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ALEX JEFFREYS

AJ: Hi it's Alex Jeffreys here and welcome to the call today. I've actually invited a friend of mine - Michael Cheney - to jump on the phone with me and help me share this information with you today. I think that what we are about to share with you in this coming hour is literally going to surprise you how easy, or how simple it is to make money online. So how's it going Michael - you okay buddy?

MC: Yeah doing well. Yourself?

AJ: Yeah brilliant. Thank you for coming on the call with me and helping me share this information today. I'm really excited about what I am going to share with these people.

First of all, I want to tell everyone listening to this call right now that I think Internet marketing is simple, but not easy. As I go through this call you are going to understand what I mean. I will cover that in a moment, but I know a lot of people on my list and my customers are desperately trying to make money, so I want to give them (you) a system that works okay?

This is a system that you can copy. This is a system that does not cost a lot to set up. It does not cost a lot to run and if you focus, you can quickly turn that low cost into a profit. Do you agree with me Mike that it's very important to invest a bit of money, but if you focus you can quickly turn that into profits?

MC: Yes, focus is definitely one of the things that I'm telling people on my list all the time. You can go off and do a whole bunch of things, but until you get that laser targeted focus and get, as you say, a workable system set up then really you are never going to be making money online - it's definitely the right approach.

AJ: Don't let anything I tell you today scare you.

Because what I am going to be telling you is the bare bones to a real serious money making system and I'm going to go through everything and the proof on this call. In a short time you could literally have other people doing this for you.

What you need to know is that you should be digging deep into the trenches

yourself first. You should be learning this so that when you do outsource it to people, you know that you are paying people to do a crack job. But don't worry about that right now, I'll explain that later on. That is very important.

What I want to tell you right now is that it wasn't that long ago that I was a total newbie myself. I was struggling with this system; I was struggling to make money online. Funnily enough Michael Cheney was one of the very few (I think he was the second marketer) I knew 'for real' on the Internet. I had read thousands of scam pages - I can only call it crap now, it was only when I found the real internet marketing niche and main players. Michael Cheney was one of those successful people.

Now Michael, I remember May 2006, you did your first product launch in the Internet Marketing niche - AdSense Videos - tell them how much that made you in the first 7 days . . .

MC: It made, I think the official figure was \$250,000, well \$250,037 I think it was.

AJ: That was gross income!! Can you imagine making that amount of money? . . .

MC: I've just got to say that since then it's done an additional \$400,000!

AJ: Woah! And that's just one information product, Yes Mike?

MC: Yes, that's it.

AJ: One sales page, one product on the back end?

MC: Yep.

AJ: Amazing! That's just absolutely amazing. Now I still look up to you Michael you know that. But back then I was looking at Michael Cheney as a guru that I could only dream of speaking to at the time. I mean I didn't have a clue how to make money online. I was just starting out at the time and I was watching this and I was like WOW! The whole rise of how I have grown from there is documented in Post Launch Profits - my previous book which you can get in the members area.

Eighteen months ago to even think that I would get a chance to get Michael Cheney to jump on the phone with me was like 'that's impossible'. But now literally we almost speak every day, whether we speak by email or Skype we are always in communication with each other because now we have made some serious Wonga together. Do you agree Michael?

MC: Yeah we have, haven't we? We have done, I don't even know what the figure is I've lost track - somewhere around \$15,000 mark? I don't know!

AJ: I don't know Mike either, I just know that we have made a lot of money in the last few months together and that helped us to become good friends.

Let me just tell you quickly how me and Michael met, and then I'll jump into this. First of all, we met at a seminar in New York and I think we just we met briefly, had our photo taken together and we ate a meal together. Then we met in another seminar in San Francisco. What I did was, with Jason James, I organized a trip to Alcatraz and we invited a few close marketers and Cheney was one of those marketers. Now trust me going on 'the Rock' together was a real bonding experience! Do you agree Mike?

MC: Yeah it was intense. Even to this day, I wouldn't say every day, but certainly every week I actually think back about being in that solitary confinement cell. It really will live long in the memory that trip, definitely.

AJ: I know it got you, but you know a few of us went out there and it was a real good experience. After San Francisco, Michael actually launched his coaching program - it was the Secret Momentum Lab and I actually joined that. Luckily enough, Michael gave me some access to that and I joined it.

Now throughout the next 12 weeks I was being coached by Michael and he was advising me how to become more successful in all different areas. And by the way you can review that product at SecretMomentumLab.com, that's not my affiliate link, it's just a great product.

After I went to that Secret Momentum Lab, I wanted to just say thank you to Michael for his support to me. He has been giving me a great amount of support, helping me for a good three months. So I wanted to thank him and I put together a real nice promotion for his traffic videos and I actually did that promotion to my list and I made us a good few thousand dollars each. I can't remember the exact figure now, but it was funny because right then I

made Michael a couple of thousand dollars, but then he thought 'Wow this kid is a little force, he just made me a lot of money' and that was really the start of a great relationship.

Throughout the past month, like Michael said we have made about \$15,000 each or something like that from whatever we have been doing. So I know that I am going to add a lot more money into his bank because he helped me. So remember that because that is important to what I am going to get into in a moment.

Now I got sidetracked a little there, but what I am telling you is once upon a time I was this person at the end of the line listening to calls like this saying 'Wow, I could never jump on the phone with Cheney' - that was how I was thinking. Now I really didn't think it would be me. So now what I am saying proves to you that it can and will be you. And with the information I am going to share with you today I really think you can do it. Yes?

So right now this is where Michael is supposed to say to me 'so Alex, what is the reason that we are getting together on this call?' and I say 'That's a good question Mike'

[MC Giggles]

Listen guys, the reason that I am on this call is to share with you my story - how I rose to make a lot of money online and how you can follow this exact system because I haven't made this system, I have actually followed someone else's system.

Now, first of all this goes back to the previous book I wrote - Post Launch Profits - I launched that back in December - December 4th 2007 that actually went live. In that book, quickly I'll tell you if you haven't read it, that book actually tells you about my previous experience making a full time living selling information products online - just selling information online.

Most of the people listening to this call, I know you have read that book. If you haven't already read the book, there is going to be a free copy in the member's area for you. I really recommend that you read it. I told Michael the same thing when I wrote it 'You gotta read my book', I was very passionate about what I wrote in that book.

Now if you think I am missing anything out on this call today, it will be covered inside Post Launch Profits. Let me just give you a quick overview so if you haven't read it you are not lost.

What the book talks about is how I set up my information marketing business up from scratch. From nothing, to making over a \$100,000 in the first year. I have to tell you that \$100,000 was gross. I made about \$50,000 profit myself, but that was in my first year. That's a lot of money. It's a great wage for anyone in their first year and I'm still learning.

Now I am going to show you the route I took through that book, but what I want to say is I called that book Post Lunch profits because I launched my first information product - Easy Auction Profits.

Before you launch a profit, you have a pre launch phase, when you launch a product you are in the launch phase and after you launch a profit you are in post launch phase.

So after I launched Easy Profit Auctions, I went into the post launch phase and I was actually making no sales. My website had no traffic being sent to it and I'd stopped making money. So what I had to do is act fast, I had to learn ways to drive traffic to that sales page and everything I did to learn traffic generation is covered inside Post Launch Profits.

As I got traffic, I started to make a profit and that's why I called the book 'Post Launch Profits'. I explain exactly how I make the profits. So anyone listening into this call right now, if you've already got a website great - go read that book it is going to help you a lot. I share everything I know in that book.

Towards the back of the book, I actually explained I was going to talk about the Secrets surrounding the book and it's launch. Remember, that book talked about my first launch and my first product Easy Profit Auctions and everything written in the book was written about my experience previous to the launch of Post Launch Profits, but I wanted you to continue the journey with me because this new experience I have just been through has changed the way I do business online. This has made me a ton more money and again it makes people I work with, like Michael Cheney, a lot of money too. It is a very, very awesome system. Again I didn't create this, I just followed this system and I want to pass it on to you as well.

I really think that what I'm about to share is of awesome value to you. Mike, I've got a question for you. Where's the money - the money is in the?

MC: The relationship with the list.

AJ: Well done, that's a good answer. I thought you were just going to say the list - everyone comes back and says the list. We are always told the money is in the list, but you hit it on the head Michael, the money is in the relationship with the list.

If I coach people on the phone, if I coach people via email, whatever - I ask people that question. All those people come back with that the money is in the list.

Now when I built Post Launch Profits, when I wrote that ebook, when I launched that product, it was done for one reason - it was to build a mailing list. Not just a mailing list, but a responsive mailing list. I understand, just like Michael said then, it's about having a responsive mailing list.

Now it's simple because even to build a mailing list most people overlook this because people talk about it everyday, but most people don't know where to start. That is a problem - most people don't know where to start to build a mailing list. There are one hundred and one things to do with it, but if you keep focused, if you keep focused on the one main task, which is list building, you don't get lost with all the techie stuff around it - if you don't get stressed out you can be very focused. You know what you are doing - one task - list building. Let's do it.

To be honest, sometimes I think people are scared of making money. I think I used to be scared of making money because what I am about to share with you now is a simple cheat to create money on demand system. It works, this works. List building works. Is that correct Michael?

MC: Yes. I say this all the time if you ask any Internet Marketer they would sooner (probably) give up their house, cars and family, rather than give up their mailing list. It's as simple as that.

AJ: It is as simple as that. I remember Corey Rudl, watching DVDS back when I first started out and he was saying you can burn my office down, but

please don't take the data from my mailing list. A mailing list is money on demand - when you send an email to your list and make tens of thousands of dollars that day. That is phenomenal, but yes it does come down to the relationship.

So what I'm saying is people don't do this because they don't understand that the money is in the list because they have never made a list before, or they have never made any money from a list. It's like a cliché, isn't it Michael - the money is in the list. Everyone says that it's like that cliché flying around the Internet.

MC: Yes, I think that it is the kind of thing that people hear so often that they kind of tune out of it and think yeah, yeah I know that and eventually I'll get around to it, but it really is the thing - the number one thing to do.

AJ: It's the number one thing to do, you are absolutely right. I hid from it for so long, that's why I am saying to everyone on this call right now, if you are listening to this and you haven't got a list, you should build a list.

If you thinking you are going to put it off to do something first. Put the other thing off and start building a mailing list. It's very, very important. People say build a product and then build a list afterwards, but if you build a list first then can build a product and sell it straight to your list. It's instant money.

So literally like we said just then, you don't just want a list - you want a responsive list and that is a very good instruction for everyone to turn up the volume and get ready because this is a simple system. It really is a simple system. I am going to give you a call to action. You can either follow or not follow. The choice is yours, but I really recommend strongly that you follow this.

Let me tell you from the start how I built my responsive list and my responsive list now generates me tens of thousands of dollars a month. On a few occasions it has generated me tens of thousands of dollars in a week and on one occasion it generated me \$10,000 in a day! All that is in the past six months.

No longer than that, just the past six months - that is freaking cool. I gotta be fair to you before I give you this successful model and tell you how to do

it yourself I need to tell you my story about the launch of Post Launch Profits. So you understand the example and when I give you the call to action you can actually relate them and go off and make your own successful business.

Personally I am going to go deep into this and I want you to understand the mechanics of this so that when you take this, building your own system, you've always got in mind what I did to make these tens of thousands of dollars month after month. It's a serious system. Let me tell you something here my list is, I don't know how much smaller it is than Michaels - maybe 10 times smaller or 6 times smaller, but he is making ten times more than me every time. So I'm making decent amounts of money, but Michael is making huge amounts of money. It's just crazy, so keep building that list.

Yes, I am going to tell you my formula right now. Don't get scared as I spent some good money building my formula, but at the end I am going to give you an easier formula as well. So you can build your easy formula and expand on it when you are ready.

Now, how I found my proven system was funnily enough (again this is why I invited you Michael on the phone with me) was back in 2006, I can't remember the date but you promoted the Butterfly Marketing Manuscript by Mike Filsaime.

Before that I had never heard of Mike Filsaime, before that email from you. You did a Camtasia video of the agents knocking on the desk and everything - that whole video. But basically Michael Cheney was raving saying that Mike Filsaime was the reason behind him doing a quarter of a million launch. He was raving about this guy - Mike Filsaime, and don't forget Michael Cheney was one of the only people I trusted online, so I was like I have to buy this Butterfly Marketing. I went and bought the report and I was just blown away. I was like I understand why Michael Cheney loves this guy so much and I basically knew then that I had to align myself with Mike Filsaime.

So I found out he was coming out to the UK, he was doing a seminar over here. I went straight to that seminar and basically this guy over delivered to the maximum. The first night we met he sat there with me, we had a bottle of beer together and basically he was looking at my squeeze pages with me, he was giving me advice. Don't forget I wasn't making any money with

information marketing at that point and I was trying to build my own products. He basically stayed up with me to 5am in the morning working on my site with me. Now, yes he was jet lagged - he had come from New York so the time difference wasn't a problem for him, but still this guy sat with me for hours - I was like wow.

So the next day he went on stage and did his pitch and he opened up a coaching program for about \$6,000. I had to go up there and pay on the spot as this guy had given me so much value already - I knew I had to be one of his students. I knew it was going to be a wise investment even before I'd even paid him. Let me tell you right now, it was the best investment that I ever made in my whole life.

So I signed up to the coaching program - that coaching program was called I5 Gold. You can find that on i5gold.com. It's basically Mike Filsaime, his partner Tom Beale, Donna Fox and Paulie Sabel. You'll agree Michael that all four of them people are great mentors, aren't they?

MC: Yeah that program has gone down in history. I don't think it is open anymore now, but it certainly churned out a whole bunch of six figure and probably 7 figure internet marketers that have gone through that.

AJ: I know quite a lot of my fellow students there - they are doing six figures like you say. We are all doing hundreds and thousands. In my first year I did \$100,000, I think it was \$112,000. This year I am set to do just short of a quarter of a million I think we are going to hit. There are other students that I was sitting next to that are doing millions. I mean WOW! You are right that program has gone down in history. It was just an amazing experience to be there.

Now, when we went through that coaching what was going on Mike was Mr Filsaime was taking us behind the scenes with his multi million dollar business. He actually said this is what I am doing, this is what everyone is seeing online, but this is behind the scenes - you can see behind the scenes in my office. It was really amazing and he shared a lot with us. He went over and above, but that was just a small part of the coaching. We'd have weekly calls with the rest of the mentors, he'd also get us guest speakers to tell us about different topics about making money on the Internet. Other weeks, this is what was really cool, other weeks we'd have call-in days where the mentors would either review our products or websites, they'd give us advice

or they'd brainstorm our projects, promotions or product launches.

One of the weeks I actually jumped on the phone with Filsaime - we were going over my product launch, which was Post Launch Profits. As we were brainstorming, he said to me you understand how my whole business is spent on list building - his whole business, his whole multi million empire is built on list building. I said 'yep I totally understand Mike and my next launch is going to be the same thing. I am going to copy your model, I'm going to build a list and I'm going to follow you'.

You create a product for free, you give it a way to build a list and you build a relationship with that list and that's how you make money.

People get lost, they say they don't know how to build a list, they don't know what to give away for free, or how to build a relationship. That is all coming to you. I am giving you this full system right now.

So on that call, we were actually brainstorming how I could build a list fast and we know Mike, to build a list fast we want to get joint venture partners on board, so that everyone drives traffic to the page and you build a huge list. I'm sure you have done that many a time?

MC: Yes it is definitely one of the essential ingredients in doing it. Yep.

AJ: Don't forget I was giving stuff away for free - I was giving away a free product. So in order to get joint venture partners on board I had to have something of value for them to participate in the launch. They weren't going to promote it for free and not get anything out of it.

So Mike Filsaime said listen, using my butterfly Marketing software and for anyone listening in on this call, this software is pricy, it's like \$1,500, but this is the best \$1,500 investment that I have made. You don't have to do it, but I do recommend it if you can afford that - go with it. This software does a lot of cool stuff, but I use it for the basics.

So what I do is - I offer the free product to get people's names and email addresses, so they join my list. Once they give me their name and email address they would see a One Time offer (OTO) and if they did buy that OTO they'd pay for that OTO and then they would be taken into the member's area where they could get their free product and the paid product.

If they didn't buy the OTO, I'd give them a downsell - a smaller version of the OTO, but at a cheaper price and again if they buy the downsell they pay for the downsell and they go into the member's area where they download their free products and then downsell paid product. Now if they didn't take the OTO, if they didn't take the downsell, they will be just taken into the member's area and download their free product. That's how the butterfly marketing software works.

Now Filsaime has built loads of these butterfly sites. They are all building his mailing lists everyday and making him money everyday and it's all on autopilot, so it's like wow I want some of these sites myself. How cool - everything is on autopilot and making you money. Do the work once - it's leverage, so I use his Butterfly software, I've got the offer so basically when people opted in they'd have the OTO. Now this OTO was the way I could get Joint venture partners on board to promote my product, so basically I had some value for my joint venture partners to promote for me. Every sale on the OTO or downsell, I'd give the joint venture partner a high commission, so that was the idea I was going to build with.

Then me and Mike continued to brainstorm and I said to Mike, 'listen what's a great OTO to use? I want some of extreme value, I really want people to buy - I want a lot of sales'.

Now Cheney, we both now Internet Marketing is a numbers game - simple maths.

MC: yes

AJ: You drive traffic to a page with an offer on it, a certain percentage are going to buy that offer and a certain percent are not going to buy that offer. That is as simple as that.

MC: Yes

AJ: So with my OTO I wanted to create extreme value, I wanted to go totally over and above, so that the percentage of people buying would be huge.

Of course I had been going through this coaching program, I'd seen a lot of successful people. I understood that you put a compelling offer together,

you put it together for an outstanding price and when people land on that OTO page they feel as if they cannot turn it down, they feel as if they have to buy it. I said to Mike that you have launched lots of these butterfly marketing site - what is the best OTO I could use.

And his reply to me was and this shocked me was 'Use the original product'. I was like hmm okay use the original product. He said if you use the original product as the OTO and use the light version on the front end to capture names and email addresses, when these people then opt in they give you their name and email address, and then they see your OTO it's going to be very compelling to the front end that put in for and if it's of enough value, then you are going to get lots of people to buy it. I was like yes that does make sense - it's a great idea - simple, but great.

Now, my original plan was to giveaway 10 Post Launch Profits videos and a short ebook. After the brainstorming session I had a great OTO now. I knew now that my OTO was exclusive, it was brand new content which you couldn't find anywhere else on the Internet, so that meant it was of extreme value. I was getting really excited, as lots of people out there do the same OTOs - the same crap with no value, so I wanted to get away from that. I wanted this OTO to sell like crazy, but the thing was I had another challenge now because I had taken away the value on the front end - the ten videos, which were now the OTO.

My challenge was to create enough value on the front end to make people sign up and give me their email address. So I needed now new value, I needed to add more value on the sign up page. Basically if I added new value to the sign up page I'd get more people signing up on the sign up page, more people would see the OTO, which would mean more sales.

What you have got to remember is that my mindset going into this launch was to build a list. There was nothing else on my mind apart from building a mailing list. It wasn't to make money from the OTO. I knew I had create value with the OTO, but I had to create extreme value for the front end. I knew I was fine, I knew I was going to make sales on the OTO, but again that was not my objective.

Please, please understand this - it was not my objective. In fact I paid my joint ventures and affiliates 75% commission on every sale they made.

I said I had to create value with the front end, I knew I was going to make sales with the OTO, but my goal was to create extreme value with the front end offer because I knew that every single person that joined my list, even if they bought the OTO, or did not but the OTO - they could read that free report. If I give extreme free value in that report, then they would see me as an authority figure - it's just leverage.

Remember my goal was to build that mailing list, not just to build a mailing list, but to build a responsive mailing list and as Michael said just now that's very, very important.

What I was actually saying there Mike was that in fact I've paid my joint venture partners and affiliates 75% commission of every sale that I wanted to come about, because even though I set my goal to create extreme value with a front end product, because I knew that every person that joined my list, even if they bought the one time offer or they didn't buy the one time offer, they could read that free report, so if I pour valuable information into that free report, they would actually see me as their authority, so this is going out to thousands of people, now you remember Mike I keep saying my goal is the mailing list, but not just a mailing list a responsive mailing list.

I was taught this by one of the biggest names out there in the internet marketing main event. When I was with the other experts he, said 'When you give something away for free, if you're giving it away for free on the internet, you have to create value, so even if that person does not spend money with you, at least they took away value'. I was like okay, that's cool and then he continued to say that 'the reason was now you have become a good source of information, you've got across to the market'.

So what I'm saying here is, you know when you give away something for free, make sure the end user is going to learn something from it. You don't want to be giving them crap just because they've given you their name and email address, because if it contains no value then there is no point in catching their name and email address. Obviously they had an interest when they landed on your squeeze page, to give their name and email address, they've given you their details, but if you don't follow through with your promise, then you don't have their attention and this is very important for later on when you send them emails.

So if your free products are of extreme value, then now you have their

attention, so when you email them they are thinking it maybe worth spending money with you. Its alright saying the money is in this and that and the back end, but this is how it happens...

You have given value, you have given them a reason to listen to you, because you're their source of information and they could and may well be willing to spend money on you. So remember when you're giving something away for free on the internet, even if that person does not spend their money with you, make sure that they at least take away something of value. So when I understood that and I also understood the money was in the list. That's when I thought, okay I want to build one of these products myself and I set out to build Post Launch Profits okay and I started from start to finish. Now, my mindset was, to create extreme value on the front end, like I keep saying, 'The more value, the more the responsive my list will be after the launch'. So I wrote ebooks and I'm sure you've done this as well, you know wrote quick ebooks and viral reports and stuff.

MC: Yeah.

AJ: But they haven't got a lot of value, do you understand.

MC: Yeah, yeah.

AJ: You know I'm sure we have all done it, created loads of these things at the beginning, because I didn't understand this process okay, so all my focus was not on building a list. I was trying to build a list with these ebooks and you know I was doomed to failure, because these lists I built are now cold, they are not responsive at all, in fact they haven't got a clue who Alex Jeffreys is okay, but my Post Launch Profits list knows exactly who I am and they actually email me to say 'Hey when are you going to email us next'? You know and they'd like to pay me money, I create value for them and they like to pay me money. It's crazy, these people want to give me their money, I mean that changed it for me. Now you need to focus on the back end and front end, I wanted to create extreme value on the one time offer as well, in fact I was so focused on building a mailing list for myself, that I was going to pay the joint venture partners 100% on the one time offer on the down sell. I was going to pay every bit of the sale to my joint venture partners and it was actually a lady named Lisa Dianne, who turned me away from doing that. Firstly if you don't know who Lisa Dianne is, she is actually a fantastic lady and amazing business woman, Michael knows her better, what is she -

is she one of the top two money generators in America, I mean what is Lisa' story Michael?

MC..Yeah, I mean in a nut she's started and sold probably, I don't know the numbers, but certainly a handful of multi-million dollar business' that she started from scratch, built them up to multi-million dollar status then sold them on, in all different types of markets, so yeah she really knows her stuff.

AJ: Yeah and you basically modeled her million dollar business, I know you went out and tried to copy everything she'd done, which is an amazing business model, so congratulations to you on taking action on that and obviously you have seen much better results since, is that right?

MC: Oh yeah, I mean it's just what you where saying at the beginning, it's finding people that are successful, model what they are doing and look at their systems and put your own thing on it, but don't change things too much, that's really the key to it.

AJ: Yeah, because I met Lisa, the first time was in Miami, then we were down in the Sheffield event and then the third time was when I met you for the second time, which was in San Francisco, when actually you remember Lisa took you me and her entourage out for a meal in that nice Italian restaurant, somewhere in San Francisco, which was a funny day and I've got some good memories of that meal, it was a real good laugh and the stories we shared, but you know I was obviously excited I was talking to Lisa.

Then again, what you must understand is that Lisa is far, far ahead of me and miles ahead of what I have done with business, and I was very excited that I was going to be giving away 100% commission to my joint venture partners on a one time offer and down sell and being focused on making money and giving my joint venture partners 100% commission, that means they're happy and that means I'm going to get more joint venture partners on board and that means more joint venture partners are going to promote it, meaning I'm going to get more leads for my list, which means more money for me. Lisa just stopped me there, because she could see I was getting excited and she said listen, give 75% away, its almost 100% and literally the joint venture partners will still promote if the product is good.

So I thought about it and she said listen I've done 75% and 100%, just go with the 75%, so I thought okay cool and as I was thinking about it I

thought, okay the 25% commissions could come in handy you know, it could come in handy for the launch costs, because I'd been outsourcing stuff, I'd paid like five thousand dollars for my sales copy, graphics, joint venture prizes, marketing material and I think it was about another eleven people help me build this launch.

So I spent about seven thousand dollars building this product, but the good thing was the launch went on to do about eighteen thousand dollars or so, which it doesn't take a brain surgeon to realize, if I was going to get just 25% I didn't make a whole lot of money from that launch okay. The initial launch, I made almost zero, in fact you know it was zero, but after Lisa' advice I practically covered my launch costs and now I had a fully automated money machine built, which cost me zero. Well the good news for me was, I kept focused and launch week the people came by the thousands, in fact the first seven days we had over eight thousand people download the ebook, so we loaded the market, it's like a dollar per lead, per name on your list.

MC: Yeah its something like that I think, yeah.

AJ: You know what to be honest I don't like that from my list, you know maybe about between 50 to 75 cents a lead, but listen, the marked average is that you can make is \$1 per subscriber on your list, so if you have a hundred people on your list, you should make a hundred dollars a month, if you have a thousand people on your list you should make a thousand dollars a month from your list. But check this out, I just created a launch, I created value in the form of the one time offer, I created the reason for the joint ventures to promote and drive their traffic, I gave extreme value in the form of the product and to say the least that took just a life of its own, but the response has been overwhelming and I just added eight thousand new leads to my mailing list in a week. So you know, I made zero from the launch, but because I kept focused on building a list and that was my goal, I've built a list of eight thousand people in just seven days, that's just phenomenal and you can agree with me Mike, that list makes me a lot of money.

MC: Yeah as you say, its just making that decision before hand and saying, okay will I just go after that little bit of money now or will I go for the long term approach, its what I like to say, the three little pigs, you know you've got the guy that builds his house with straw, it is quick, but it's not going to last that long. You've got the guy, the little pig who builds with wood or

sticks, lasts a little bit longer, but still not going to last that long, or you've got the long term approach where you're building your house out of bricks, and that's what you're doing, building your house out of bricks, getting that list in place, which is a long term asset. It's an insurance against anything that changes on the internet and nobody can take that away from you.

AJ: Yeah, that's right, but actually I've got many different lists. My overall grand total I've got twenty four thousand, my unique subscriber lists is about fourteen to fifteen thousand okay and some of those lists aren't responsive, but like, to focus on that eight thousand in seven days, it generates me tens of thousands of pounds a month. Now every month it generates me about ten thousand dollars, it's like wow the money is in the list, it is in the list. The reason my list is so responsive is, because I give away such great free content, and thousands of people came and downloaded this in the first week, so I use leverage though I do the hard work once, put that on the internet and use the internet as the leverage and people have come and downloaded it, the people are like wow that is extreme value, and they wanted to pay me with thanks, you know people actually wanted to pay me.

Now you'll find that yourself, if you help enough people you know it's human nature, if you help people, then people will want to help you back. Just like I did for Michael Cheney, he let me in to his coaching program and I wanted to repay my thanks, I've promoted his products and made him a couple of thousand dollars, then we have gone out to make a bond with each other, I've promoted a few more products with him and each one has generated in the thousands of dollars. It goes back to I've learnt this myself with Tim Knox, mine and Michaels close friend, Tim was actually the person who put me onto Michael Cheney, he introduced us via-email.

Tim Knox met with me, I flew from the UK to Alabama in the USA in April 2006 to my first internet marketing seminar, I was very excited, I was building my first information product, Easy Profit Auctions and Tim could see I was shining through, he knew I was eager to do it, he opened the coaching program and it was three thousand dollars, but basically he wouldn't charge me a cent, he said kid you're coming on this coaching program for free. I said what okay cool, if you want to coach me for free. I looked at the teaching and was like you know, he really is the very first person I trusted online okay.

So when I finally started to make three thousand dollars a month and a few

thousand dollars, I wanted to send him a check, I said Tim I want to send you a check what's your address and he said to me, kid if you send me that check I'm going to burn it up, I'll rip that check up, there is no way you're paying me. I actually wanted to pay this guy, I was in the mindset that I wanted to pay him, because he created value for me you see. So I learnt this, I was like wow if I can beg this guy to send him a check for three thousand dollars, and that at the time was needed money to me, but I was willing to do that, to thank him and I was like, you know if I can turn this around and get as many people, who want to give me that thanks and want to pay me then I'm set for life and you know, I don't know if your in that mindset Mike, but that's the kind of mind set I want to be in, I don't want to take peoples money, I want people to give me their money.

MC: Yeah, it's called 'givers gain', is what I've heard it described as, from this network organization called Business Network International. Which I used to be a member of and they speak of this idea 'givers gain', that the more that you give, the more you are going to gain in return and I think too many people get online and are starting to say, you know they say initially, how am I going to get money, how can I make money? Where as really you've got to be saying, how can I help as many people as possible? You give first and then you will receive afterwards.

AJ: Yes, now the fact of it is okay, that we are using the internet as leverage, we are using it as a way of giving information away for free, we create the value, we bend over backwards to create this value, but we create it once, then we can reach a worldwide audience, for a reasonable charge. The major benefit of this is we can set it up on auto pilot. It is literally while I'm on this call my business could be making me money or it could be building my list. People are landing on my pages and entering their email addresses, you know it's all set up on auto pilot. You do the work once and you leverage it okay. The hardest part is learning how to do it the first time, that's why I'm going to explain to you that you have got to get it set up okay.

You've got to dig deep in the trenches yourself as well. The days of internet marketing one to one are over. You can do coaching programs to hundreds of people, where as before it just used to be one to one. The problem I had at the start of my online career, was, I mean maybe you can relate to this, but I was online learning how to make money online okay, I wanted to advertise reading all these ebooks, going through all these video courses and I wanted to learn how to make money online, so all I wanted to do was make money,

that was my goal, like I needed to make money, so last thing on my mind was, that I wanted to give my products away for free. I just didn't want to do it, I wanted the money and that was my goal, do you understand? So I didn't want to build the list, I didn't know how to build the list, I found that scary and most importantly, once I had built the list I didn't know how to make money from that list.

Even though I knew that the money was in the list, even though I knew that if I gave away enough value, the people were going to finally want to give me their money, I actually shrugged it off and I started to sell my products online for a fee and that was a big mistake okay. I didn't focus on list building, so if you take anything away from this call, I'm going to drill into you list building, focus on it and build your system okay. Now I'm really hoping this call can change your mindset today, so you don't make the same mistakes I made. Now did you make that same mistake yourself Michael or did you go after the list straight away?

MC: Oh yeah definitely to begin with, I mean I did have a list right at the beginning, but I was as excited as you, focusing on the money side and saying, how can I make money and where's the money coming from, rather than actually helping people and giving stuff away for free, which does go against your gut instinct initially, but it's the right thing to do.

AJ: Yeah, your totally right Mike it is against your intuition, that you're here and you want to make money, so you just go on and give stuff away for free, but this is the creating thing you see. Now I've started building a list and giving stuff away, I actually make more money from that list, than I do from products I'm selling online. It's strange, but it's true. It's so lucky that I took Mike's advice, I invested in his coaching program and I modeled his business guys, it's the luckiest thing I did and I give things away for free now, I've stopped trying to sell. So after the launch of Post Launch Profits I went into the post launch, of post launch profits okay, and literally this is what blew me away Mike and I'll kind of share this with you shortly, but I had people offering me up to twenty five thousand dollars to coach them, literally I've had you know like on my survey, there is like four people on there and people have emailed me personally and said, you could coach me and they've offered me as much as that. Now obviously I turned that away, I wasn't ready for that coaching program. What I'm saying here is my list what is not just responsive Mike, my list was firkin hot okay, my list was super duper responsive, the open rates for click through were just crazy!

So after I went on vacation, straight after I launched both products and I done a few emails to my list, to see how responsive it was. So several weeks after my launch, I was like I've got to survey this list and I was super excited, so I surveyed my list and asked them about twenty six questions, now overall you know I asked the question do you want me to coach you, if so how much would you like to pay me to coach you? Two questions, four hundred people out of that survey said they wanted me to coach them, four hundred people said they wanted me to coach them! They said they would pay me between, and the figures were between five hundred dollars and twenty five thousand dollars. The average one was around four thousand dollars okay, so what do you think of this Mike. Four hundred people, who didn't know me eight weeks earlier, I give them a free report and now they wanted to pay me for the high ticket coaching program, can you believe it?

MC: Yeah!

AJ: Mike, I was as you can imagine getting very excited, I was like what's going on here, this is like the changing of my online career, this was very much, February 2008 and that survey changed the way I do my online business. I was like wow you know, imagine if I really did have this coaching program built and set up on the back end for that launch, I mean whew, you know I would have sold that coaching program for a couple of thousand dollars a ticket and from giving away that free report, I could have made anything into the hundreds of thousands of dollars. I kid you not, I just could not believe it, you know it's the mindset Mike do you know where I'm coming from? People listening to this call must think oh yeah. Listen I was blown away and I just did not know what was going on, this was just a few short months ago.

Now when I launched Post Launch Profits I knew the money was in the list, I understood that, I knew I was going to make thousands of dollars from that list, but I didn't understand that I created so much value that people on my list were willing to pay absurd figures. You know I felt very lucky that I surveyed my list, because I asked them those two very important questions, do you want me to coach you, if so how much will you pay me? To be totally honest with you, I wasn't ready for that coaching program, you know I still had a lot of failing forward to do, I still felt that I got a lot to do still now you know, a lot before I want to become a coach myself, because when I do open the doors to my coaching program I want my students to become

100% successful, that's very important. I know you are going through a coaching program yourself Mike and I know how much hard work you've put into it, you know to make sure everyone is getting what they have invested into it, it's important isn't it.

MC: Well yeah that's it, you know it's weird, because you've got to, you want to tell people, coach people on everything that you know and as you know, we are always learning new stuff, so it is difficult to know when to actually start that coaching program, because even as you are actually doing it you're going to be going off and learning new stuff. It's just the nature of the game. It's what your saying is, it's crucial just to drill it as well myself and add my two cents to it. You know what we're saying here is that it is all about the value. You give the value first and that gets the relationship and then you get paid, but you can't skip that step out, you can't skip out the value step and just go straight to getting paid, it just doesn't work like that. You've got to give the value that gets the trust and the relationship and then people will start to give you the money.

AJ: Absolutely correct and like you say, you're going on and you're learning things. From the moment that I did that survey and I realized that there was hundreds of thousands of dollars in my list, literally I just built a list several weeks earlier and on my list their telling me that they are willing to pay me hundreds of thousands of dollars, I was like, okay. The last six months, everything that I've been doing is building up for the launch of my coaching program. I've been learning to do a coaching program and you know I've been asking you and we've been on the phone. I've been like, Mike how are you doing your coaching program, how are you teaching to people? Like I want to know everything from all the people I know that have done coaching programs, I'm out grilling them and I want to learn how they make successful students. That's what I want you know and I want to limit my coaching program to just twenty spots or something, twenty to twenty five so I can control it and make sure everyone's a major success. I can then sell those spots for a couple of thousand dollars each.

We know they're going to sell, you know these are going to get snapped up in the first day and we know that, because the people on my list have told me they want to pay me this money okay. So I love it, I'm definitely going to charge a couple of thousand dollars a head, but this group is going to see value like they have never seen before, but like I was saying earlier I could have taken that fifteen hundred grand from my list Mike. When I had my

survey done, I could have instantly opened up a coaching program and they would have bought into it, but I was just not ready you know, I just wasn't ready. So like I said then, I've gone out now and I've gone out to learn how to become a coach, I want to open a great coaching program. Right now I just know how to make money online selling information products, but in the background I'm learning how to become a professional coach.

So listen to me okay, I give away one free ebook and this year it's going to generate me more than a hundred thousand dollars, with or without that coaching program. With every single penny for this audio, it's motive right, I'm not chasing money, I'm providing great free content and this is what Michael just said right, that providing value is so, so, so important. I missed this yeah, that's why I done this call, to let you know that this is simple you know, but it's not easy to set up, it's a very tedious process, but I'm going to go into it and I'm going to continue and tell you how you can do it better yourself. My list keeps telling me I'm providing value for them. Even though I give that free ebook away, I'm still providing value on the back end and giving them great free content and they want to pay me as well, because I do promotions to my list you know, it's not all about giving great content, you give free content to keep your list active and you send them promotions, that you recommend and if you do recommend that product and you've done the correct job, people buy and they will be thanking you for giving them a great resource. So don't worry about that, again I'm going to be telling you about that in a moment, how you can continue to give great free value on the back end. I'm doing this process right by myself and it's a very simple process, so I want to move on now. How was that Mike, did I cover that okay?

MC: Yeah totally, it just kind of repeats this main theme, it just kind of adds yet more weight to the argument and it's not really an argument or a discussion is it? It's an essential thing, it's why people are failing so much online, because they are chasing the money as you say, rather than delivering value. It's kind of weird, that it's almost like the pot of gold and the end of the rainbow, you know if you keep trying to chase that, your just never going to get there, you don't do that. The money comes to you when you give people value.

AJ: Well you know Kurt Wilson yeah?

MC: Yeah, yeah.

AJ: I met Kurt, I think before you and him spoke at Lisa' event, I actually met Kurt in Miami and Kurt is the same age as me, just for the people listening to this call, and he's doing hundreds of thousands a month okay, he's making like six figures every month on the internet, he's making a serious amounts of money and I'm like, how do you make that much money and he said it's simple, I stand in front of a cash flow and I fill my pockets. I was like what, are you serious, tell me how you do it and I was getting excited. He says, seriously I find out where the cash is flowing and I just step in front of it. Though obviously, then I think it's a wind up and he tells me, he replicates the same model what I'm replicating, the same model that Michael is replicating.

You know I followed Mike Filsaime doing this and obviously he's most probably followed the people like Mark Joyners and so on, so we have all followed this process and we can tell you that pay per click is the best thing or go jump on Ebay, go do this, that or whatever, but what this call is about, what this call is telling you, is how to build your very own structure, that you have to learn how to build, once you've learnt how to build it, you can outsource it, but it is going to be making you money.

Now basically I want to tell you how to make your own system, without that seven thousand dollar outlay, you don't have to spend that money like I did. You know, when I'm on some coaching calls, I do some bonus calls with people and I read them forms or whatever Mike. You know I've been there myself and I hear people saying I want to create my own product, but I don't know what to write about, I don't have anything to share with people or I'm not very good at writing, you know I want to build a list, but I don't know how to, and the current two biggest things I hear people talking about, on the whole internet when they're trying to make money, is product and list.

So right now I'm going to explain to you how you can have your very own system set up and let's forget about my success, let's forget about what I've just shared with you for the moment and let's just focus on you. Okay let's forget about the thousands of dollars to be made, forget about the hype. You know I got sucked into the hype when I got started online, Like I said earlier, before I met the people like Tim Knox and Michael Cheney and people like that, you know I was buying so many hyped up crap products, that I nearly quit, but now I'm glad that I didn't. Let's forget about the hype and let's focus on these very few core foundations, okay.

This is very simple, first of all I recommend you grab a pen and paper anyway, in the old fashioned way, make sure you write down the steps I'm going to share with you. Now I think anyone Mike, can do this in about eight weeks if not much quicker, although some people might take longer. It just takes focus like we said at the beginning, focus is crucial. So it is very important to plan ahead, you want to be planned ahead, that is so important, then be focused on the one task, so the one task is list building, don't get lost with all the different things, that's going to be involved with list building, don't lose focus, don't get sucked in.

The main thing is don't get sucked in to the small tasks, that you think are big tasks, so you get lost, just forget about them, step back and remember you are just focusing on the list building, it's very simple. Now we are going to look at the core foundations, because that's what we're working on the list building. Rather than working on a system to build the list I should say, so if anything else pops up while you're working on this, then just write it down and don't let it distract you okay, you know the target is list building. Now in order to do this first one and this is so important, I'm going to be asking Mike in a moment, but in order to do this you need to fail, you need to fail fast and you need to fail forwards okay. When I started out, I was failing all the time and I used to think I was a failure, but failing is totally part of success, failure comes with success and many of the best business people in the world will tell you, that failure is part of success and you've got to fail, because when you do it the first time you fail.

You know, I was failing with my list building, I was building a list, but it was very slow and when I was doing email promotions for that list, to make money from that list I was failing then, because I wasn't making any money. So I was failing, but the good thing was, I was failing forwards, I continued forwards, I continued to fail and I knew that I had the goal, I wanted to learn this list building system, I didn't get lost, okay. I knew I was failing but I was going after that end goal and to have a system set up, like I said, when I built Post Launch Profits, I knew in my mind that I was going to have a system and at the out come, work ultimately seven days and I'd have a list of thousands. So a very important step here, is that you are going to need to write down everything that is involved and we'll come to that in a moment, but also you want to do it all in a step by step order, and the other very important thing, which Michael Cheney got me on this kind of tip, was not to only write down your plan of attack, but to write down everything you

come across, when you're going through your plan and how you overcome it, because you keep a journal everyday, yeah Mike?

MC: Yeah, yeah definitely yeah

AJ: When I've met Mike, he pulls this little black journal out of his pocket and he writes in it. I've listened to many of your audios and videos and you always talk about this journal that you do everyday and you put all your ideas in it. I'm like okay, I am going to do the same thing. Now, that one idea there, that simple journal, will be life changing for you. It was life changing for me. I don't just use my journal as a journal, as I have folders and folders of paper. Every time an idea comes into my head I just write it on a bit of paper, stick it in the folder that it is to do with.

MC: Yeah

AJ: If it's to do with Post Launch Profits, or coaching program, or Post Launch Profit Secrets or whatever I put it into the related folder. I get it out of my mind. I take it out of my mind and put it on paper in that folder, so that when I come to do that project there is loads of bits of paper in there. You put it into order step by step and it's ready, so keeping a journal is important, but listen to this I think that keeping a journal is crucial for a few reasons.

After 30 days of you trying to build your list building system - notice I said try and build. Okay, so you are trying to build your list building system for 30 days and you are writing everything down what you are doing on a daily basis. Now what you can do then is look back through your journal and see where you have come in 30 days. You'll be amazed at how far you have actually come, how well you have done in that 30 day period. But if you didn't write everything down in that journal, you wouldn't have seen progress and you wouldn't have made any money yet, you might have only added a couple of people to your list - you wouldn't have seen much progress and thinking 'oh man this sucks I am going to go and do something else'.

A new email pops into your inbox 'hey check this out - this is the best way to make money with affiliate marketing'. You know how all the emails come in and then basically you get sucked into the hype again, so you don't see progress. Now, if you do keep that journal what it actually does is give you

the drive to keep on pressing forward and faster. You want to fail forward faster, that's what it is all about. So write a journal. I can't thank Michael enough for giving me that simple tip. He gave me that simple tip on one of the coaching calls that I was on and on one of the videos he made and I started to use it.

Now, this is what gets really exciting because the notes in the journal are going to help you see how far you have come in a short space of time. It also is going to tell you how you did it in a step by step process. What you can do is use that information to write a short report or ebook and that will give you your own product.

I will say this in a moment, but trust me what I am about to tell you, and I've already told you people on bonus coaching calls this system and they have been blown away. They have just been actually blown away, so this is the first time that I have actually shared this with my list.

Remember it's simple, but not easy. I love that saying. That saying keeps me going. This whole overall thing is simple. I could just say to you build a list, but to that is not easy. You'll agree with that Mike, that list building definitely to start of with is not an easy process?

MC: Yes, there is lots of technical stuff that trips people up. I think that is one of the biggest issues and as you say if you are not actually capturing what you are doing on an everyday in a journal or getting it down, then you can easily lose sight of what you have done and start to beat yourself up. Once you get into that cycle, it's just the end game really because you'll just beat yourself up so much and you'll say it's not working and give up. Then you will start to do the next thing and the cycle will just repeat. It's definitely a simple concept that you have got grasp, focus on it, but it's not easy to begin with to do the actual nuts and bolts of it and putting it all together.

AJ: Yeah, that's what I am doing this call - I am very excited to be sharing this information. If you do keep focus, you can make money online. So let me just say this is in English to make it easy - do one thing at a time! Just focus on doing it, so you get your task sheet out, everything I have shared on this call today, you know what you need to be doing and you'll have written down the old fashioned way with pen and paper. You'll have a step by step fashion to do it, then when you do a task you tick it off, but also as well as

ticking it off, you write it down in your journal how long it took you, how you did it and yada, yada, yada. You put that into a journal and you've just got gold. I mean that okay.

The good thing about writing the task sheet down and putting everything in order to tick it off helps you see the end goal, so you know that when you tick things off you are making progress. It makes your subconscious feel productive and gives you an extra drive. Also it keeps you on track. You can forget about those emails, you don't want to get sucked into the hype by looking at the sales page and lose your focus.

Now this does get very, very exciting because when I started out I was scared that I would fail, but like I said just now you must fail! It is important to fail, because once you fail you find out what does not actually work, then you make sure not to do that again. That's so important, you have to fail.

The other thing was when I started out, all the technical stuff was scary to me and I am going to be honest with you here - I still don't know how to do most of it now. I get other people to do it, but we will go into that in a moment. But I was sacred that I couldn't set the list building system up.

I was also scared that I couldn't write email promotions to make money from my list. So I thought I couldn't write, my writing at the time actually sucked and I thought I'm never going to make any money from list as my email promotions sucked. Well I started sending email promotions and to be honest the first promotions really sucked. They were bad, but I know you will vouch for me Mr Cheney, right now my email copy actually converts like crazy.

MC: Yeah, I mean as I've told you before I've been learning new techniques by reading your emails.

AJ: To hear Michael say that on the phone before together - I was like are you being serious? He was yeah, yeah, yeah can I copy this and I was like you are joking me. This is Michael Cheney saying this to me! But I used to suck and I didn't ever think that I could write good promotions and stuff.

But let me explain to you how I did it and let me explain how you can do the very same thing and it won't cost you a single penny. This year email marketing has added tens of thousands dollars into my bank. We are only in

July right now, so that's a lot of money and it's going to make me lots more, so this is how I did it.

I used to sign up to peoples' lists and I would watch how they promoted their products. I'd watch how they would do promotions to other people. It was a very simple system, seeing these people promoting. What I was doing was, I wasn't watching their emails to find out what they were promoting, I was actually watching how they promoted products. Then I was trying to learn and take their techniques and put them into my own email campaigns. Some of the people I was actually following were Michael Cheney, Tim Knox, Jason James, John Thornhill, Mike Filsame, Harris Fellman, Andrew Fox and the newcomer now Lee McIntyre. You know these are the people that I watch very, very, very closely.

I'm subscribed to everyone's list, I'm sure you are as well Mike. I'm sure everyone on this call is too actually. We are all bombarded when we sign up to people's lists. Why are we all bombarded? Why are we on so many people's lists? Because everyone wants to be building a list. Everyone who knows the money is in the list and everyone successful is building a list, so please make sure you take that from this call please. I am subscribed to everyone's list and a follow a lot of people, but they are the people I follow very closely. From the early days I watched you Michael, and I used to read your emails and think wow I'd love to be able to write emails like that, because they convert into sales, so that's how I did it - it's a simple process.

Just watch how other people do it and try to copy them into your own words and send it my list and I added my own story. You can do the same thing. I'm sure you are on loads of peoples' mailing lists right now. Don't buy the products from them, just see how they are promoting the products. See if they give bonuses, or whatever. You will know which ones capture your attention and you'll know which ones are crap. Trust me when you start reading emails you will think that's a really great line there, I could use that and you develop that skill and that skill can make you tens of thousands, or if you get to Michael's level, which I'm pushing forwards to be, making hundreds of thousands of dollars. He makes tons more money than I could even dream about right now, but he knows I am pushing forward and learning from him and Michael is failing forward still, like he said earlier. He is failing forward, still learning, he is teaching his customers and his list and I'm following his path. He is cutting a new path for me and I want to do the same thing for you.

Here we go, don't panic okay? Focus on list building, there are one hundred and one tasks go with list building, but remember it is the one thing that you are focused on - list building, not all the small tasks. It will all pan together I promise you, don't panic. I am going to go through this fast and I am going to go through it step by step as well.

First of if you want to build a mailing list you need an Aweber account. If you haven't got one, go to Aweber.com.

Once you've done that, you need to set up a Squeeze page - a very simple squeeze page. You can learn how to do this in 10 minutes, less than ten minutes. Go to Youtube.com and type in 'how to build a squeeze a page'. It's a very simple process.

Then what you want to do is create value on that squeeze page. You have to make people want to give you their name and email address. You want to make people opt in to get their free product. You have to create value. Now, I'm not talking about value that doesn't help other people, don't just give it to other people because the image looks nice. The front end value is important for you to make money. Now, if you don't have that front end value, it is not worth having that lead on a list, it's just not worth having them on there, so you have your squeeze page set up and you are creating value.

What you need to do next is drive traffic to your Squeeze page. Yes, that means you have to learn traffic generation. You can go and buy a course like Traffic Secrets 2.0, which costs \$397 plus shipping and handling. Me and Michael are both owners of that course. You obviously haven't got yours yet Mike

MC: [laughs] No

AJ: You can invest in a course like that, which I think is very cheap, an unbelievably cheap price. Do you agree Mike?

MC: Yes his first course, I think it was a \$1000

AJ: Yes it was \$997

MC: Yes \$997, and this one is \$397 and there is a lot more stuff in it, so yes

it is a no brainer if you have got that amount of money, but as you said all the information is out there, which is what really being an Internet Marketer is being about. It's either investing a little money to save yourself a whole bunch of time and getting information that has been collated for you, or if you have got no money going off and finding the free information.

But also when you are actually selling your own product, which you have mentioned a little bit as well Alex when you are building a list up, that's all you are doing - you are collecting information of existing knowledge and putting it all in one place, packaging it up and saving people time. Because of that, they will pay you, so it is not a case of you have to reinvent anything, or you have got to come up with your own systems and create something entirely new. You are just going out and collating different bits of knowledge that dotted all around the internet, packaging it up in one format and charging people for it. That is really all Internet Marketing is - you are selling information, existing information, not new stuff that you have to create from scratch

AJ: Yeah definitely, but if you can afford to invest in Traffic Secrets 2.0, I would recommend you do that. I'm not going to give any affiliate links here, but it's easy to find. If you can't, go over to YouTube.com, and type into YouTube 'ways to drive traffic to your squeeze page', or 'traffic generation tips' or 'drive traffic to my website'. You know on YouTube there will be people teaching you these things for free.

What I am saying here is, and it's very important - don't get lost. You are driving traffic, you are learning this. Remember, you are driving traffic to your Squeeze page. Nothing else, don't try and get busy promoting, just driving traffic. Don't get lost. This is a system I am telling you here. We are not worried about making money right now. We are continuing our focus on driving traffic to the squeeze page to generate our list, as the money is in the list, or as Michael kindly informed me earlier, the money is in the relationship with the list. But first we need a list to build a relationship with.

Next, what you want to be doing is, it's like the 80:20 rule - it applies to traffic. You are out there doing all these different traffic generation systems. Now you need to know where that traffic is coming from to your website, as a lot of the stuff you will be doing, 80% of the stuff you are doing to generate traffic is going to be wasted time. Most of the traffic will be coming from a very small area that you are working in. So what you need to

do is learn, and you can do this very simply, learn where your traffic is coming from, by looking at your website control panel.

Again, you can learn this in less than ten minutes on YouTube. You know you can type something like 'learning control panel' in, or 'learn traffic in control panel'. Something like that. Like I said to you, it's very important as you could be out there wasting your time on various traffic systems and they are not working. So you want to be focused and keep tabs on it and if you are thinking that that sounds like hard work, well this does take work yes, but it can be outsourced for as cheap as \$5 an hour, or maybe less. You could have someone relaying this data back to you and you are then doing the traffic generation.

Don't forget this is the very beginning and you'll need to dig deep in the trenches and learn this stuff first before I would advise you to outsource it to somebody. It is so important to learn these skills yourself, because right now you are actually learning how to build a successful online business. That's what this call is doing - it's telling you to build a core skeleton of this and you can build and build on top of it. These are definitely the core foundations to my business, Michael Cheney's business. Everyone that I know I have modeled myself around these people. I am a newcomer to this Internet Marketing game I've modeled Michael Cheney, who was around for two years making tons of money, before I even got into this. So I was following him and other people.

So the next thing you want to do is, you obviously want to learn your conversion of your squeeze page. You can do this with a very simple split test. Don't get scared I don't do as much split testing as I meant to do. Michael doesn't either, I think we spoke about this before. We do very limited split testing I know we should do more.

A simple split test is, let me check this first in case I lost you and explain conversion. When people land on your squeeze page, when you drive traffic to your squeeze page, people have two options, they can even opt in to your mailing list they can give you their name and email address, or they can actually click the x button in the top right hand corner and never come back to your squeeze page again. They are your two options. Let's for instance say you send 100 people to your squeeze page and 10 people give you their name and email address that means you had a 10% conversion. Say 34 people out of 100 have their email address, then you'd have a 34%

conversion.

So you can learn your conversions, your opt in conversions in AWeber. Very easy - AWeber gives you one figure. If you are stuck, AWeber have their own live support team it's like instant messenger to speak with AWeber. They will help you through it. They help me with doing things like this all the time - I'm forever speaking to AWeber staff and asking their advice. So don't get scared this is very simple stuff I'm telling you. Even if split testing sounds scary or daunting, don't get frightened of it. I'm not saying that this is something that you will have to do all the time. I don't split test like I should be doing, but for what it is worth, for example, I took my Easy Profit Auctions squeeze page, which was converting at 25%. One day I took it and made a few small changes, I put the page back up and instantly I saw a 40% conversion, so by split testing I got a 15% raise in conversions overnight from just small changes like the headline, and maybe some bullet points or something. But now it's continued to build me a list 15% faster all set up on autopilot. That is the kind of system to go through and you are building a good, good system.

Next, you want to be building up the relationship with your list. This is all the learning; this is the last thing here building relationships with your list. You will definitely want to create a storyline. It's very important that you create a story line between you and the product that you give away. I'm going to explain how you do that in a moment. I used to giveaway software that I didn't even have a clue how to use, so I was building a relationship, but I wasn't relating to that software, I didn't know what it was about, so the people were interested in it and I had no interest in it - we were just miles apart. So if you can create the storyline between you and the product that you give away for free, people actually relate to you and these are the kind of people you can relate to as well. And also if you can you also want to create a storyline between you and the products you create in the backend. How important do you think the storyline is Michael, to Internet Marketing?

MC: Once you have got people on the list, you are going to use the story throughout. People have used stories for thousands of years to entertain people and educate people and ultimately sell stuff, so yeah it's important. Just turn on the TV and every advert you see there tells a story. It tells a story that you have got to use it, as a method to sell.

AJ: You are absolutely right, you are telling a story. This call is my story. It

is how I made money. I am taking you through the steps to how I have a six figure successful business. Now if you do that and like I said you create the storyline between you and the back end product that you promote as well. What will happen is people will start to get to like you and if you did the job correctly you will create value on the front end with the Squeeze page, your offer was of good value and you have done everything that I have been explaining here, then you are going to build a loyal fan base and people will follow literally everything that you do. Now I never thought that I would have a loyal fan base, but I've got my fans now. It's crazy! These people who pay me, who want to pay me money and also do things for me for free. They ask me if they can help me in my business, so you don't want to send promotion after promotion to your list and bombard them with all stuff for sale, you also want to be giving them free stuff as well on the back end to keep the relationship building going.

AJ: Mike, we were saying that you know you have done the job correctly, you know you have given enough value away on the front end, and you are obviously building a relationship on the backend - you are going to have that loyal fan base, which is very, very important. You know not to just bombard your list with promotion after promotion and selling to them, but you also want to be giving your list free stuff to get them active. You want to keep them active. Basically, as I said you don't want to just give stuff away for free because it's free, but it helps to give people on your list great free content that you recommend, that are themed around the same topic that they opted in for. You know what they give the name and email address for at the beginning, so whatever that was, you want to be building a relationship on the back end and sending them free tips and stuff around that theme, because you know that they are interested in that.

That's how you become a good information source, that's how you get people to open your emails and then when you do promote products that you recommend, these people already relate to you, they already see you as an authority, you've already helped them and they want to buy through your affiliate link. They are actually thanking you for recommending the good product to them. You are shoving this product down their throat, you are telling them why you are promoting it, you are keeping the storyline there and people will buy from you. This is what happened to me, this is what happened to Michael and many other people.

So you know why they give you their name and email address, it's for a

certain topic, keep your backend in that theme as well and you'll be the authority figure to these people. I never thought that I would be an authority to people, I really didn't, but now I send emails out and I have thousands of people reading my emails and hundreds of people reply. They reply to my blog posts too. My blog just gets hit by hundreds of people saying 'wow, this is amazing, thank you yada, yada yada'.

I never thought that could have been me, but it's happened because I dug deep in the trenches. I said that I am going to learn this now and not lose focus, I 'm going to build this system and I'm going to fail forwards. I knew failing had to be a part of this and I hated failing. Mike, I can remember on three occasions I actually cried to Katie saying I can't believe that I'm not making money like I should be, I'm working as much as these people. I used to speak to Jason James back then all the time, he just actually messaged me here to say happy birthday for the other day whilst I'm this call. We don't speak as much as we used to, as we are very busy, but back then I used to watch Jason and he'd a promotion and make \$20,000 and I'd be like why can't I be like that? I am sitting here working as hard as he is, doing the same things, but I can't do it. I didn't have that system, I basically hadn't learnt how to build that system yet. He told me to dig deep and that's what I did.

So basically now by this time you should have literally built your system, you should have dug deep and gone into the trenches. You should have learnt how to fail forward and build this system. By this time you should have built a list of maybe a few hundred people, at least. Only a couple of hundred people, now that is awesome you have got your squeeze page up, you are driving traffic, you are creating value, you are watching your conversion, you've learnt how to watch the conversion of your traffic, then you are watching the conversion of your squeeze page. You are learning how to better your conversion. You're just learning, you are not mastering, you are not becoming the superstar master you are just learning what the system is, what everything of this puzzle is. You are just making sure that you have an overview of what goes on, that's what is important.

Now you have been to listing building school!

Now is the time to start eradicating the mistakes. Now's the time to look at what is going right, where you are going right, the areas in your business that are working for you and focusing on those areas. Then you can email

your list answers to questions, if your list has questions, tell them to email you and be there. This is how you build relationships. Be there and say I am going to give you customer support, anything you need email me. As I said dig deep, and these people will then look up to you as you are giving them value, you have created value on the front end, the free product they have read it and it is valuable. You are giving tips on the back end, you'll also doing customer support and these people are now looking at you as an authority and you are personally replying to them and these people actually become loyal to you. These people will become your loyal subscribers. You build a loyal subscriber base one by one. That's how I did it, these people emailed me and I went over and above to email them back personally to say thanks, I help them and give them extra bonuses and honestly when you do your own customer service and reply to people, you give it that personal touch, that's what builds a loyal fan base. I don't know if that's what you did yourself Mike, did you do your own email support in the beginning?

MC: I've actually started to that again now, believe it or not, I started doing it again this year. If anyone hits reply to my email I'll take time out, just to drop a quick email back. Just because I think you and I, are two of the few marketers to actually bother to do that and it really does make you stand out and make you a little bit different, rather than noreply@whatever. It make you sound like, actually I am a real person and I can be bothered to email you, seeing as you are making money for me, so no I have actually reverted to that this year.

AJ: I'm glad to hear that. I remember when I used to read your emails and they used to say noreply and I was thinking when I get my email marketing system up, I so looking forward to putting noreply in emails. I thought that was the way to go. I was going to be this super genius, but let people reply to you. Yesterday I had so many emails. I did a bonus package and people were saying they had never seen value that my bonus provided for them. I went over and above for these people and they are now my raving fans. These people want to give me extra money. I could tell you on a number of occasions, people have said I will just give you more money, and I'm like what have it for free listen. In the long run I know I will make more money from them. They understand that, that's why I'm here. I'm here to make money selling information online. That is the purpose. This is not selfish for me to say or whatever, but whilst I'm here doing this I am going to be doing it in an ethical way by providing people with extreme value and I'm going to help them as well. I'm not just going to take their money and run. I

know people thank you for that and people want to give you money and that's the thing - having people wanting to give you money. That's very exciting. So obviously you are doing things right, Mike, you have gone back to email support and these people are going to give you more money. It just makes your bottom line even more and that's pretty cool and I'm glad you've done that.

MC: Cool.

AJ: But listen folks this is where it gets really exciting and this is what excites me to the limit. If you do what I've just explained to you - firstly you have taken action, but most importantly now you are building the foundations to a real online business. I say business, I am going to reiterate business, once you sell a product online, you are selling and doing business - you are making transactions. Everyone is hiding from businesses. I speak to gurus who say don't mention the word business as people won't want to buy from you. I am giving this call to you for free I'm running an online business. I'm running a six figure online business. That was last year, that was my first year and I generated six figures, so that is phenomenal I don't have to go to a job anymore. I've got my own business now - how cool. I can do whatever I like when I please. Michael will tell you I am a lazy kind of guy, I don't get up in the mornings, what time do I normally roll out of bed Mike?

MC: 5pm

AJ: [laughs] The reason I say that is I do get up in the mornings with my baby and stuff, but I like to go relax I have no job to go to and basically I have a home office. Yes the main reason I got into this business was to spend time with my family and take vacations. I think Michael took one more vacation than me last year, I think he took eight vacations. I went on seven vacations. I went on seven vacations in a year!

MC: That's poor that is. Bad show that is! You'll have to try and beat me this year!

AJ: Yes definitely. This year has been quite quiet Mike, I haven't done any seminars and I have just come back from vacation. We went to Cancun and I went on a nice vacation for Christmas, but I'm building my business right now because when I actually learnt that my list wanted to give me this much

money I was only giving away stuff for free, but they wanted to pay me like wow! I said to Katie, look listen I need to stop a second, let's stop spending this money, let's stop messing around here, this is a good lifestyle, but let's just evaluate what I have just done and this is how this call has come about - Post Launch Profit Secrets.

I wanted to tell you. I said that in the book - the secrets behind this whole launch I did was giving stuff away for free. Mike Filsaime said this works and I said if this works I am going to document it, I am going to share it with people. Next year, Mike, what I'm saying to you is I'm going to have hundreds and thousands of dollars in the bank and I am going to travel around the world as I please, I'm going to be going on month vacations. I fancy doing like Barcelona for a month and going over to California and staying there and travelling around America for a while and I'm still going to be able to run my business from a laptop wherever I am in the world! I'm still going to be able to make money and I think that's a phenomenal thing.

Now, What I'm saying is I get out of bed at 5pm and the reason is Katie wants my attention, Cameron wants my attention. You know he doesn't want Daddy to work, so what normally happens is I hang out with him and in the night when he goes to bed, I normally come up to my office and I do a bit of work here. I am productive with no distractions and I'm focused on the tasks I need to tick off for that day or night. So it's very important I create my own business model and I think that that is important. I love the fact that this is an online business.

But anyway, this for you can potentially make you a few hundred dollars, this could make you a few thousand dollars, this could make you tens of thousands of dollars, or if you are focused it can make you hundreds of thousands of dollars, like me and so many others. Or if you're extra focused and you continue to fail forward, you can make millions like Michael Cheney and others do selling information on the Internet.

We are selling information folks. Information. Who would have ever thought it? My friends think I'm crazy. They say what is he talking about. They all think I'm so important. My family is the same - they have not got a clue. They just cannot understand I sell information, but the world has changed and we are kind of in a futuristic business Mike. Information has been around and this is a pretty cool business model that we are sharing with people. Do you agree?

MC: Yeah, people don't get it at all do they? I was speaking to my brother today and I was explaining to him about a new product that I am bringing out and he said what's the profit margin on it and I said it's like 100% - there is no cost. My brother runs like a factory, a warehouse with physical stock and 300 staff. He has to pay for supplies, he has to pay for raw materials and all this stuff. If he makes a million dollars, then he doesn't see that million dollars. He probably see \$100,000 if he is lucky. If I make a million dollars, I'll probably see \$900,000 of that. You know at the very least! So yeah it's definitely a cool business to be in.

AJ: Yeah definitely. Like I said you create that value once and you can use the internet as leverage to pass that information all across the world and people will pay you money into your bank. I love it. I'm telling you this because this is where it gets exciting. I'm very, very excited to share this with you. I really, really am.

Now, many people say I don't have my own product and I don't know how to create one and it is like a Catch 22 scenario here. You can't do a big product launch as people won't buy your information without proof and this seems to be the message - you can't have your own products without proof, so you are kind of stuck in this Internet graveyard before you even get started. What happens is you go into the phase I went into that you chase money. You don't want to chase money. Successful people let money chase them. That's so, so important, please understand that.

The mindset you have got to get into is mind boggling at first of all, but if you can get into it then the money just comes to you, it flows to you. I have got so many income streams right now I'm just overwhelmed by the money that is flowing in. I've never seen money like this before. So listen to this, I am living proof that this system works and this is what I am going to do for you . .

First of all, let me just say this, if I was to set this system up for you myself, personally how much would you pay me? Would you pay me \$500? Would you pay me \$200? More than \$500? Less than \$200? Whatever you think this would be worth - now listen. There are other people out there that would pay that sort of money to get that knowledge. Now that doesn't mean that they would just pay me.

You are listening to this because I have captured your attention. You are my traffic that has come to my squeeze page and listened to my value. You do the same thing for other people and you will have their attention. So if you followed the system I shared with you, with the squeeze page etc etc, and then what you do is document the whole time it took you, the timeline, everything it took you to learn. All of the parts of the puzzle that you worked out and fit together, and then you document that in a step by step format.

Remember you are focused on one task, nothing else - you are building a list building system. When you finish documenting the process and you've finished being focused and you've built that list building system - you have failed forward, you have finished learning. You have literally now been hands on yourself. You have learned how to do it. You understand the mechanics of this system. You haven't made any money yet. You might have made bits and bobs maybe. You might have built a little list, a couple of hundred maybe. If you are lucky, now you have the knowledge of what it takes to continue doing this. Now the exciting thing is, what gets me is you now have a journal of the past few weeks, of the past few months of how you set up the entire process. Nothing too hard like I said, it's simple just not easy. If you focus you can do it.

The three great things that come out of this exercise is firstly you have just found out how to create the foundations of a money making machine. I call it a money making machine as the money is in the list. You have created a structure in your list building site and you should have learnt how to drive traffic to it, so that's important you went through the exercise I said just now.

The second exciting thing is you should have built a list. You have a Squeeze page that is being hit by traffic, obviously that squeeze page is going to convert and help build your list. Also now you have a list to practice your email promotions on. Like I said earlier my first email promotions sucked, but you just do them to your list and you start to learn and then you make a sale and think 'yes'. I literally jumped in the air. The first affiliate marketing sale I did was to Jason James's Uncut Videos and I was actually on vacation at the time I made that money. I did the promotion, I went on vacation, and when I came back I checked my stats and I literally did the moonwalk past my dog! My dog was like eeerrrrn!! My dog was like what are you doing! I was dancing that was my first affiliate sale. When I had my first sale, the drive came to make more sales and keep promoting to

my list and I'm going to build my list bigger. Now, we know that the money is not in traffic, it's in the list. You drive traffic to your squeeze page you build the list and then you make money.

The third exciting thing is and this is what is most important, you now know what works, you now know what doesn't work and you know how to do it and you have recorded the whole thing in your journal. This whole experience that you have been through is recorded in your journal. A lot of failing, yes that is great because you have overcome the failing. You have got around those failings, you have got over those hurdles, you have got around those brick walls. So you go through that journal and create a very short and quick report showing how you did it. You show the steps you took, the timeline and tools. Again the tools can be as simple as I went to YouTube and I watched this video - how to set up a squeeze page. Show people the steps you took, tell them what you did first. Tell people how you got into the mindset of how you got through this system without quitting, how you know it's a proven system, you show proof of the sales you made - even if it just a couple of hundred dollars. People will be ecstatic that you are giving them value for free on how to build this system up.

You give them the golden nuggets, they learn the tips and tell them the mistakes to watch out for. You've just failed for them! Now you are the authority to them, you've done this, they are following you. Remember now, these are your followers, these are your subscribers. Before you know it, you are going to have this perfect little ebook jammed pack of extreme value that people just like you, before you did the exercise, people are going to relate to you - you are like them before the exercise. This ebook now teaches people to become successful online. Now once you have created that ebook, do you think that you can relate to people who opt in to it? People like you? Do you think that you can relate to people like that on your list? Or do you think you can build relationships with people like you on your list?

Let's just imagine that six to eight weeks down the line you have done the exercise, you have been learning how to set up the system and you have created that quick 10 to 20 page ebook and it could be a very small report.

At the very beginning of this call, I actually said to you that Post Launch Profits ebook was going to be a short report and I was going to give it away for free with 10 videos. What actually happened was I gave away the report

and the ten videos were the one time offer (OTO). The short report had to be the front end. I knew I had to create value, so I went into my journal and I started writing my experience because you know what I'm telling you here is exactly what I did with Post Launch Profits.

When I started to write out my experience my ebook ended up being 118 pages jammed packed with total value and that's in the members area - go and take a look at that ebook and you'll see what I mean. Now that book came from my heart, it came from passion and when you actually read that book you'll see it. You can put your own passion into your book, because you are writing about your success story. You have now become a success. You have got over hurdles and built this listing building system. When you do write the book, just say it like it is. Don't pretend to be a fake, don't say you are something you are not. Put your personality into the book and more people are going to relate to you. Don't be a fake, do you agree with I am saying here Mike?

MC: Yes, as you say you have just got to be yourself. People think that they have to write in a certain style, they have to write like a marketer or whatever, but you just have to write as you speak, like you are having a conversation with someone, you are just doing the same thing, except you are doing it with the written word, rather than the spoken word.

AJ: Definitely, when I wrote Post Launch Profits, I was scared that there was going to be no value. The difference to the rest of the books out there on the market was it was about my story about how I made it. It wasn't about a certain topic in internet marketing, it was about how I'd gone through from start to finish making money and I thought is this going to bomb, are people going to hate this?

The first person I gave my book to was actually Coach Deb and she was like wow that book is amazing and she read it from page to page, start to finish and she loved it. She said she would even publish this book under her company. She has a book company or something. It sounded like she was taking the mick out of me or something, I thought she was pulling my leg, but she was serious, really serious! Honestly Mike at the time I thought, oh my god she is taking the piss out of me, this book might be crap and I gave it to a few more people and these people loved it. I thought okay so the feedback is great and honestly I didn't know if it was going to be any good, but the value was I just put my story in there, I took all my notes from my

journal and I put them into it and I created that product. I wasn't a fake, I just told the truth, the story and I created value for the people and you'll do the same thing. The more real you are, the more money will go into your bank.

I make mistakes. I make mistakes, I tell my list. I make mistakes myself. Alex is not a computer. I am the person behind the computer screen. I am a real live person. You have got to relate to people and give that customer support. Now if this all sounds like wow this is too hard to do, it is simple, it really is. Now is the time to kick it off. This is the point where it comes to you being the next success story on the Internet. I believe this is what can happen. You have got your ebook, you have created a short report, and whether it is 5 pages or 100 pages it doesn't matter. Just make sure you give value and you teach people how to do something step by step and then you know on the back end when they do opt in you are going to continue to help them getting further in, learning with whatever you are going to teach them in your ebook.

So, basically you want to get some nice graphics made for the ebook. You want to create a new squeeze page for that ebook. You want to add that value to the squeeze page. You want add your new ebook custom into it. You want to drive traffic to that squeeze page and start learning your traffic conversion, and then you want to learn your squeeze page conversion. You want to increase that squeeze page conversion, then you want to build a relationship with the members of your list who have read your ebook and this can happen in a very quick space of time. This could happen for you in eight weeks or something. Maybe longer, sometimes it takes longer, some people can do it quicker. It depends if you outsource, outsource different tasks to people. I like to pay people to do little tasks for me.

You might be saying I know how to do a list, I know how to fail forward I am going to get my ebook, I am going to create this ebook, how the heck do I create value on the backend. I'm never going to be able create value, you know, but it's simple you create the value on the back end by building relationships. Like I said earlier, you want to send free stuff, not because it's free but because it is related to the topic the opted in for. So it still must be related and of value and this is exactly how you do it. As you continue to grow yourself, you have only been doing this for a short amount of time - you are still out there trying to learn how to make money online. I still do this, as Michael said earlier on the line, he still does this. We still continue

to learn and better our knowledge.

So what you do is, you continue to feed your list what is working for you. You continue in your journal. You look in your journal and say my list would be very happy with me giving them that content and you email your list with tips of how you are growing. Hey, I've been using this and I've been generating traffic to my squeeze page this way. Hey, in fact here is the template to my squeeze page. Just give stuff away of value and that is how your list becomes responsive.

They are growing with you and they are following you. Now as well, what I am going to say here is this is when it comes down to the crunch - do not be scared to promote products to your list that you recommend. If you recommend something, if you think something is of value, promote it to your list, tell them the story of why you have promoted it and people will buy it from you. How do you do this Mike, you do promotions to your list, you make a lot of money - do you also create value. Is there anything there that you would like to share about that?

MC: Yeah just what you have been saying. It's about the balance between the value you give them and the promotion. Don't just give free stuff away the whole time. At some point you have got to start selling stuff, but at the same time don't just build that bridge with them and never ever give them free stuff again. You know I always try to inter-disperse it - a little but of free stuff, a little bit of promotional stuff, and even with promotions add that value. You know I put a promotion out this week that I'm working on, which has got a whole series of videos in it, which give people valuable information and if at the end of it they want to go and buy the product they can, but if they don't want to they still have got a lot of value. So I'm building a relationship, regardless of whether people go and buy the product.

AJ: That's exactly right. I watched that email and the video you sent out and everything. I did the same thing like last week. The thing is showed people around my business, I showed them how I made x amount of money in a certain area. I said this is how I did it. By the end of the video, they learnt how to do it. Great they had value and at the end of the video as well, there was a call to action, if they wanted to go further and deeper into that area and paid money I would have got my affiliate commissions. So what I'm saying to you is make sure that you keep you list responsive - give value,

give tips, keep the storyline behind you, but do not be scared to promote products to them. That's where the money is - it's in the list promoting products, but only products that you recommend. If you do promote that product to your list, you say why you are promoting it, you give them the results of how this product has helped you. You tell them that you really do recommend it. Can you hear a cha-ching? I'm telling you these people are going to pay you, you are going to be like this little information source. These people will thank you for recommending the product to them because you have recommended them a good resource that will help them go further. Remember these are your fans, they are following you and you are the one failing forward and they are following you. It's very important and it's a very simple system okay. It's the mindset - it took me a very long time to get into the mindset. They will be listening to you, they will be following you - helping others goes a long way.

Can you see where I am going with this? It's honestly not hard. I hope you leave this call, I hope I have given you enough drive and I hope that you take time out to think about this, because if you just try to sell things, you'll stop, just think about it create value. Even if you are selling something, I'm not saying just give away things for free. If you are selling something make sure you create value. Most sales pages on the Internet they are selling information products and they are hyping the sales page - if you close your eyes and you are reading that sales page, you get the feel that this product is going to be like driving a Ferrari. They tell you all the features and benefits of the Ferrari and you press the buy button and you go into the member's area and there is literally like riding on the back of a camel! The product is that crap - you know what I'm saying? So if you have hyped it all up on the front end and you have sold it great, but that customer does not care an inch about you because that product did not live up to that hype. And you create no value and they will never buy from you again.

It is so important - the simple business rule is it is hardest of all to get the first sale and then you can make more sales to that person over and over again, but the initial sale is the hardest to make, so always create value. This is what this call is all about. If you are like, I don't know how to create value I have told you everything. All you have to understand is that you create this value once and then you use the internet as leverage to distribute this worldwide. My ebook was created once, I created that value once in Post Launch Profits and then over thirteen or fourteen thousand people have downloaded this in the last seven months. Thirteen thousand people - that is

phenomenal! I created it once, I use the internet, I used the system, I've taught you to automate it. Everything is automated here - I have an automated business. So believe in an automated business. My business is not fully automated because I do customer support and stuff, which I want to do as it create more value again and makes me more money, it's just a simple cycle.

Some people will say that they don't want to give their ebook away if they have created this value, they want to sell it. Do not sell it - the money is in the list. Listen to this quick scenario, then we are hoping to wrap the call up. The money is in the list - let's just say that you want to sell your ebook and let's say you sell your ebook for \$7 and the conversion of that sales page is 3%, so you make \$21 for every 100 people that arrive on your page. Great I have to be fair you are making money, that is fantastic. That is a great start, but let's look at it the list building way - you give your product away free and your squeeze page only converts at 21% , which means you are going to be building a mailing list of 21 people per 100 landing on your page. If you think that making \$21 is better than adding 21 people to your list, then you are going to be wrong. Remember that every person on your list adds \$1 per subscriber per month, so you could make an extra \$21 per month from just capturing the name and email address by giving that information away free. So over the year instead of making just \$21, you would have made \$250. You could have given it away and made a lot more money.

It's very important, if you have been listening to me by this point, you know it's time to box clever - we wouldn't try a hundred and ten things now, we'd go to the very next step. We would learn how to increase the opt in conversion on the squeeze page. Now we know that we have been rolling at 21%, so maybe we could test a bit of audio, maybe we could test a bit of video, but anyone of those two things could instantly double your conversion rate on one night, so your squeeze page would have a 42% conversion. So for every 100 people who come to your page, 42 people would opt in. Without any more work, from one simple test, you've changed the page and increased your conversion. For every 100 leads that comes to your page, you are building your list twice as fast, which leaves you to focus on traffic generation.

But this is the big thing that I have got my mindset around right now traffic generation is so important that you can't build a list without it, but I think relationship marketing is more important than traffic generation. This is

what I am getting at here. My recommendation at this point, earlier when you were doing the exercise, at this point when you have got your own ebook, you should start paying people \$5 an hour to drive your traffic because now you know about the traffic, you can watch the traffic in the C-panel, you have gone through the exercise, you can pay people just \$5 an hour to drive traffic and you can spend that time wisely building relationships with your lists. Do you agree with Mike?

MC: As you say, it is a little bit of both. Yes you have got to get the traffic in, but as you say there is no point getting that traffic, unless you get them on the list and there is no point getting them on the list unless you are going to build that relationship with them. You know what I mean - it all comes hand in hand together.

AJ: Yeah, once again I said earlier that you have been through this exercise that I have put on this audio, then you go through it, you learn that traffic generation, but once you have bettered your opt in conversion, then concentrate on traffic generation, but you want to be outsourcing that to someone else. It's very important, as I could spend 24 hours a day 7 days a week 365 days a year working on my business, I could really do this as there are so many things I could add and do to my business but I don't want to do that. I focus on the key points that give me leverage and make me a lot of money and then I can step away and my bank is full of cash. I don't have to worry about my bills, mortgage and so on, so the \$5 an hour that I am going to be paying people for simple traffic generation, then I could spend that time wisely building a relationship with my list. I am going to make more money than \$5, if I spend that hour building a relationship with my list I can assure you okay. This is called leverage.

This is pretty cool and I love this and this should excite everybody on the call. You do not need millions of people on your list - you can build a list of let's say between 2000 and 5000. If you have a list of between 2000 and 5000 its good bye day job! And it's hello home office. That is a serious, serious situation. Your list does not need to be bigger than 5,000 and you will be making more money online, than you were in your job, so what happens is you start building a list and you go through the exercise, you are failing and failing, but you are keeping focused.

Remember you are building this system and finally you start to learn the fundamentals, you put the puzzle together. You are writing it down, you are

checking it off your list, you are writing your journal and then you get to 500 people on your list, so you do a promotion and you start to make one or two sales a week from your list. You don't see much response in the fact of sales and this time really, you are failing forwards to a 1000 people, where you start to make a few sales a week. If you say get to 1500 people and wow you are making more sales, then hen you get to 2000 people on your list and you are like woah I just sent an email to my list and I just made a week's wages! If you get to 5000 people, it's like wow I just made a month's wages in one day! The first thing I did way say Holy *, I just had so much money, I had just sent an email to my list and in my best promotion I made something around \$14,000. My best promotion to date, when I promoted Andrew Fox I did \$10,000 in a day! \$10,000 in a day. I bet you could beat that and make sill amounts of money - couldn't you?

MC: I was thinking as you were saying there, what my best promotion was, but on my own product I did about \$750,000 gross in about 7 weeks, but that was my own product. But yeah it's all about scalability as you say. Once you start to get that list together, even if you are just getting a few people - it's just about growing it. Once you have got that first person, you know that it works and everything from thereon in is just easy. You just change things, tweak things, test things and just build on it from there.

AJ: Totally, totally. Like I keep saying to the folks on the line, my list is about, I'm not too sure as I've got double opt-ins, but there is something like 14,000 - maybe more than that, but these are unique people. Unique people and that makes me a lot of money. I have lots of different lists, I have been testing lots of different lists, and I have lots of different squeeze pages, so I am out there trying to test them and learn the system myself. Again I am in very early days on this. I am not some guru teaching this. I went to a seminar I met Mike Filsaime, he said listen this is my business model and I was like wow I need to replicate that, here is my money that I am investing in you and I spent my time following that guy. Mike has got hundreds and thousands on his list, but I haven't, but I still don't work for anyone else - I have my own business that continues to build me a list everyday, continues to generate me money and I'm generating value for people and it's all on autopilot. Do you understand?

So listen okay, if you can just get to the 5,000 mark, then you have got no job! So work that out, it won't take you long. You have just got to fail for a while and once you have learnt the system - you have to learn it in your own

mind, and then you can build it and eradicate the things that don't work. Even now you can outsource the work to other people for a small amount of money like \$5 an hour. You can be the project manager - you can overview what they are doing. You will know if they are doing things correctly or not. You can do it yourself if you like - it is completely up to you.

This is a very simple system, I'm sure you can agree. This is simple what I have shared with you. This is simple, it just is not easy. That's the problem - it's not easy to set up as there are so many things that come into it, so there are a few steps that you need to follow. You can contact me anytime for support. Everything that I have been going through on this call is what I have done myself. Look how I do this - contact me for support.

Hopefully you took the one time offer that you saw when you opted into the squeeze page. You would have seen my one time offer and if you took that there are videos in they that show you how to create this system. Obviously I can take you even deeper in those videos, so hopefully you did take that offer.

But overall this whole system is not going to cost you much at all to set up. A bit of hosting, a domain name, squeeze pages you can pick up templates for free. I told you, you can go to YouTube, get videos from YouTube to teach you it. Listen to this audio again. I am going to have this audio transcribed, so you can follow it step by step in the transcript. You can ask me by email for help and I will review your site.

I am going to be employing my own team to help you. I am bringing more people in and I am going to be paying these people \$5 an hour to help me give more value to my customers. I am going to have these people help. If my customer says I am a bit stuck here I can pay someone \$5 an hour to help them, so then my customer is no longer stuck. For that \$5 my customer will be thankful forever. That person will give me money - do you understand? That is the kind of move I am making in my business now, that's where I want to try and take this, so it is really exciting times for me and again this isn't going to cost to much. Very, very limited costs. How much do you say to your coaching clients Michael, how much is it to set up a basic system to learn the basics of the core foundation?

MC: Well it's not really very much that you have got spend. The only essential thing that you have got to buy is an auto-responder service. That's

pretty much it, that and a domain name and that's really it. The rest of it is just time.

AJ: Yes you are right and like the auto-responder service I use AWeber. Mike uses GetResponse, but I do recommend AWeber over GetResponse because of different features, but the thing is that is going to cost you 20 bucks a month or something like that. And some people will say I haven't got 20 bucks a month right now. I remember it used to be like that for me as well. But that is an investment okay. But I was lucky enough to be with Howie Schwarz and he said to me did you know that my AWeber account is a business on its own. I pay that business \$20 a month and it generates me tens of thousands of dollars a month in return, because AWeber is where you keep all of your list, you keep all of your leads and mailing list, so it costs \$20 a month to pay for that service and then you can build a list with it and make money from that list. So I was like wow he is right. My email marketing business is a standalone business. I can just go to my AWeber account and tap out an email and send it out to my list and as long as I give them value I know that I am going to make a lot of money back from it.

So what I am saying to you is first of all is that AWeber will be an investment where you have to spend money and again you have to go through the whole exercise of learning this, so you are going to have to pay that investment, but soon shortly after you will come to make a return on the investment and make money from that investment. That's when it gets exciting. My investment is peanuts to what I am making, so really I want to close off the call here. We can continue this discussion on my blog. The link if you want to go is <http://marketingwithyou.com/secrets>. There will be a link to the discussion on the blog. You can come over there and join in and tell me what you have learnt, what you haven't learnt, or you can tell me what you are going to do with this content that I have shared with you and how I can help you further. That's important for me.

Remember come and tell me how I can help you and I will help you, or tell me what you are going to do and what you need from me. This is really exciting times for us. Trust me. This is exciting time for me, as much as it is exciting times for you. I am going to help you. I am going to go over and above to help you. Also on the blog you can come and hold yourself accountable, you can say I am going to do this in eight weeks and then basically you can come back and others can review on it and stuff, or you can look at other people and what they are saying and follow. You can

follow other people failing forward, you can have a discussion. This is a great place to discuss this and you can pop by and say hi. It is really up to you, so I think that is everything covered. Do you think I have missed anything Mike, or are you happy?

MC: I think you have covered just about everything yeah!

AJ: Well I'm happy with content I've shared. I really think it is going to help a lot of people. This is again people, everything I have shared in here is exactly what I am doing right now. I am giving you my story - this is a product that I am creating. It is going to go out there to thousands of people. People are going to listen to this and relate to me and it's a process I'm just teaching you how to do the same thing yourself. I am building my business from last year, my first year where I went to zero to a hundred thousand.

This year it is going to go from zero to a quarter of a million dollars or so, that is what I am pushing towards. Again this is growth not profits, but this year I should see six figures in profit, I should see hundred thousand dollars in profit this year. That is just crazy money to me. It is something that I could only have dreamed of when I started. I am very, very excited that I can help people now. Anything that you'd like to share before we close off Mike?

MC: Just for people to take action on what they've learnt. I know you have given them a lot of information and it's definitely worth them going through it again and listening to it again and going over their notes, but as I say the biggest thing is to get down to it and take action to start making some of this happen.

AJ: Yes definitely. Listen folks I followed Michael Cheney for years - 2 and a half years. I have been following this guy and watching him do it, so now you can come and follow us. I've made it. I am living proof this can happen, but everything that I have shared with you on this call - I have documented this over last months. This has all been documented. Everything I said in my journal is in here, so I can go back to my journal and go back through it and I've made sure that I could create and understand my business model because I now want to step up my business model, I want to start making hundreds and thousands of dollars a month.

I want to get to get to the 7 figure place, making millions of dollars online

and it's not very hard I just need to re-evaluate my business like I have just done here and take the next step, which I am going to and you can follow me. Follow me as I continue my story. I am going to do it and I have some really great things lined up for you and some exciting times ahead so the next thing you know I am going to be doing is visiting Mr. Cheney. Me and Katie are going to go up there and visit him and take him out and have a nice meal. We will get everything out of his brain - how he is running his million dollar business and I will get the video camera out Mike and we'll give some more free content away and hopefully share some good money making tips okay?

MC: Sounds cool

AJ: Okay thanks for joining me Mike. It was a real pleasure and honor to have you with me like you know and everyone who is listening, go over to the blog at marketingforyou.com/secrets and the discussion will continue. Thanks for your time. Good bye.

MC: All the best.

Continue this discussion with us here

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