A lot of people think that the only way they can get business is to mark their prices ridiculously low.

Then you learn when you go to one of these seminars or you listen into something like this that people are out there charging a lot more and having a really good time making a decent living, and not having to basically sell out just to make any sales at all.

Willie: Right, if you compete on the basis of price you can only lose because especially if what you are producing is exchanging your time for money, because you only have a limited amount of time.

You really shouldn't compete on the basis of price. Another thing that you are forced to realize as you talk to people at workshops and seminars is that you do need to pick the right niche to market to.

If you can sell something to Doctors or Lawyers or Realtors those people have lots of money that they are used to spending. So you know that a Realtor who makes a decent commission off of a house doesn't mind spending thousands of dollars on web development. Whereas, somebody who has written a book would hesitate to do that.

Jack: Exactly. Hey Peter, are you on now?

Peter: Yes I am here.

Jack: Hey everybody ok cool Peter Lenkefi is here. This is my partner at [equipmint.com](http://equipmint.com) and also [webfoxmedia.com](http://webfoxmedia.com) where we don't promote it too much because it is too much work or more people would know about it but we do web development jobs and copywriting consulting at [webfoxmedia.com](http://webfoxmedia.com)

Peter: Hi everyone I am honored to be here. Hi, Willie.

Willie: Hi Peter nice to talk to you.

Peter: All the way from Australia.

Willie: What part of Australia?

Peter: Sidney, Australia.

Jack: I wanted Peter to come on so he could help me with some questions because he has always got some really insightful ways of looking at things and I don't want to miss anything tonight. I wanted to make sure that he was here.

So I had one more thing Willie. I wanted to give people a taste of examples, hard core examples that have actually happened with people that have gone and done this kind of networking.

Also really describe the two differences between just attending a seminar and attending a seminar and working really hard to meet as many people as you can. What maybe those kinds of meetings can develop into. Do you have any examples of, not to be cliché, but rags to riches type stories? I know they are out there and I have heard some of them.

Willie: Almost all of the big names that I know really did build themselves by going to seminars and then making an effort to get out and meet people and network with them.

Take somebody like Joel Christopher, he is a well-known name now. Joel I understand borrowed money to go to his first seminar. He went to several in a year. He just decided that he was going to be within a year on that stage, you know as one of the speakers.

He went out and he did it.

One of the things that he did and a lot of people do is when they put their minds to something they also decide there are certain people that they want to meet but that aren't in their circle of influence, but they know that other people know them.

For example Joel has now met Ted Nicholson and is working with him on a project and he worked with Mark Victor Hansen who has written the Chicken Soup series. He has worked with Jay Conrad Levinson, people like that you know who are big

name people and just a short maybe two years ago, Joel was almost unheard of.

Jack: That is true.

Willie: He was but he decided he was going to first of all build himself a huge mailing list and when he figured out how to do few things right. He decided he was going to start teaching you how to do it. He chose a niche that nobody else had claimed. He started doing it, he started teaching it. He came out of nowhere.

I have watched a number of people at workshops just sitting and talking to some of the speakers and explaining they know how to do programming or coding and before you know it they are developing software for some fairly big name people. I am not sure if most of these people want me to tell what they are doing.

I know Joel Holtsman, he is a frequent on the Warrior Forum. He creates quiet a bit of software and I remember watching him and Marty Foley chatting at Bob Sibling's workshop and you know within a month they were jointly developing a piece of software, that they later marketed, you know.

Joel was... he didn't look 20 years old at the time, you know.

Jack: Wow, yeah. Just from my perspective, I come away with things any kind of meeting; any chance meeting that I have specifically with programmers.

I always find out what they do and what they are good at. If I can, I get any samples of anything that they have done in the past that they are allowed to share with me. I don't know about you, but I am sure you have come across this quite a few times when you have needed something programmed.

You needed something done that would make your life easier. You know operating at the level that you operate at and at the level that we operate at is the same thing. I am always on the lookout and I don't think a lot of people give enough credit to the abilities that they already have.

I have even seen what Willie just mentioned that somebody that I knew that nobody knew because he was continually introducing himself and giving out cards and that would be at the beginning of the weekend.

At the end of weekend I would see the same guy off in the corner with somebody else talking about ideas. Ideas he got and I have had all of these ideas and basically I just need an outlet, is basically the gist of those kinds of conversations.

I know that I am always looking for people and even with much much bigger operations. There always seems to be a need because there is so few really reliable good professional programmers who also understand our market.

Who can intuitively understand what we need from a marketers perspective to be able to provide applications of all sorts. If we want to have a piece of software that we want to turn around and sell or we may just need some internal in-house programming done to make our lives easier because our operations are growing that big, we need more efficiency.

Willie: The thing about programmers is, I am not a programmer I don't understand a thing about programming even though I have tested software for the military, in a previous life.

They tend to under value what they do because you have got people who sit in their offices or their homes and write wonderful programs that will do all kinds of magic things and they don't think that anybody wants it.

So they have got all of this stuff sitting on the shelf that if it is just packaged properly and marketed would make a small fortune for them. That is the value of reaching out and asking somebody at a conference, what do you do?

When they mention I have done this and that, you dig a little deeper and get them to tell you get them to start talking about themselves. You will see just tons of opportunities to work together with somebody.

Jack: Try not to tip your hat when this happens when you find out that somebody is sitting on a goldmine they are not even aware of. You don't want to jump up and down and act completely crazy like you just won the lottery. You do want to work as calmly as possible, to get that person into a corner in the conference and really talk out some ideas. I know some ways to market this.

So people on the call right now who are more on the marketers end, you can find some really good relationships with folks that have no idea.

Programmers typically from my experience come from a different background. They don't always see the market potential of the things that they design or the ideas that they have.

They are programmers and they are good at what they do and it typically takes

somebody to come along who is always thinking about the marketing angle and the marketing aspect of a certain application for them to connect the dots and they go “Wow. You really think that people would buy this?”

So it works both ways and that I have seen at these things happen time and time again. I don't think that a lot of people believe there is that much action going outside the hall where the latest guy is speaking.

But it really does and it just seems like people are off and just slurping down coffee to stay awake, you know, as long as they can for the entire weekend to talk to as many of the people as they possibly can.

Willie: My friend, Paul Myers, he and I were talking at a workshop and he said to me, the reason that I come to these things is because this is where all of my friends are. He says these are people who understand what I do. He said all of my neighbors think that I am a drug dealer or something because they never see me out in the street. You know he is at his computer a lot.

He said but when I get in a room full of people who market on the internet they understand what I do so this is the way I get with my friends and to share ideas. That is a big part of it too. You really need to get to meet people and to find out who they are. Also to find out what they are all about. That is how you know who you can trust and who you would like to form business relationships with.

Jack: Yeah, another thing is disbelief. I think a lot of people seem from the questions that I get and the conversations... I talk on the phone constantly with clients and prospective clients and people that just call me up that need help out of a jam or they are just in a rut.

The reason that most of them are in a rut has to do something with belief in themselves and what they are doing. You have all kinds of negative influences around you. You know like the drug dealer thing. I walk out of my house and get the paper and I look around and I wonder how many of my neighbor's think “what the heck does that guy do?”

“I mean he is always in some shorts and a T-shirt. He never goes out with a tie or goes to work at a normal hour.” So you have to really go some places to justify your existence in your profession.

A lot of the people call me up and they are like “wow you are the first person I have talked to who understands this business and knows what I do.” That just means so

much. I remember the first time that happened to me and it really meant a lot. You start to doubt yourself.

You start not to believe that maybe the whole thing is a hoax and their aren't as many things as other people say, that are making money on line doing all kinds of different things, not just internet marketing information products.

In fact that is a minority of the people that are online making money. It is all kinds of products, all kinds of services, anything that you can benefit by contacting the rest of the world through a web page 24/7 to deliver untold amounts of hard goods, services, products, anything that you can think of.

Peter: Jack.

Jack: Yeah.

Peter: Jack, can I add my two cents to this. It is like a very interesting story. I was in the same situation before I met you. I was just alone marketing stuff. It was like twelve hours on the computer, sometimes fourteen everyday, sometimes the weekend.

You think that you are in a cave, you're just not meeting people. The people you meet is like you know not your you can't even talk to these people about the stuff what you do, because they don't really understand it. Mostly, I mean 99% of the cases I don't even talk about what I do because they don't understand it.

All of a sudden I came across this guy who... they have this biweekly meetings in a café in Sidney and five or six sometimes seven or eight or ten guys who do what we do in isolation from their home. They come together and they brainstorm over dinner.

So it was pretty interesting you know because we had something to talk about and we got really excited and they market differently on the internet in very interesting ways.

There was a guy who made \$2,000 a month. There was another guy they're sitting there making a \$100,000 a month. This was in the same city, he lives like fifteen minutes from my place.

So it is pretty interesting you know and we come together like two or three weeks... like biweekly, sometimes once a month and it is just pretty interesting. You have someone to talk about your stuff.

Willie: That is a very interesting point. We think of ourselves as being in business on the internet but you should only think of the internet as part of the bigger picture. It is just one marketing medium and one medium of networking. I am on the phone with people everyday that are customers and are people that I network with and share ideas with. I am on the phone with them.

I meet people for dinner who live nearby but who have businesses selling merchant accounts and things like that. You are in business on the internet but you also need to do a lot of off line networking.

Jack: Yeah, yeah.

Peter: Exactly. It is very important to call and go to meetings and meet people and talk about your business. Just get it out in the air, you know, network. Make friends not just business friends but friends. It can help you out.

Jack: Another danger of isolating yourself, which we all fall into this trap. If the world didn't come to us sometimes and call our phones we would probably be tempted to slip into a little bit of oblivion and just operate in a vacuum. Because there is so many things on everyone's plate when you work on line you know you got to do search engine optimization and stuff like that.

There are always times when you feel like I am going to just duck down this week and just put my head down and do this.

One of the things that is really remarkable about getting together with a group of people who do the same kind of work is... you are co-developing ideas for your business or things that you would like to do to make money online. With thousands of other people in isolation if you never get together, you never see opportunities of cross promotion.

You know you might be trying to develop a software that is giving you headaches that some other guy has already figured out the key too. They might even live near you. Even if they don't, like in mine and Peter's case, we haven't been able to meet face to face yet.

He lives in Australia and I am in Indiana. But we have done an incredible amount of business together and we will be meeting hopefully here in September this year for the first time face to face.

We have come together, I know that we have developed ideas together that I would

have never been able to develop on my own, or I would not have been able to do it in the time that we have done it.

It is just so vitally important to have somebody to bounce ideas off of and listen to what other people have come up with for their market area or hopefully you share the same... if you can share the same exact market you can really do some pretty incredible stuff. So there is a... I call it a dangerous thing for people to remain in isolation.

Yeah, it is good to work at home. It is good to get away from the ties of having to deal with all kinds of deadlines and people and meetings and all of that stuff. You have to actually really balance it because the internet is a cold medium.

It has no real personality other than the words that you put together to convey a message to someone. It still doesn't have the same power of talking to people face to face.

That is why I am sure that you would agree Willie, more deals are made on the phone and in person than there ever are just from a cold email saying hey would you like to joint venture with me. At least more profitable deals are made that way.

Willie: Absolutely and a lot of profitable deals actually via snail mail too. I mean I get Fed Ex or Airborne express packages all the time from people who have sent me a copy of their product to look at because it is more tangible. When you can touch and feel something and see that it is real, it has more value to you.

It is the same as when you can see the person and talk to them and look them in the eyes. You are more anxious to deal with them than you are if they just send you an email and want to offer you some type of a joint venture or something.

Jack: Yeah, ok, well I have another question and I think that Peter has some questions too for you. Let's see.

Peter: Yeah, I have my questions ready.

Jack: Ok, well you go. [laughter]

Peter: Ok, this is directly to Willie, because Willie has attended multiple seminars and probably dozens of seminars. I wanted to know what was the most important aspect for you in attending a seminar, if you had to pick one.

Willie: It is before I go to the seminar I decide what I hope to accomplish while there. I generally will look at who is speaking and I get a feel for who is going to be in the audience too based on who is speaking.

I then make a list of goals and objectives generally if it is fairly well known speakers some of them I want to get to know. I want to see if I can somehow work with them on something.

So I have this list of goals and objectives if there is a big name copywriter, I want to maybe ask him some specific questions about some of my copy. There is programmers or developers or whatever specialty. I have specific questions I want to get answered from the speakers.

Peter: Right. Ok. Because most of the people who attend these seminars they are not in the big league you know. They are not the big boys. They are average people who like to learn.

Do you think that these average guys they can build a real valuable relationship with any of the big boys on a seminar? Is there enough time? Is there enough momentum?

Willie: There is enough time and enough momentum to build a real relationship with some of the big name people. What you have to do is if you are going after the really big people you have to be able to express what it is that you have to offer to them too. It is a two way street, you know.

Peter: Of course.

Willie: If you are very good at something you need to tell me that. The big guys that I know are constantly looking for new products with new ideas for new relationships. The problem they face is a lot of the things that are offered to them are identical. They get ten people all offering the same thing.

Peter: Yeah.

Willie: What you need to do is you need to be able to explain why what you are offering is different. It is really a matter of selling yourself.

Peter: So you are saying that if you have a really good idea the big boys would listen.

Willie: Absolutely they are looking for new ideas all the time. When you seek a joint venture with anyone, the easier you make for them to joint venture with you, the

more likely they probably are too.

If you say here is an idea that I had and you show that you have already thought it out. All you really need is for them to recommend it to their list and endorse it, but you are going to do the majority of the work in structuring the deal.

They are more likely to do it, than if you say I have done this but I want you to write the sales letter and do this and do that. You tell them that you want them to do hours and hours and hours of work they are less likely to want to do that, than if you say I just want you to be my partner you know and I will do the majority of the work.

Peter: Ok.

Jack: I think that you would be very very lucky, in fact you should probably go out and play the lottery if you get a JV deal with someone and have them do much of anything on their own.

I think that the only way to do it nowadays from my experience is to lay it out on a silver platter for them and have everything developed. Some people won't do it I think, because they feel like well if the joint venture doesn't go through I have wasted all of this time.

You have to have a marketing plan, you have to have your sales letter done, you have to have a bunch of different kinds of things done to make your business go, if you are going to market it on your own anyway.

So it is never a waste of time to really go that extra mile. I mean a lot of people talk about sending Fed Ex's out and doing that stuff. Not as many people as you might think are actually doing it. It does come down to that you have to believe in your own mind that this is actually a fruitful thing to do.

I just got a Fed Ex and the proposal was great. It was for a book that someone I had been talking to on line had written. He wanted just some ideas. He didn't even ask for a joint venture yet, but I know that is where he is going. I mean if I like his book of course I am going to recommend it and he knows that. He went that extra mile.

That is the only Fed Ex I have gotten, I am not Willie so I don't get as many. That is the only one that I have gotten this week. I am thinking there are ten or fifteen people in my email box right now that want to have the same attention that this guy got on his product, but they want to do it through email. It just doesn't work that way. We are just too busy.

Willie: To piggyback on what you just said, I get Fed Ex packages where I get a printed copy, it may be they are selling an ebook but I get a printed copy of the ebook so it is easier on my eyes. I get a disk with a letter actually as a print out or I can just plug it into my email program and send it out to my list.

The proposals for joint ventures generally are for more than the standard... [static]..... and they did all of the work for you. They have perhaps already tested some of the promotional materials that can show me their conversion rates and stuff like that.

If you can make it almost irresistible nothing is totally irresistible. If you can make it just so easy to do, you are going to get some of the big people... big boys to JV with you. You may not make a killing the first time that you do that.

Jack mentioned earlier that the association thing if Jack does a deal with Marlin Sanders and I see that Jack and Marlin co-authored something. It doesn't matter that Jack wrote the whole thing and Marlin just put his name on it.

Everybody that sees that is going to think that Jack and Marlin are partners you know. Anything that Marlin does it gonna sorta rub off on Jack you know. That association, people are going to put you in the same boat.

Jack: That actually happened to me. My biggest break with PowerLinking came into 2003. I had already had one version of PowerLinking done and had been selling it for a year. I had some good joint ventures but then I joined JV alert. When it was brand new everybody was really paying attention to everybody that was registering and it was the liveliest time in that sites history. It was right at the beginning everybody was really checking it out. Low and behold Jim Daniel's emails me and says I want to run an ad for PowerLinking.

Willie: Wow.

Jack: Give me all of the stuff. Man did I get motivated to give him absolutely everything. In fact I followed up long after the joint venture just to say "how is everything going", what was your experience like, is there anything that I could have done to make it easier for you to joint venture with me on that project?

Do you have any notes for me, I really went all out. I didn't ask him for a joint venture I just joined a site were everybody was there looking for products to either promote or to get picked up by these big guys.

Well that morning I sent out, the morning that Jim sent out his email I got a call from Michael Glaspie, and a couple of other big names that had been on Jim Daniel's list. All of a sudden people who had never gave me the time of day before were actually calling me saying whoa this is you know I have always liked PowerLinking, you know.

Willie: Yes.

Jack: All of a sudden I am just this whole different person in their eyes. In fact Michael Glaspie, I had been a client of his before I had bought some pretty big products from him before. I thought I was really shocked that he... when he called me after he saw my name with Jim Daniel's. He didn't remember me from before.

I was a whole new person in his eyes. I had to remind him oh yeah, I have you know given you several thousand dollars before, you know in services. But to him it made such an impact that he saw me as a brand new person.

He didn't even associate me with that guy that bought a bunch of banner impressions and stuff before. Yeah, I had forgotten about that example. I still get chills when I think about that. It happened to me cause I am as regular a guy as anybody. Just to let people know that this happens all of the time. It is really important.

Willie: It is I mean and another thought that occurred to me was what distinguishes people who go to conferences and workshops or who even just put up just a web business but don't have a lot of success and those who are wildly successful.

The difference is some people just go to workshops and conferences and take a bunch of notes and then go back home and do absolutely nothing with it. Others get all pumped up and before they even leave the workshop they start implementing what they have learned and what they planned on doing.

Peter: Right.

Willie: Part of what I get from going to workshops and from forming relationships with other people is I find someone to hold me accountable.

If I announce to my wife that I am doing something, she doesn't really understand my business and she says well you know that is ok. If I tell my coach or somebody, this is what I am going to do and this is my project for the next 30 days.

They are going to ask me about it all of the time and they are going to keep me on track. They are going to hold me accountable and that makes a big difference. That is one of the things that I have gotten the most out of from attending live events.

Jack: Alright, Peter do you have anything else?

Peter: Yeah, because I haven't really attended any big internet marketing seminars because I live in Australia. I have attended a couple of specialty seminars here related to web creation and real estate.

There was a question that I wanted to ask from Willie.

Which seminars do you really find more useful; specialty seminars focusing on one topic even in the internet marketing niche or just for instance product development seminar, a JV seminar, or general internet marketing seminar?

Willie: I find the general ones the most useful. It is just because while I am there I am listening to all the speakers and looking at how I can improve different areas of my business, many areas of my business.

But at the same time I am there as much to network. I am there more to network than to listen to the speakers. It is just one of the few places that where all of those people are going to be together. I cannot afford to not spend as much time as I can talking to the people who are in that room, gathered together just for that weekend. So I look for the general ones.

I have attended a lot of the very specialized ones such as JV seminars, or list building seminars, and you always learn a lot at those. It is when you have got a variety of people with a variety specialties that you can hone in and improve more than one area at a time during the course of that weekend. That helps a lot of people.

Peter: What would you recommend avoiding for an attendee and what not to do on a seminar, you know just to warrant negative things.

Willie: What to avoid....

Peter: Yeah, when approaching a big guy, a big boy, a big name marketer.

Willie: I would say...

Peter: In other words did you have any negative experiences with people that you did not know. Obviously they approach you, they come up to you, they walk up to you

and they ask questions. So did you have any negative experiences?

Willie: I have never had a negative experience, but you have to be prepared to maybe present an offer to someone and they will say no. If they do then just go to the next person.

I have been in sales before where you don't take rejection personally, you have to realize that some people get so many offers that they can't do every joint venture that is proposed to them.

The better prepared that you can be, the more likely you are to have it accepted. You need to know as much as you can about the person that you are hoping to form a joint venture with so you can make sure what you are offering them is a match for their list, for their audience.

If you offer someone a product or service and want them to become your partner on it, but it is totally unrelated to anything that they are already doing, there is a good chance that they will say they are not interested because maybe they are already over extended with what they already are dealing in you know.

Jack: Well my style has always been just get in front of someone and meet them and not even have a marketing discussion. With John Reese when I talked to him for the first time in person, he was just finishing up a conversation with people he knew from other places about football, in this great big marketing workshop.

My whole style has just been to meet people and let them get a feel for my personality and try to have a good conversation with them that they are probably going to remember. Then follow up later because then my emails start to get answered more often than before.

They remember "oh Jack yeah I remember him from the conference we talked about football in Orlando or Mickey Mouse" or whatever. How many people... I mean do you think it is more of a success to approach someone and ask them for a deal at one of these things or just get to know people and have them get to know you mainly.

Willie: I think that it the natural question that people ask when you first meet them is what do you do? I think you need to have a good answer for that.

A lot people teach the elevator speech theory, which explain what you do in as few a words as possible but be very concise with it. You need to always, always, always have a business card or something that they can take with them. At these events you

should be collecting as many of these cards as you can and you should be giving out as many as you can.

So that people can look at them when they get back home and have a chance to take a breather. They will also remember some of the things that you said. You are right though, you are not doing a sales pitch generally, and you are just getting to know the person and to make them feel comfortable dealing with you.

It very often does happen that somebody you met you know will call you after you get back home and say you told me that you do this. I have got a friend, who needs this service or would you be interesting in working with me on this project, so that does happen.

Jack: Well and I think that another thing that defines for people who get approached quiet often and one thing to remember is you are not always being a bother to people. It is when the things that I have heard from people who are really busy and that have a really big business and are well known... is they have less time sometimes to develop products on there own.

You will see and I am sure many of the people on this call have heard or seen on the net where somebody gets pretty big and all of a sudden they are co-developing things with other people.

Well those situations are really more often they are not co-developing anything they are kinda taking someone under their wing that had a really great idea. It is being totally developed by this other person that you have never heard of.

It is a joint venture.

It is something where the person gets to the big gun gets to benefit from the work and the great idea that somebody brought them. The work and the great idea is going to pay off for the person because it is usually a 50 50 deal or it is usually a good deal for them in one way or another. They are going to be brought into the realm of the known people in their industry, really really rapidly as soon as this person mails to their list.

Willie: I don't know if you have ever heard Alex Mandossian talk about networking. He will mention how he met one person who introduced him to three or four other people who introduced him to three or four other people. His network just grew and grew and grew.

You listen to him speak now and you watch who he is associating with and you think

well he has been a big name forever but as little as two years ago most of the people in my arena had never heard of him before.

Jack: That seems amazing to me because he is such a household name now. I can't believe that someone like that was ever not known from birth.

Willie: Up to less than two years ago he was almost unheard of you know. I had never heard of him.

Jack: I have a couple of quick questions about where people can find information. One of the things, I have always gotten my information from single emails on seminars. I found a couple of sites where I can go to... you know where I can get generally most of all of the things that are happening, anything that is worth going to is going to be listed there.

I was wondering if you could share a site that you like to use to keep up on what kinds of seminars are out there and then I have a follow-up question to that. It is for people that might not be able to take advantage as much of the internet marketing niche, as more specialized niche seminars.

Willie: Well I can remember sitting around and talking to Bob Sibley and I asked him where can I find a list of all the different seminars and conferences because I wanted to plan far in advance and for some reason seminar sponsors and host didn't seem to like listing anything like more than a month or two in advance.

Bob said there is no site that does this. I actually put together a site at one time that is a little dated now. I designed it where anyone hosting a seminar or a conference or tele event could just email me and I would list it on my site for free and I called that site [internetmarketingseminarschedule.com](http://internetmarketingseminarschedule.com) and it was all one word, [Internetmarketingseminarschedule.com](http://Internetmarketingseminarschedule.com), but then again that site only has a few events listed on it. I have a friend Jason Potash, I don't know if you know Jason or not.

Jack: Yeah.

Willie: Jason has a list called what is it called, seminar announcer and he has a website called [seminarannouncer.com](http://seminarannouncer.com). Jason lists events on his site at [seminarannouncer.com](http://seminarannouncer.com) and he publishes a weekly newsletter that is just a listing of seminars and fully 90% of those are not internet marketing. They are how to better organize your office, or your home or your life. There are a lot of teleseminars conducted by people that are very specialized.

Jack: That helps answer my second question, which was not everybody on this call sells a book on how to get top search engine listings, or the typical information that a lot of us are more well known for. I was wondering about that.

This tool crosses all I mean just to be able to network and be able to do it well and to know where to go is important. But I always felt that it was easier to find for my niche and that is probably because I know who to ask in my niche. It sounds like this site at least it will cross... you will hear about a good seminar in any kind of genre.

Willie: Right. Seminar announcer the way Jason runs his site is that if you are hosting an event you can go to his site and list it. Depending on how you have structured the affiliate program, he would like to... in his newsletter link to his affiliate link so he earns a commission when he tells people about the event. But that is not absolutely necessary.

He will list any event that he considers worth listing. He doesn't list everything but he lists a lot of variety of events that have absolutely nothing to do with marketing. Again that is seminarannouncer.com. I highly recommend that list. I recommend that you have an event that you go to his site and you have to sign up as a member, which means there is nothing special about being a member other than the fact that you are allowed to list events.

Then you can keep informed. Every Monday his newsletter goes out and it tells me the latest and new events. So if I know about things farther in advance now.

There are a couple of other sites out there but I can't think of most of them off the top of my head. When I want to know about event a specific genre I just... or niche I just go to a search engine and type in a couple of key phrases like... If I wanted to find something near Atlanta, I would type in say internet marketing seminar +Atlanta and see what pops up from there.

Jack: So you would say that... I mean we are not talking about anything that is unique to seminars like Bob Sibley's, or yours, or the big seminars or Yanik's Birthday Party.

You could translate what we are talking about as far as networking into any kind of informational event or anything like that. No matter what you sell you can probably find a group of other people that will be beneficial for you to know across all kinds of different kinds of products or services or whatever industry that you are in.

Willie: Absolutely, absolutely. I mean it doesn't matter what you are marketing and

regardless of your business, there is marketing involved whether you know it are not.

There are gatherings, there are conferences and seminars. At these events you need to do more than just sit back and listen to the speakers you need to make an effort to get to meet other people in the crowd that perhaps you can have a business relationship with later. Otherwise, you just go home with a handful of notes that you stick on the shelf and do nothing with.

Jack: Which you probably could have bought you know after the conference.

Willie: Right.

Jack: And not made the trip.

Willie: Yeah.

Jack: I mean if you are going there just for the information you know I still say that some of the best stuff I have gotten out of those is what I learned at dinner the night of a conference. The night after we are talking and everybody kind of settles down into whatever group of people that they met that day for dinner.

Some of the best stuff comes out and stuff that people I found typically won't ever share in a public forum or over email. I find John Reese to be very candid about some of the things that he does and I have just never heard him talk about any such any kind of marketing thing like that through email or his email list.

Willie: I think part of the reason there is once you write something down or once it is videotaped or whatever it is public domain. I mean it is out there for everybody to see.

Jack: Right.

Willie: But if he says it over dinner he does not have to worry about it being out there so he has just shared something confidential with you that is working tremendously well for him.

Jack: Plus he can always deny it later, after dinner.

Willie: Yeah.

Jack: Ok, I wanted to get into... and let people ask a few questions and I wanted to talk a little bit more about your workshop specifically, so people can find out really

what it is that you are getting ready to do at the end of April.

Willie: Ok.

Jack: So how do we open up these lines and let some other folks

Willie: Hit \* 5 and that will unmute all of the lines.

Jack: Let's get an idea for how many people are here. Everybody say Hello.

Willie: They may need to unmute, if they muted their lines they need to hit \* 6 to unmute their lines too.

Jack: Oh, I am sorry. Yes, before you say Hello hit \*6.

Laughter. Did we get any \*6's?

Willie: I did not hear anything.

Jack: Willie are we talking to ourselves?

Willie: I don't have anything that tells me how many people are on the line but I don't see people just dropping off. They are there.

Jack: Well everybody is there if anybody can access \*6 you are certainly welcome to ask a question. If not I want to talk more about your seminar that is coming up, Willie. This is the second year for this. It is the Internet Marketing How To Workshop, right.

Willie: Right.

Jack: Tell people a little bit about that so they know what is going on and a little bit about from the good things that happened as a result of your first one last year.

Willie: Well I came up with the concept because I had so many people who emailed me or who talked to me on the phone and told me they went to workshops where they were told what to do but not specifically how to do it. A lot of people wanted more of the how to. So I said ok I am putting on a workshop where I will tell you for a lot of things step by step how to do them.

The one last year we told people how to if they wanted to market a computer program, how to find a programmer who write the program, and how to negotiate it. Also how to package it and how to put together a sale page and all of this other stuff.

We told them how to form joint ventures and we told them how to write their own books and put up websites that weren't very labor intensive that they could run in a couple of hours a day.

Some of these people at my workshop last year didn't have a website up at all and now they have got some very profitable websites up and running and making a lot of good money.

Some have as many as ten up and running when they didn't even know any html last year. They still don't know a lot of it but it is just they managed to throw together a bunch of websites using the resources that we pointed out to them too.

You don't need to know how to do a lot of things you can find the right people that can do it for you, expensively or find partners. I know several people who were in the crowd last year who later went on to form businesses where they created software jointly.

I know two people who set up a what was it called... it was like a safe list, but people pay monthly fee to send out to mail to the safe list. It is making like a small fortune, now, you know.

I know people who co-authored books after meeting at my workshop last year. They have got websites up now selling these books.

A lot of people just found people that they like who they could work with and who would push them and who would again, would hold them accountable and keep them moving towards their dreams. I think that 90% of the people that were at my workshop last year actually took action and moved toward creating that product they had in mind.

Jack: How many of those people would you say just by being able to talk to them last year and getting to know what their situation was and what their experience level was, how many would you say were impressed by the fact that there were other people in the room that understand not only what they wanted to do with their profession, with their business even if they didn't know html or anything. You think that people just went away from it knowing enough about other people doing this that it made it real in their minds?

Willie: Absolutely.

Jack: And they started working it.

Willie: Not only that but after they left the workshop they stayed in touch with each other. One of the things that I did was I followed up with all of the workshop attendees last year from my workshop for six months.

Every month I held a group conference call where the intention was to see for anyone that cared to share with us their projects and see how the group could help them. That worked tremendously for a lot of people.

But just seeing that others who had ideas how they took their ideas and turned them into product. How they moved forward with their ideas. Because ideas are a dime a dozen. I mean we all have these great ideas. In fact, most of us have too many ideas.

Jack: Right.

Willie: So the group last year listened to people. You know people stood up and said I am going to write an ebook on this topic and others in the group would say but your background is over here. People would be more interesting in hearing about that than what you plan on writing the book on. You have got more expertise in that. So why don't you do a book on that?

A lot of people have changed their plans and produced products that were different from what they had planned on doing when they first showed up at the workshop.

I know people who have already published books that weren't what they had intended to do when they first showed up at the workshop. It was like they were redirected in something more productive.

A lot of them wanted to do internet marketing books, you know how to make a million dollars yet their experience was in negotiating or in sales or in raising children or in being a single parent, you know things like that.

Jack: Uh, Uh.

Willie: There is a market for that type of information, for information products on those topics you know and so we pushed people to look for something within themselves and their background, their experience and their training that would make a better information product in some cases.

Jack: Yeah, and some people don't even know what they have coming to the table. They can see value in their minds... the experience that they do have and feel like

that they have to make themselves an expert in something else in order to you know make a living online.

I have seen that a lot where people are like wait a minute you just said something really important back there and you just glossed over it. Why don't you write a book or create a product or service around that experience. You have already got all of that information in your head and all of that experience that you could sell if you had the right marketing know how.

Willie: Yeah, Fred Gleek preaches he says that there is something that you do and I don't what it is but it is something that you do that do better than or you know more about than 99% of the people on the face of the planet. He says find out what that is and that is probably where you should focus, you know. It is true.

I have seen it over and over again where people did that. It could be an experience that you had in life. Usually it is an experience that you had in life whether it was working with people with addictions or going through some type of a relationship or learning a skill or doing the research to learn a skill and then creating a product from what you learned while doing the research.

Jack: Yeah, yeah. It is absolutely, and it is just really wild how many different kinds of products are out there. I heard Frank Kern created a whole bunch of little niche products for sites that he makes reportedly 300 or 400 hundreds bucks a month or a 1,000 bucks a month on.

All of these little really niche related sites. One of them is teaching your parrot to talk a little ebook. He sets these things off and does kind of a cookie cutter approach, as I understand it. He will find somebody who knows about the topic. He will hire them to write it. He will put together the site in Frank Kern style because he knows how to market and do all of that stuff.

Which is things that you work out and learn at these workshops. Then he has got a plug in product he knows how to do payments and affiliate programs and all of that stuff. So he hooks all of that in with these if it is necessary for that type of product. Then he doesn't abandon it but I imagine he just goes on to the next project.

Willie: It is very easy to create an information product that will sell 400 or 500 dollars worth a month, with very little effort. Especially once it gets into the search engines. People can find it just looking for more information on that topic.

You know if all you are paying is 5 or 10 dollars a month in hosting fees and maybe a

little for credit card processing, you know and it is digitally delivered and it is hands off. You know \$500.00 a month for doing nothing basically, once it is done. That is a wonderful thing. I mean I have a number of products like that.

Jack: In a years time, think how about however long it took you to create the first one and imagine that you are going to get better and faster at this. You will know you know more quickly where to do your research and where to get the right answers.

Then to set one of these things in motion there is 52 weeks in a year and you can crank out a lot of these sites. I mean you said yourself you have a couple hundred sites, don't you?

Willie: I do and I know you and I and Steve Block did a project together where we explained to people how to write a cookbook. We spent two hours on the phone in a teleseminar teaching people how to write a cookbook.

I sell those recorded transcripts for \$19.97 and I sell copies every week. I sell copies many days of most weeks. I noticed that you actually rank higher than I do in the search engines with the term how to write a cookbook.

Jack: Yeah. Laughter. How did that happen?

Willie: Probably power linking.

Jack: I don't know. It could be that power linking works.

Willie: But I make money continuously you know without any extra effort from having done that and just set up a simple website.

Jack: Yeah.

Willie: You know.

Jack: So easy and I think the biggest lesson is to take away from all of this discussion this evening is that this stuff really happens. These people really exist. There are people out there just as crazy as we are, working at home doing and thinking up crazy ideas of you know products that can be marketed.

It really means a lot to be able to get your first taste and it also means a lot to get a continuous regular taste of being in company with people who do what you do.

If you sell something on line you take credit cards and you provide a service or a

product, that person is somebody that does what you do on line. That is why that we are all here. You can have common ground with a lot of people.

You can work out a lot of deals. You can meet a lot of people that can help you in you know little areas that you didn't even think you were going to need help with because you just never had meet anybody who knew how to do what they do. It is really a super beneficial thing.

Willie: Another thing is attending seminars and workshops and working with other people rather than working alone. It shifts your perspective on how big the pie is.

A lot of people when they first get in business on the net, in particular, they think that they are competing against everybody else and that their customers only have so many dollars and if anybody else gets their hands on them they will loose the money, you know the sale.

But you learn that the pie grows and grows and gets bigger when you work with other people. You have better products you know with more capabilities and you have access to those people's audiences.

Jack: Right.

Willie: You know so that is the beauty of it. It is just that your mindset shifts from one of scarcely to one of there is plenty enough to go around. There is also enough ideas to go around and more of those ideas can blossom when you meet and work with other people.

Jack: You can calm down. You can take a breather and not be so stressed out all of the time. That is a really high stressed situation to be in, in thinking that every moment you are loosing a sale to some other guy who is selling the same thing or the same type of thing.

It is not like that at all. You find that out at these things. When you talk to more people, I mean there are millions of people on line. Millions of people with millions of different taste and cultures and you name it.

Searches and we can learn a lot about what they are searching for, by doing some of the research that you get taught at these conferences or the ebooks that you buy. It really again just comes down to the belief that you can do it and you can be one of those people that selling anything from teaching your parrot to talk, to a book like you know baking dog biscuits, like I did.

Willie: Yeah.

Jack: You can really; literally, if you can do that you can really come out with some main stream information and sell it. I sell weird stuff. I think everybody that I know sells something that is a little bit, you know people buy that.

It actually happens for us every single day and we are nobody special we just stuck to it and really worked our butts off. We met a lot of people and we networked and really gave our lives over to the business for a while. We ate, drank, and slept, and breathed, the whole business for as long as it took till we all felt like that we had it down.

We all... I imagined, Willie started very soon after he started being successful, but eventually all of us turn to wanting to help other people do it. I mean I feel like an evangelist sometime,

I am just like get out there and think of something and don't stop learning until you have got it. This will have to happen. It happens all the time for all kinds of people who don't give up and really work hard at what they do.

Willie: Absolutely. Far too many people give up just before the like the miracle is just about to happen. You wake up one morning and it is like you know when you get up that morning that you are going to have so many dollars in sales. It happened over night while you were asleep.

The system does work, once you get it in motion. Then it does become almost automatic. I mean anybody that tells you that you can make a million dollars doing absolutely nothing you should ask them well why isn't everybody doing that then?

There is some work involved. To me this internet lifestyle is far superior to anything that I have every done, you know.

Jack: Oh, yeah, I use to throw 70 pound bags of dog food on pallets for a living. I use to do a lot of things that I would never want to trade this for.

Willie: Yeah.

Jack: Hey, Willie do you think since that you hit \*5 in the beginning that maybe if you hit it we might be able to unlock some folks?

Willie: Sure, let me try it then.

Jack: Hey! There is everybody. Who is here?

Dan: Dan Farrow.

Jack: Hi, Dan.

Dan: How are you doing?

Jack: Ok, do you have a question?

Dan: I do. When you have a new say a book that you are launching in say health, you do have any special tactics or strategy to find JV's or just to market the book other than through search engines?

Willie: I personally would look for somebody, already selling a product related to or similar to mine. What happens say I go to the bookstore and I want to buy a book on loosing weight or loosing your hair or something.

I won't buy just one book I will buy several because if I am really interested in a topic I want to know as much about it as I can. Somebody already selling information similar to what you are thinking of marketing they have already got a list of buyers, proven buyers for that stuff. If you can get them to offer your product at the backend you have got a built in sale there.

Jack: Yeah, again when people have list of people who are depending on them for the information that they are hoping to get from being on that list. There are always times that will come up when they need to fill in on a Friday issue... when they don't really have any spots you know full of you know information that they would like to pass on or they had a busy week and they weren't able to get something together.

Sometimes you can be a lifesaver by ending up in their email box and giving them a really really good offer. It also takes the pressure off of them for that particular situation, that they are in where they need to talk about something in that industry.

They really don't have anything together yet. They don't want to just use anything they want to have something good. If you can bring that to them and provide it for them at the right time, sometimes timing is just everything. You have got yourself a mailing for that week.

Willie: I am reminded of something that happened to me just today. I had a friend that sent me an ebook. Most days I get so many people sending me stuff, junk really,

that I am not able to look it. I read this guy's ebook and it is just inspirational sayings. I thought this is great.

He asks me if I would like to give to my list. Deep down inside I felt that I would be doing them a tremendous favor because this book is so it is one of those things that they would look at when they are feeling a little depressed or overwhelmed or whatever and it boost their spirits. I know that it is a genuine service to my list.

When you say... the product is really of high value and then your potential JV partners will love to offer it to their list. They know that their list members are going to appreciate it of their website visitors are going to appreciate it and it is going to improve their lives. It is not going to cost them customers. If they offer their customers junk they are going to stop buying from them. If you have got a great product, it is not hard to find people who will market it for you.

Dan: It is not hard but do you have any special techniques that you use to other than going one by one through the search engine listening.

Willie: I quiet often do go one by one through the search engines but I start at the very top.

Dan: Yeah.

Willie: Give them a copy of the product, especially if it is an ebook. Don't expect them to buy it from you to look at to think about offering your product. You can also go to a site like JVAlert.com if you are member of that, where you can present your offer to an entire database of people who are out looking for joint ventures at one time. Are you familiar with JVAlert?

Dan: Yeah.

Willie: Well now, you know JV alert members post so many JV offers again your offer needs to be something unusual or of really good value or it needs to be offering you know your potential partners more than they would get from just a regular affiliate program.

Dan: Do you use the forums at all?

Willie: Do I use the forums?

Dan: Yeah.

Jack: I would say that you do. Laughter.

Willie: I post a lot to forums. In fact I am a moderator at the same one that Jack is a moderator at.

Dan: Yeah, I know that you are.

Willie: Yeah, it is not very openly most of time but when I see a somebody post a question on something that I have a product that is a perfect match for I may post directly on the forum or I may send them a private email.

You know that is one of the times when you are not spamming, when somebody specifically asks about a topic. You just send them a private email and say I noticed your question on whatever forum, here is something that is perfect for you.

Dan: Yeah.

Willie: That is perfectly appropriate.

Jack: The only thing that I was thinking of just a signature file. I find and I know from the other side of it that I find people to do business through their signatures. I have raised some interesting things that you know nobody had every approached me.

In fact one guy on the Warrior forum who came up with index phone, I contacted him I wanted that product for my members bad. I thought it was just the coolest thing. I would have never known about it had I not been involved that forum. Yeah, it works both ways. We all go there to get informed. It is just not out of the charity and goodness of our heart completely and work in those forums.

We learn a lot there. We kinda of keep up with pulse of what is going on and what is hot and what is not. You definitely always want to have a good signature file and let people see what you do.

Willie: You are right, we are all in business most of us to make money and there is nothing wrong with you know wheeling and dealing on those forums. I have made quiet a few deals with the people on the forums.

I am in a unique position though being a moderator, people attribute some extra traits to you just because you are a moderator.

Jack: Well yeah, and the better that you can do outside of any forum that you

regularly post to as far as building your reputation and becoming more known.

All of that really once you know how to market just takes time. It is just a matter of time, you keep writing articles. You keep helping people and you keep doing things where you can say to new prospective clients or customers here is what I have done.

You start to get, I mean you know Willie has his own little aura around his... when he post, more people look at his post because they know if Willie's posting it is good. Willie makes a real strong point to make sure that he is a productive member of that little society of folks in that forum.

He will make more sales that way, and you always do when you just become better known in your niche. You always have to be out there and think about your image that you are presenting to other folks. The more helpful that you can be in a forum the more attention that you are going to get in the forums.

Willie: One of the things that I do in forums where I think that I have to force myself to do is I very frequently will click to look at the individuals picture because I want to see who I am dealing with. It doesn't matter what they look like but I want to get the feel that I am dealing with a real person with kids and problems and bills and all that stuff.

I can feel I can empathize more with this person, and because of that I can better form deals with them. I will care about them more if I see there face and say yes this is a person who probably has kids in college or whatever and I really want to help them you know. I find out from looking at their pictures.

Willie: Yeah, what was that.

Jack: What you deal with Allen Says based on that? He has a picture of a monkey in his file.

Willie: He is very...

Jack: That tells you a lot about him though.

Willie: Yeah, it does.

Dan: Has anybody ever seen him in person?

Willie: Paul Myers uses to call him up quiet a bite on the phone and talk to him for hours and hours and hours. I have never seen him in person though.

Jack: I don't know if anyone has. I have always pictured him like Charlie from Charlie's Angels. If we ever had a party for him he would be sitting there on a stool as a speaker box and we would never be able to see him but be able to talk to him.

Willie: He takes trips to the Caribbean or some place quiet a bite. So I am not sure where he is from originally.

Dan: Louisiana.

Willie: That is where his mother lives. I know because I sold her a cookbook.

Dan: Oh, really.

Willie: Yeah, After I sold her a cookbook I got her testimony from her Allen saying that his Mom liked my cookbook.

Dan: Can I ask you another question guys, what in your opinion is the best affiliate management company out there, or one of the best, or some of the best or whatever.

Willie: Are you looking for someone to manage the program for you?

Dan: Yeah, are you experienced?

Willie: It depends on how much money that you want to spend. I manage my own just because I sell my own shopping cart system and it is very easy to pull all of the data up from that using comma delimited files, print checks, and print letters to affiliates and things like that. It is a matter of an hour a month or something to do all that manage type stuff for me.

Dan: Yeah.

Jack: Are you really talking about an actual service to manage it for you or you are talking more along of the lines of what Willie is...

Dan: No, I have managed my own affiliate programs for years. Somebody else is paying for it now so I am going to let a professional company handle the affiliate management.

Willie: I know a lot of people who use Ibill and like it a lot.

Dan: Yeah.

Willie: I have never used them so I can't personally speak for them.

Dan: Yeah.

Jack: Well we use for equipmint.com we use CCBill.

Dan: That is a payment processor but I am talking about something like my affiliate program or Cory Rudl or what is it called I forget.

Willie: But basically you are just saying here manage my programs for me and charge me a monthly fee.

Peter: CCBill does that, Willie.

Willie: What is that.

Peter: CCBill does that, they handle our affiliates. They cut checks and they send out checks to affiliates and so on.

Dan: What was the name?

Jack: It is CCBill.com.

Peter: CCBill.com

Dan: Oh, CCBill on yeah, yeah.

Jack: They actually do really have nice backend that you login to their system and get all of your stats if you are an affiliate. We don't have to do any of the affiliate checks or accounting of any kind. It is pretty nice.

But we pay a hefty price for it, it is about 15%. So we are not really completely happy with that solution. I mean it works really well but we are hoping for something to come along later that would be cheaper.

Dan: A lot of money.

Jack: I think that we may have digressed just a little bit.

Dan: Yeah, and sorry about that.

Jack: If you have any other questions about networking and things then we can go,

but we are just about out of time. Willie said that he would give me an hour and a half. I know that he has been on the phone a lot this week.

Willie: Yeah and I don't mind. I do want to encourage you all to consider making my workshop. I have got one of the most unusual guarantees. The only guarantee that I have read thus far that is like it.

I tell people to show up at the workshop and if it doesn't meet your expectations ask for your money back, anytime for the remainder of my life. The reason that I say my life is because it is hard for me to pay afterwards.

It is something that I learned from Jay Abraham which is I expect you to expect me to meet your expectations and part of that is by doing a good job of setting those expectations.

I told all my speakers that I want them to be accessible and I want them to tell people specifically how to do the things they need to know how to do and ask the attendees at the workshop you know ask a lot of questions and find out what it is that you really need to know to make your business a success.

To get over some of the problems that you are encountering in the business so that you can break into the five figures a month or whatever it is that your goal is. Five or six figures a month you know.

Jack: The time and the date all of that. I am going to send out a link for everybody so they can get more information. People can start to think about when this is and where and all of that stuff.

Willie: It is April 30th through May 2nd and it is in northwest Florida near Pensacola for those who are familiar with Florida. Now is a good time to go ahead and sign up just because when you get really close your airfare shoots way up you know. The airlines know that you sort of in a pinch.

Jack: You have got something on there about how to find really good fares and things for travel right now, right.

Willie: Right that is on my website, yes. Any companies like Travelocity or CheapTickets they all have very good fares right now. I know people traveling from places like Vegas for as little as 150 bucks round ticket.

Jack: Right. I wish I could get that fare. I know that I won't be able to get one that

low.

Willie: It is strange but it just depends on where you are coming from. I know people that went to the JV seminar in Vegas last weekend. I know Michael Greene who traveled from the UK paid less than Rosalind Gardner who traveled from Canada.

Jack: That does anything that is attached to a vacation type spot it seems like you can get a better fare. Even if you are in the same state. I don't think that you have much Disney stuff going on around where you are at.

Willie: No Disney is a good drive.

Jack: Well Willie, thanks a lot like I said I am going to send out information on what we talked about tonight to everyone in an email. The links that we talked about and also a link to check out Willie's workshop and see what that is all about.

I would really love it if I could meet as many of the people on the line now down there at the workshop. I will be there and it would be just great to meet as many of my members and people that I haven't meet face to face yet. I love to meet you there for the first time. Especially if that is your first workshop cause I just don't see how you could go wrong making Willie's workshop your first one. You are going to come away with a lot of really great information and you are going to be really fired up.

Willie: You are going to be fired up. We are going to kick you, we are going to get you fired up and push you toward meeting those goals and making that money on line and quit that job that you hate or whatever.

Jack: That is my mission in life to get as many people out of their jobs as possible. That would be great. People love you when they do that. I have already experienced it and I just love the praise that I get when I am able to hear from somebody for the first time. I am supporting myself completely from my online business. It is just a wonderful thing. I am addicted to that and I want to hear that as many times before I die as possible. That is one reason for the call tonight.

I just wanted to have something so that people could benefit from Willie's experience and hear about what is going on out there. Some people are so awful depressed I don't know if this is going to work for me, I don't know if people really actually make money on line selling all of this stuff.

So if this does anything else for you or nothing else for you hopefully it does fire you up and let you know there is a bunch of us out here and we are doing it and we can

show you how to do it too.

Willie: People like Jack and I don't mind questions from you either. I personally don't mind you know emails from you anytime.

Jack: I learn a lot from people's question.

Willie: That is why I have 1800 emails in my in box right now.

Jack: You don't sound like that you mind, everytime you say that you laugh. Sounds ok to me. That means that business is good, right Willie?

Willie: Yes it is, yes.

Jack: Well thanks Peter, are you still here?

Peter: Yes, I am still here.

Jack: All right, he didn't ask any more questions.

Peter: No I am fine and I am happy that I was part of this. I am glad and I am honored.

Willie: I haven't met you Peter, what was your website again I know that you were working with Jack?

Peter: Yeah, we started to work together about a year ago. We completed a couple of small projects and we started to work on equipmint.com last August and even earlier. We just compensated and started to market to equipmint.com. We also launched our consulting services, which is webfoxmedia.com. We have consulted to dozens of clients, built dozens of websites and systems. We call them systems because we don't build one website but we build two usually... but there is a reason. There is a reason why we do that, anyway that is what we do together.

Previously I didn't do much online, I was just learning and attending local seminars, talking to people. I also read a lot. I started to do .....practice about one and half years ago.

Willie: Maybe I will get to meet you someday too. Maybe I will get to go to Sidney someday.

Peter: I have got my own niche market, which you have your cookbook I have, my

puppeteers. I have a puppeteer's background. I market the book that was written by my father to puppeteers. I am moving into DVD production because it is a visual art form. So it is better to show it than talk about it or write about it.

Jack: Watch for Peter to be the dominant puppetry website and resource on the web very very soon. In fact it is already climbing the charts. People in that field have no idea how to market their site. So he has a delicious opportunity to be the man and he should be because his Dad was a pro, really well regarded in that industry as a master. I am going to be really excited to see that really take off.

Peter: Yeah, me too.

Willie: That is great, absolutely great. You know you found something that you can dominate. It is not that hard to find a niche.

Peter: It is a super niche market you know. It is super niched. A micro niche, I don't know how I can classify it. Microniche.

Jack: Well let's wrap this up, Willie, I took you five minutes over than I thought that I was going too.

Willie: I will send you a bill.

Jack: Ok, send that to my Nevada address.

Willie: Ok.

Jack: Alright, well thank everyone for being on the call tonight and we will be announcing new seminars in the future because we want to do a lot more of this high touched information sharing in the future.

I thank everyone for being on the call and thank you very much Willie for taking the time to be here with us tonight.

Willie: Thank everybody for being on the call.