

# Real Life Marketer Interviews

If they can do it, YOU can do it too!

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## The necessary legal bits

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## The How and Why of this e-book:

Let's face it: If you're reading this, you're more than likely quite new to the internet marketing scene and you're looking for hints and tips that you can learn from, but also affirmation that it IS actually possible to make money online as an ordinary, everyday type of person.

As the publisher of an ezine primarily created for "newbies" I've been asked the same questions over and over again:

- **Is it possible?**
- **How do people start out?**
- **How do they get traffic to their websites?**
- **How long will it take me to make money online?**
- **Do I need a certain type of business background to be able to do all of this?**
- **What are your best hints and tips for me, as a newbie to the net?**

Thanks to questions like these, I started asking people for interviews and placed them in my ezine, a new one every week. As the interviews proved to be full of helpful information and EXTREMELY popular, the next logical step up was to find more people who would be willing to take part in an interview for this e-book.

I scoured my address book and I combed the most popular home business forums asking people if they'd be interested in helping others by taking part in my interview. The response was nothing less than wonderful!

Of course, some of the "big guru" guys were too busy to take part, but each and every one of the people who DID take part are big in their own respect, and absolutely huge in my eyes. They all prove that it is possible to make a living online, even without all the hype and fuss.

Whilst you're reading through the interviews, you'll notice that all of these people have one MAJOR thing in common. Ok, you want to know what that is right away, huh? Well, they're ALL normal, everyday people, just like you and me. They've learnt what it takes to succeed online, and they're sharing that information with YOU.

In this book you will learn that the secret to internet marketing is that there IS no secret. It all boils down to passion, hard work and will power. As the title of the book says, these are ALL real life marketers, and if they can do it YOU can do it too

I hope you enjoy reading this e-book and that you really take the time to learn from the interviewees as they are all "experts" in their own rights. None of them are earning anything from me for taking part. They have all been "newbies" and know how hard it can feel to get started. I really appreciate them sharing this information with you. I'm sure you do too :~)

If you have any feedback, or would like to be considered for interviews in future e-books, please email me here: [admin@annamarketing.com](mailto:admin@annamarketing.com)

Happy Reading!

Anna-Marie Stewart



**Damon Smith**

Publisher, HaileyComet Weekly eZine

<http://www.haileyscometweekly.com>

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### **1. Can you tell me about your business background?**

I have been an online publisher for the past 5 years, I started online in 2000 and have been working as a publisher ever since and have built an opt in list of over 32,000+ double opt in readers.

I have worked with some of the biggest names in internet marketing and enjoy helping others succeed online with their opportunities.

### **2. As a person on the Internet, how did you get started?**

I first started online under the guide of Jodi Hanns, When I started it was with a program called the WealthGuide. It gave me the information I needed to know about what worked and what was a waste of time and money.

I remember it like yesterday and still follow the guidelines that have put me in the position I am into today.

### **3. How long have you been in business online?**

For over 5 years now, my business has grown into one of the most sought after eZines online today.

### **4. How did you learn what it takes to succeed?**

Time! Hard Work! And the strive to not give up no matter how hard it seems to get. Research is the Key to my success.

I did not have anyone to take me by the hand and show me so I researched the internet for over 12 months on my own to see what others that where succeeding was doing. Then I just made my own business from it...

Keep it simple and it will work out better for you.

## **5. Do you do all of your business online?**

90% of all my business is online in marketing and advertising, but I have made up business cards and put stickers on the back of my car so that every time I am in town people see what it is I am doing and stop and ask me about my business. It works out very well and it also gives me people to work with and meet.

## **6. What can you tell me about your business in 7 sentences?**

HaileysComet Weekly eZine is one of the most sought after eZines online today because of the size of my list. Also we have our own Rotator System so members can promote their programs with one url and it gives me a team of people to work with on a personal level....

Be friendly with everyone you work with and build your own team from it.

## **7. How do YOU get traffic to your website?**

Most of the time I deal in Leads and Solo eZine Advertising. Once a month I do the search engine game but most of my traffic comes from Solo ads and Leads that I work with. eZine Solo Advertising is the most responsive advertising on the internet.

## **8. What do you like most, and least, about the Internet?**

The Most: Working with people and watching them succeed, It is so easy to be able to talk to others that are looking for the same thing I am, Success!

The Least: People that has already made their mark online and forgot about the people that put them where they are today.

So many of the so called gurus put out products that give you little information on how to succeed or advertise online and then you have to go back and spend more to get the answers.

They have forgotten how they got where they are and don't care about the people they had to step on to get there.

## **9. Do you have any tips or advice you would like to offer?**

YES: IF you are going to succeed online you should start your own opt in list, Once you have done this it gives you the power for Joint Ventures with other companies and also earns you income from selling ads or products that you have resale rights to.

There are many ways to start an Opt in list. You can start your own newsletter and also a Safelist or Traffic Exchange. You do not have to go it alone when you can build your own TEAM of people that will be willing to work with you and spend money on your products or service.

This should be the first step you do before you do anything else and you will see that the income is in the list by itself.

### **10. What are your goals and aspirations for the future?**

Well I have already reached so many goals that I set forth for myself. I guess the thing I like the best is helping others do the same and reach the quest they set out for themselves.

Seeing others succeed is my reward and it makes me sleep very well knowing that I was able to help someone reach their goals and are living the life they want so bad to have.

### **11. Do you have an all-time favourite book?**

YES! The Zoom To Super Success written by Richard Quek, This one e-book will give you all the answers you need for success without having to buy any other. All the answers are in it and no secrets are left out. The one e-book that has everything it says and much more.

There are over 50+ interviews that was put together to make sure that anyone that buys it is going to get their moneys worth.

<http://www.haileyscometweekly.com/zoom.htm>

### **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

Most of my life (And I am 40 now) I had worked as an Outside Machinist for over 24 years, At \$72,000+ a year I thought it was my dream job because I love working with my mind and hands. But after my dad passed away I decided that I needed to get out of working in plants and start using my mind more so I started researching online.

I enjoy hunting down in South Texas and also Skydiving off the cost of Mexico. Spending time with my family is most important. My wife is my best friend for the past 18 years and all I want to do is make sure her and my 17 year old son are happy and have everything they want in life.

And of course meeting new people online is still the biggest THRILL that I have. Skydiving is a great RUSH but seeing others get what they want in life is what is most important as my hobby....



Terry Gibbs

<http://www.news.iwantcollectibles.com>

Other sites are listed on

<http://www.nalroo.com>

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### **1. Can you tell me about your business background?**

I started buying and selling toy trains when I was 14. In my late teens and early 20s I ran a large waterproofing company with operations in 26 states. My dad owned the company and when he retired, I decided I didn't want to continue with it. I went college (I'd dropped out of high school when I was 14) and got a degree in economics.

After college, I worked as an analyst for a direct response marketer. While I was there I designed and oversaw testing campaigns alongside some of the world's top copywriters and marketers. This exposure got me interested in direct marketing.

I ran the train business through all those years, and when eBay started, I selling trains on eBay. Within a few months I stopped working for others, and did only the trains. For a few years I was a professional toy train layout builder. Many of the layouts I constructed were featured in magazines.

### **2. As a person on the Internet, how did you get started?**

I started selling toy trains on eBay in 1997. By 1999, I was creating my own products to sell alongside my auctions. My first products were screen savers with pictures of my trains. I sold thousands of screen savers. I also produced a guide for Toy train operators. It was a printed source guide listing hundreds of mostly small manufacturers by type of product.

These two products really hammered home to me the idea of leveraging. Creating a product once and selling it over and over again. In the past five years, I have concentrated on creating and selling information products. I currently (Jan 2005) have 33 different books and reports I sell on the web. I still do the trains, but only as a hobby.

### **3. How long have you been in business online?**

I started in 1997.

#### **4. How did you learn what it takes to succeed?**

I learned to succeed by failing. Many of my best selling products have been accidents. For example on my third product I put together a package of information about buying toy trains. The goal was to teach other trains collectors and dealers my system for finding used toy trains.

I spent months putting the package together. Interviewed other dealers, compiled all my advertisements, and wrote a manual explaining each technique.

I knew it was a valuable package, but it didn't sell. I originally tried running ads for a free report and sending the report and sales letter to people who replied. In the first three months I was promoting the package I spent over \$10,000 in order to bring in \$2,300 in sales.

I was sure the package would sell if I could find a way to get it in front of people.

I decided I needed to create a low cost product I could wrap the sales letter around, so I did a video on how to sell toy trains on eBay. The video was designed as a lead generator, but quickly became a profit center in it's own right. This was a very profitable accident.

A lot of my learning is from trial and error. Doing something, tracking the results, then seeking to improve the numbers by testing other things.

Currently, I look for projects that will force me to increase my skills.

#### **5. Do you do all of your business online?**

I still sell toy trains at shows, but only as an extension of my hobby. I used to do a lot of off line advertising, but currently about 90 percent of my revenue comes from my online activities. I will be doing more offline marketing this spring.

#### **6. What can you tell me about your business in 7 sentences?**

My business is designed around my personality and my core strengths. This allows me to stay enthusiastic. I used to do things that just weren't me. It was a constant struggle to keep going. Money isn't enough. There has to be quality of life, and a feeling of personal fulfillment. My business suits me.

#### **7. How do YOU get traffic to your website?**

Most of my traffic is sent by affiliates. I also get a lot of visitors from my eBay auctions. This is explained at <http://www.iwantcollectibles.com/ebay-me.shtml> In the past few months I have been concentrating on offline traffic generators. I have done Radio, TV, and other media appearances. This is a growing part of my business.

## **8. What do you like most, and least, about the Internet?**

I like the ability to do my own thing at any time of day. I like the ability to not work, and still have income. I can take a personal day or month, and the money keeps coming in.

My pet peeve is email. Not just because of the constant stream of spam that comes into my inbox, but the total lack of forethought of many emails. I think because it is so easy for people to send email, they don't think about what they write.

## **9. Do you have any tips or advice you would like to offer?**

Jump in, and start creating your future. Get to know yourself, and play to your strengths. Spend less time seeking advice, and more time working forward. Expect to succeed and plan to fail. Today, a lot of my newer products are just combinations of things that failed in the past. My skills are better and I reuse the work I did before.

One of the things that slowed my income growth was being scattered. I worked on projects geared towards different audiences, and had to duplicate the work for each niche. Now I concentrate on specific markets based on the profits and my plans for the future.

## **10. What are your goals and aspirations for the future?**

I want to write a New York Times Bestseller. That is my plan for later this year, and I'll have the book published in the spring of 2006. I am moving offline in order to build myself up as a brand. I read Jack Welch's book about his time at GE. Welch decided early on that GE would only remain in sectors it could dominate. That makes a lot of sense to me.

## **11. Do you have an all-time favourite book?**

Not that lasts. Ayn Rand's "The Fountainhead," and "Atlas Shrugged" are both on my repeat lists. Other books that seemed important the first time through usually lose their relevance on the second reading. Ursula K. LeGuin's early books are wonderful – especially "The World For World Is Forest."

## **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I like to cook, but don't use recipes. Lately, I have been into soups. I just buy a piece of meat and select other items I think will go well with it. Sometimes it comes out wonderful, sometimes it is disgusting. Lately they have been much better so I am learning.

I collect toy trains made between 1895, and 1942 with an emphasis on the 1910-25 period. During this period trains became associated with Christmas.



The quantities produced increased, while at the same time the number of manufacturers decreased. By looking at the marketing materials, you can tell which companies will fail. Before 1910 electric trains were sold as novelties, rather than toys. By 1920, the novelty makers were gone and the toy makers were huge.

I read old novels by American authors like Sinclair Lewis, Theodore Dreiser, Frank Norris, and others from between 1890 and 1930. It is interesting to compare how they lived with the way we live today.

I hate the telephone even more than email. Do people really think because they want to talk to me, I should drop what I am doing and answer the phone? That's not going to happen.

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**Terry Gibbs teaches collectors and dealers how to buy and sell antiques and collectibles. His website includes articles about antiques collectibles and eBay. <http://www.news.iwantcollectibles.com/>**



Liz Tomey

<http://www.LizTomey.com>

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### **1. Can you tell me about your business background?**

I started my own business in 1998. After falling victim to those envelope stuffing scams, I knew there had to be some way to make money with my own home business the legitimate way. Although I had been online since 1995, I decided to stay away from the Internet for "money making opportunities". I turned to direct mail. It was the best decision I ever made.

After almost two years of getting so many money making opportunities in the mail, I decided with my marketing know how that I could provide these people who were sending me their opportunities advertising services both online and offline.

I now offer over 130 different offers of my own, and I am an advertising broker for 10 direct mail publications for advertising money-making opportunities via the mail. I own and operate over 20 sites dealing with money-making opportunities, and have over 250 people who promote my services for me.

I also own a web design company at <http://www.RockyTopWebDesign.biz>

At the age of 15 (over 10 years ago) I started playing with web site design. I'd sit up all hours of the night chatting with friends while learning HTML. Now, I get paid to "play" with HTML. I love designing websites.

The main goal of my web design business is to help people get their business online for the lowest cost possible. I try to stay away from the teachings of the "big designers" who charge an arm and a leg.

It doesn't have to cost a ton of money to get your business online.

### **2. As a person on the Internet, how did you get started?**

After providing my direct mail customers with so many services offline, I decided to start providing online advertising options for them also. All of my customers loved my new online advertising services, and it has just grown from there.

### **3. How long have you been in business online?**

Since about 2002

#### **4. How did you learn what it takes to succeed?**

Trial and error mainly. I found something my already customer base wanted: MORE advertising options.

I continue to grow my business with providing them with new advertising options. Basically, you have to find a demand and fill it. It REALLY is that simple.

I've also found a new demand. INFORMATION. When I see a demand for information, I know how to supply it and sell it. Anyone can do this, in any market.

#### **5. Do you do all of your business online?**

No, I also do a lot of offline business via the mail. It takes longer, but it helps my marketing abilities. I know how to market on and offline. Plus, I get to meet so many different people!

#### **6. What can you tell me about your business in 7 sentences?**

My business mainly involves advertising. The advertising is combined with web design services that I provide for those wanting to bring their business online. I also provide products with REAL information that people can learn from! Not just your every day junk you see.

Cool! I did that in only three sentences. ;)

#### **7. How do YOU get traffic to your website?**

Of course since the main part of my business deals with direct mail, I get A LOT of my traffic from advertising offline.

I also get A LOT of traffic from participating in forums. I place whatever website I am promoting at the time in my signature file.

This isn't the only reason I use forums though. They are a great place to network with people, find information, and GIVE information!

#### **8. What do you like most, and least, about the Internet?**

The thing I like most about the Internet is the speed of things. I can promote things quickly, get information quickly, contact people quickly, and so much more.

What I don't like about the Internet, are those self appointed "gurus" who are taking money from newbies EVERY SINGLE DAY!

**9. Do you have any tips or advice you would like to offer?**

Just be very careful what you get yourself into online. Before you give anyone money, think TWICE! Is it really worth it? Do your research before you invest!

**10. What are your goals and aspirations for the future?**

This is my first year being a what people call "infopreneur". Adding this to my direct mail business, I plan to at least double my income!

**11. Do you have an all-time favourite book?**

I read everything I can get my hands on, but probably my all time favorite book all the way back from my childhood is Bridge to Terabithia by Katherine Paterson. I read it in 6th grade, and have never forgotten it. Anything Stephen King I also love.

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I don't have time for a lot of things these days. With the business I run, and taking care of 5 kiddos and a husband along with the house, it gets kind of crazy.

If I didn't have my husband to help, I could never do all that I do. When I do have time to do things I like, I read, do anything that has to do with being outside, I love to garden, and so much more.

Read all about me, and how my services can benefit your business, by going to: <http://www.LizTomey.com>

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**Sam Stephens**

<http://www.cbaffiliatepro.com>

<http://www.tacticalsuccess.com>

<http://www.samstephens.net>

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**1. Can you tell me about your business background?**

I started my own business when I was 17. I needed a way to pay for my university degree, and companies would not pay me a decent wage. So I went into business for myself. I made mistakes and learned from them. That was 8 years ago, and I'm still going strong.

I run an internet consultancy business, an internet business development service, and I write and sell my own software and e-books.

**2. As a person on the Internet, how did you get started?**

I started out trying to sell affiliate programs. I had no idea what I was doing, and so I didn't make a cent. From there I dug up as much free information as I could find. Once I educated myself enough, I pinpointed what I needed to know, and I bought specific e-books that described what I needed to know.

**3. How long have you been in business online?**

About 4 years

**4. How did you learn what it takes to succeed?**

Through PAIN and lots of it! Just kidding, it wasn't that bad. However I did learn the hard way. I've made mistakes, but I've also learned from those same mistakes. Mostly, I talked to people. Other peoples experience is a great way to shortcut your own.

**5. Do you do all of your business online?**

Yes I do.

**6. What can you tell me about your business in 7 sentences?**

I've built my business around helping other peoples businesses succeed. Very well known marketers and internet business people have, and still do, pay for

my services - anything from business development, software development, client support, marketing and promotions, upgrades and bug stomping. Basically I run their online businesses for them, so that they have two hands free to count their money. My business is 95% serviced based, however I also run websites such as [www.cbaffiliatepro.com](http://www.cbaffiliatepro.com) to bring in passive income.

Here's a quick tip - if you want to become rich, it's all about passive income and multiple income streams.

## **7. How do YOU get traffic to your website?**

A combination:

- affiliates promote my products
- I sign up for joint ventures with other businesses
- I advertise my site on directories
- I participate in online forums, with my website address in my signature

## **8. What do you like most, and least, about the Internet?**

Mostly, I love the ability to wake up whenever I want and walk into my home office wearing nothing but a pair of boxer shorts and go to work.

The worse thing about the internet is, well, it's addictive. Make sure you save time to PLAY...not just work.

## **9. Do you have any tips or advice you would like to offer?**

First and foremost, take this seriously - it really is a business, and should be operated as a business. This isn't to say you can't have fun with it, I'm just saying that to maximise what you get out of it, run it like you would a bricks-and-mortar business.

## **10. What are your goals and aspirations for the future?**

I want to be filthy stinking rich, and have a number of websites pulling in so much money that I'll start using it to insulate my ceiling.

## **11. Do you have an all-time favourite book?**

It'd have to be Prey, by Michael Crichton. It's fiction, it's not going to help your business in anyway, but hey I love reading stories.

## **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I'll be honest. I'm a lazy bugger. I like to make money easily, without putting much effort into it. I'm 25 years old, been married for a few months now and loving it. I have a little pet bird called Evie that sits on my shoulder and craps down my back while I work. Suffice to say I don't wear good shirts while I work.

I LOVE playing PC or Xbox games. It's the ultimate relaxation.  
I really believe that the meaning of life is to enjoy it, and help others enjoy it.  
That means stop workaholism. Yes you, you know I'm talking to you. The  
workaholic. Stop it! Now!



Michael Dlouhy

<http://www.MentoringForFree.com/mentor>

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## **1. Can you tell me about your business background?**

We caught the network marketing bug in 1978 when a gentleman came to the house to sell us insurance. I was building houses, and he asked me a question that changed my life:

"Michael, how would you like to get a little less money on every house that you build, but then the people would pay you ongoing income for the rest of your life? Would that interest you?"

It just clicked. It made sense. He showed me network marketing with an insurance program, and that's where I got the bug.

We learned about target marketing there, only talking to people who have raised their hand, who were interested. You have to target them and pull them in.

I also learned that you have to have a mentor. I searched out and found somebody who was massively successful, read everything he ever wrote, travelled around the country going to his seminars.

We joined another program and had massive success. We actually retired from the company. And because I had the time & money, I wanted to really figure out network marketing. So in the early 90s, I joined over 100 network marketing companies in a 2-year period. I analyzed them to see what worked & what didn't.

I actually wound up doing consulting with network marketing companies. That was a great learning experience. The companies wanted to figure how they could design a compensation plan so the THEY would make the most money.

The distributor wasn't really part of the equation.

It gave me a great perspective on how to analyze a company.

## **2. As a person on the Internet, how did you get started?**

My son showed me how to check email. What I had learned from my network



marketing mentor was, if you don't know how to do it, find somebody who does. So I started sponsoring people into my business who knew more about the internet than I did. Eventually, I was surrounded with a bunch of people who know a ton about every aspect of the internet. And THEY have built this internet business. That's how we've been able to be successful online.

### **3. How long have you been in business online?**

Five years.

### **4. How did you learn what it takes to succeed?**

School of Hard Knocks. Twenty-six years in network marketing. I don't care if it's online or face-to-face, everything is about relationships. People buy from people who they know, like & trust. That is key.

However you can do that, if you can do it with ad copy, with a phone call, with follow-up messages, however you can create that "know, like & trust" online, it's the same thing you have to do in person.

### **5. Do you do all of your business online?**

No.

### **6. What can you tell me about your business in 7 sentences?**

The internet is the least expensive place to target-market, but that's almost where it stops. Because then it comes to the personal touch, calling people, getting to know them, finding out who they are, their wants, needs & hurts, their dreams. When you've learned to truly listen, you're better at listening to your spouse and your children, too, and you will become more.

People ask me, "How can I sponsor a lot of people?" And the answer is, to attract the right people, you have to become the right person. I get people who call me and say "Please sponsor me into your business," ... and I haven't even talked about a business to them. They don't even know the name of my company, but they want to be involved.

### **7. How do YOU get traffic to your website?**

Signature files work very well, especially to a list you've built, where you have a "know, like & trust."

We offer a free e-book at <http://www.SuccessIn10Steps.com/mentor> to capture leads.

Pay-per-click search engines, to an extent, and traffic exchanges and discussion boards. We never sell anything to get people to the site ... just offer free service.

We do free coaching, mentoring & training at  
<http://www.MentoringForFree.com/mentor>

The website is new, but we've offered this free service for 9 years.

## **8. What do you like most, and least, about the Internet?**

The internet is the fastest, easiest way to test ad copy, to stay within a budget. It's the best place to quickly generate targeted, interested leads. And it's perfect for staying in touch with my group. Without the internet, it would be tough, tough, tough. We'd have to be on the phone to individuals a lot more without the internet.

What I like least is spam. The internet does attract some bad people.

## **9. Do you have any tips or advice you would like to offer?**

Leaders are readers.

We have put together an entire system that has leveraged off of that. We offer my e-book at <http://www.SuccessIn10Steps.com/mentor> for free.

And here's the secret. There are no affiliate links. No affiliate program. We're not trying to get them in the deal, not selling any widgets. There are no catches. It's just giving others the benefit of what I've learned in 26 years.

And leaders are readers. When you give away a quality e-book, you attract leaders. And those are the people you want.

My e-book is brand new, but we've been using this system for years with another e-book. I have a list of people I've been following up with for years. And suddenly, here and there, they call to join my business. And some of them bring a LOT of people with them. It can change your life overnight.

It's about relationships. It's about caring. If you think internet marketing is a sales business, you're sadly mistaken. It is a relationship business.

You can create "know, like & trust" with your copy. If you don't believe that, just go download my e-book <http://www.SuccessIn10Steps.com/mentor> and read it. You'll see it. To survive, you must create & build relationships.

The other thing is, people need to get the money out of the equation. When the money's out of there and you're talking to somebody with no agenda, you can truly listen and be there for them.

When a boy & girl go on a date, there's an agenda. Most guys have one thing on their mind. How tense is that? Are they warm & open? No. They're apprehensive, because they both know what the agenda is. They know what the young man has on his mind.

How would it be if 2 people went on a date and they just wanted to get to know each other? No agenda. How much more enjoyable would that date be?

And how much more successful & happy would people be in business if the money wasn't the focus, if they had no agenda? The answer is, "A lot." I know, because we see it all the time now.

### **10. What are your goals and aspirations for the future?**

I'm 53 years old. A few years ago, on a cross-country flight, I realized that I am living my "WHY". That was an emotional event.

We don't do this because we have to. We do this because we love to do it. That's why we do a dozen or more training calls a week. It's our passion.

I come from a hard background. I love what Randy Gage says. He says, "My family life ... we were the Addams Family on crack cocaine." I think mine was even worse.

My parents took me out of school in the 9th grade. I don't have formal education, but I have life lessons. I truly believe that if I can become successful, then anybody can.

My passion is to share that with others, to let them know they can do it, too. It starts with communicating. People don't listen to people. More than anything else, we teach them how to do that.

### **11. Do you have an all-time favourite book?**

"Think and Grow Rich," by Napoleon Hill. I've read it every year for about 18 years. And every time I read it, I get more out of it. It's like someone changed the book.

I have one book I wore out. It's highlighted, got pen-marks & pencil-marks. I finally bought a new one to read.

### **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

Likes: I love spending time with my family. Talking, laughing, going, doing, having fun with my wife. Linda & I love to be around each other. I love it when my daughter Amanda comes home from work and gives me a big hug and tells me she loves me. I love it when my 21-year-old son Matthew hugs me and tells me he loves me. Those are the all-time best of the best of the best.

Dislikes: Pushy, aggressive people coming at you, trying to sell you, get you in their deal. I will not let those people in my life. Most of those people have never done anything worthwhile, anyway. They're all lying.

Hobbies: I love the water. We live in Florida for a reason. We go out to Anclote Island. We like snorkelling, scuba diving, fishing, water skiing, camping out. We like going down to Looe Key for diving & lobstering. You see fish of every shape & size. Great place to go.

I like cool old cars. Motorcycles. Racing. I love speed, anything to do with action.

Pet peeves: I hate liars & cheats. If I tell you I'm going to do something, I'll do it, no matter what. And I expect the same from you.

Favorite food: My wife's homemade steak hoagies. She marinates the beef & chops it, slices it & grills it. She does a steak hoagie on a soft yeast roll with mushrooms & melted Swiss cheese. It will take your breath away.

<http://www.newbie-business-guide.com>

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### **1. Can you tell me about your business background?**

I got my start in Business working for my father's Import/Export company. He had a firm dealing mainly with construction, paper and textiles. He was also a foreign manufacturer's representative.

### **2. As a person on the Internet, how did you get started?**

I bought a computer and started cold turkey. I had no knowledge of computers; most of the members of my generation are not computer literate. That should give you a ballpark idea of my age.

Anyhow, I got books and read and took a few courses. Before long, I could tell that I had a knack for digital communication. In short order, I surpassed most of my acquaintances that had computers for many years. They would phone me while looking for answers.

I took the bull by the horns and got certifications to teach computing on the software and hardware level. I studied high-end applications for Web authoring, graphics and desktop publishing. My preparation was many years in the making.

### **3. How long have you been in business online?**

I started the work on my Website about five months ago. The first two and a half months were devoted to building, experimentation and learning. Officially, I've been open for business about two and a half months.

### **4. How did you learn what it takes to succeed?**

I think that's a quality I already had, way before I ever built my Website. I've always made it a point to finish the projects I start. When I find a particular chore not to my liking, I do it first.

Now, if you are asking me about Internet or Web specific qualities, I'm still learning. My main areas of study is about translating winning business principles into their applicable Net equivalent.

### **5. Do you do all of your business online?**

Yes, though I'm looking to go beyond traditional Web channels to gain a customer base using other media, such as print. Print magazines and newspapers are a future source of customers.

## **6. What can you tell me about your business in 7 sentences?**

My business is dedicated to showing Newbies that they can setup their Web venture and be successful. I want to show them a path of long-lasting value as a guide to getting there. Many of our resources were, in fact, used to build the Newbie Business Guide.

Clear and practical Web Business building is what we're all about. Our Website is a testament to what a Newbie can do in a short time.

## **7. How do YOU get traffic to your website?**

I eat, think, sleep and dream TRAFFIC! On a more practical viewpoint, I don't ever miss an opportunity to promote my website. I hand out business cards, post at the forums, join traffic exchanges, write articles, look for new sources of advertising. Furthermore, it's working!

## **8. What do you like most, and least, about the Internet?**

From a Newbie's perspective, the sheer avalanche of deceitful Internet Marketing get-rich-quick offers that proclaim big bucks with no effort. They are such a negative influence.

On a more positive tone, the easy access to information is a very wonderful thing. Sitting right at your fingertips is the way to check out the truthfulness of most of those offers. It's a double edged sword.

## **9. Do you have any tips or advice you would like to offer?**

Yes, don't ever give up! When something doesn't work, it doesn't mean you've lost the battle. Keep working at it and you'll accomplish many things. Perseverance and purpose is what will give you success. It's 10% inspiration and 90% perspiration.

## **10. What are your goals and aspirations for the future?**

I want to use the knowledge gained from building my first Web Business to build related Websites. However, that won't come about 'till my first business is completely self-sustaining.

## **11. Do you have an all-time favourite book?**

That would have to be "A Hundred Years of Solitude" by the Colombian writer Gabriel Garcia Marquez, a Nobel winner for Literature. Of course, Spanish is my native language.

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I'm an informal person; don't like suits and neckties. I like to teach and write and love American Bluegrass music. I play the guitar and hope to learn to pluck a 5 string banjo. I love to cook and discover new dishes. I build super computers to relax and do programming for friends. I have 3 dogs and a cat.



**Kevin Robb**

<http://www.ebusinessformula.com>

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## **1. Can you tell me about your business background?**

### **Bio attached covers several questions:**

Kevin Robb, Internet Marketing Specialist, has a long history in the world of business. He has over 25 years experience in the field of Sales and Marketing, promoting capital plant and equipment in the automotive industry. Kevin has been a high achiever, the recipient of many awards from David Foreman & Associates for excellence and he is highly regarded by his peers.

During this time Kevin has trained and mentored a considerable number of sales representatives, many have gone on and excelled in their field.

In his current offline role, Kevin has six representatives in training at present.

This business background has now combined with Kevin's three years research into the Internet Marketing arena, he is now willing to share his experience with you.

### **A Message from Kevin:**

After a long and rewarding time in sales offline (I am still active offline, I have a "real" job as well), I decided to see if I could apply my skills to an online business, three years have now passed since dipping my toe into the murky waters of Internet Marketing...but in this time I have learnt a lot.

Initially I scoured the net, surfed from site to site, brought many Internet Marketing books (some good, some bad!!), asked a lot of questions, but I realised after a short time that the only way to move forward was to take "ACTION" (I wrote an article about this in one of my newsletters).

At first, my main interest in marketing was not the "Work from Home" type website, but I was intrigued by the way marketers worked in this field so I studied these methods as hard as I could.

I believed that I could apply these skills to my niche market sites and be more successful. Obviously if these methods could work in the most competitive field on the Internet then they would extremely well outside of it.



I initially put up a simple site to attract newsletter subscribers. The newsletter basically was to share my Internet Marketing learning experiences with others just starting out....there was great interest in this and my list grew quickly.

From this I did a JV (joint venture) with another marketer and we will be launching an e-book shortly focussing on the "Newbie" market. I know it will be a great resource for those just getting started with Internet business and marketing.

I have also developed my interests outside of this and have two other sites running dedicated to products outside of the "Work from Home" scene. Other projects are in the works, including a "Marketing Blog".

My movement through the maze of schemes and dreams offered on the net has been quick and eventful. I have formed some great relationships with other marketers and customers alike. The testimonials on my site attest to my recognition as an Internet Marketing specialist providing solid information. This is something I value and I am happy to share this success with you.

**2. As a person on the Internet, how did you get started?**

See Bio

**3. How long have you been in business online?**

Three and half years

**4. How did you learn what it takes to succeed?**

Trial and Error, actually giving things a go, some worked, some didn't.

**5. Do you do all of your business online?**

Yes, although I have offline experience

**6. What can you tell me about your business in 7 sentences?**

See Bio

**7. How do YOU get traffic to your website?**

Search Engines, Articles, Forum Posts

**8. What do you like most, and least, about the Internet?**

The great people I have met online from all over the world...some I have now met personally in my travels.

SPAM!!

**9. Do you have any tips or advice you would like to offer?**

Don't be afraid to ask questions and don't procrastinate.

Take action, actually do something and learn as go, try building your first website or writing your first newsletter, whatever it may be, just try as there are no magic solutions, there is still work involved in everything you do.

**10. What are your goals and aspirations for the future?**

To further enhance my offline ideas and incorporate them with my online ventures to provide me with an adequate source of income.

To achieve this in the next two years.

**11. Do you have an all-time favourite book?**

No. In this field many books contribute to the learning experience, I have found snippets of good info in many but I do not have a favourite.

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I have a full time job as a State Manager with responsibility for 110 staff and a large sales budget.

My main interest outside of Family is: My Internet ventures, My Classic car a 1966 MGB Roadster, Travel and Reading.



**Carl Ellis**

[www.theguardiancompany.com](http://www.theguardiancompany.com)

[www.ads-on-steroids.com](http://www.ads-on-steroids.com)

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**1. Can you tell me about your business background?**

Hold a Bachelor of Arts degree in Communications from Urbana University, Urbana, OH/graduated Cum Laude.

Hold an Applied Business degree in Marketing/Sales from Edison State College, Piqua, OH.

Hold a Certificate in Business Management from Edison State College.

**2. As a person on the Internet, how did you get started?**

Very early-on - I think it was late 1996 - I began emailing people offering a "State Lottery System" (of all things!<g>).

From this, I realized the main purpose all marketers realize: People want information - This failed - but I learned and grew from my mistakes.

As time moved forward, as my knowledge increased, I took an offline business and started recruiting Affiliates. This business failed, but I learned from my mistakes.

**3. How long have you been in business online?**

In one way or another, since 1997.

**4. How did you learn what it takes to succeed?**

See the first 3 responses above! I believe my "success" in business, whether online or off, is a combination of all three at the very least.

**5. Do you do all of your business online?**

Yes and No. While most (prob. 95%) of my daily transactions/activities are indeed conducted online, I still network offline. I seek out offline opportunities.

**6. How do YOU get traffic to your website?**

I seek out: JVs, create articles for submission, do viral marketing, offline PR in local/regional newspapers - to name a few methods.

**7. What do you like most, and least, about the Internet?**

What I like most is the vast amount of information that is available.

What I like least is the vast amount of information that is available!

**8. Do you have any tips or advice you would like to offer?**

My advice: When the internet becomes just another "j.o.b." (just over broke) distant dream and you are just about ready to "throw in the towel", re-think your goals, your strategies, your dreams... and start ALL over!

**9. What are your goals and aspirations for the future?**

To continue doing what I'm doing; i.e., continuous education via online and offline learning.

To continue creating niche market publications and/or software programs.

To acquire a recent offline opportunity in the niche publishing industry and move the majority of this online.

**10. Do you have an all-time favourite book?**

Actually, I enjoy a great amount of books in many genres, so I can't really come up with one specific title!

**11. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

Likes: Everyday life! I am a "people person", a person who walks, pretty much to the beat of a different drum!

Dislikes: Superficial, materialistic thinking.

Hobbies: Writing, reading, drawing, watching life happen

Pet Peeves: My non-ability to be totally intolerant of ignorance!

Favorite Food: Corned Beef and cabbage with potatoes.



Craig Garber

<http://www.KingOfCopy.com>

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### **1. Can you tell me about your business background?**

I'm a direct-response copywriter and a direct-marketing consultant. I show independent business owners how to make maximum money in minimum time.

Before working as a freelance copywriter full-time, I had been a financial planner for 9 years, running my own practice -- and I used direct-response marketing very successfully.

In fact, what happened was, on the brink of desperation, I began using direct-response in my financial planning business and I started seeing some results from it.

After spending the next 2 years, continuing my studies and soaking up as much information about direct-response marketing and copywriting as possible (and believe me, I studied like my life depended on it), I decided to make a career change to writing copy and publishing information, exclusively.

I did this after experiencing more and more success and actually building up one specific aspect of my financial planning business, to the point where it was on autopilot.

Once that occurred, I knew I had mastered the art of direct response.

I then had a chance encounter with the "World's Greatest Living Copywriter", Gary Halbert, and I actually spent 6 months being mentored by him personally (it turned out he lived only 25 minutes away by car), reinforcing my skills even more.

### **2. As a person on the Internet, how did you get started?**

I just set up my website, started filling it up with good content, and then I was off and running, lickety split.

### **3. How long have you been in business online?**

Online since June 2004.

#### **4. How did you learn what it takes to succeed?**

Like I said, I'd been an entrepreneur for many years before, so I had already made nearly every mistake in the book there is.

And even as a kid, I was always hustling to make a buck. I grew up in the inner city in the Bronx, so I had to hustle.

Without going into details -- believe me, I've been around the block.

When it came to learning direct-response, what helped me tremendously was studying and following the masters of direct-response, and then applying what I learned.

Understanding people... psychology... and the dynamics of social interaction, as well as I did, made me sort of a "natural" at it.

And of course, since direct-response is all about measuring your results, and then testing variables to always try and boost response, it also satisfied the analytical aspect of my brain as well (I actually worked as a CPA -- which is like a Chartered Accountant, if you're outside of America -- after I graduated college.)

#### **5. Do you do all of your business online?**

No. I use my website to generate leads for my copywriting and consulting services, and I also publish and sell information online and offline.

#### **6. What can you tell me about your business in 7 sentences?**

If you want to make a lot of money... and you want a marketing system that allows you to do this on virtually, "auto-pilot"... then you'd have a tough time finding someone more qualified than I am, to help you get this done.

But don't listen to me, instead go check out my website at [www.KingOfCopy.com](http://www.KingOfCopy.com) and listen to what some of my clients have to say instead.

#### **7. How do YOU get traffic to your website?**

Mostly from publishing articles, or from referrals at this point.

When I first got online I also used to post on forums to get exposure.

Now I'm at the point where loads of other people run articles of mine, and some fairly large e-zines are asking me to write for them.

I'm going to focus on getting a little more offline exposure this year as well, getting published in various trade magazines.

## **8. What do you like most, and least, about the Internet?**

Don't get confused: The internet isn't some kind of "magic bullet" -- it's just another medium you can use to deliver your message, like newsletters and magazines.

What I like most, though, is the rapid feedback.

I don't really think I have a "what I like least".

## **9. Do you have any tips or advice you would like to offer?**

Yes.

Discover as much as you can about using emotional direct-response marketing and about writing emotional direct-response sales copy, and do it now! BEFORE you're at the "O.K. I give up -- if something doesn't happen almost immediately, I'm going to have to close my doors" standpoint.

A lot of business owners are afraid of, or uncomfortable with marketing, and they wait until it's too late to start doing this.

Don't make the same mistake nearly all business owners make: and that is, thinking you "deserve" business because you work hard... you're ethical... and because you give "good service".

In today's day and age, where your prospects are sceptical about everything, and where your customers have the attention span of a gnat, saying these things is absolutely meaningless, and they will NOT help you get customers or clients.

Only sharp direct-response marketing will.

There are loads of books you can read and of course, if you want a great place to start, check out my FREE weekly tips and all the articles archived at [www.KingOfCopy.com](http://www.KingOfCopy.com).

## **10. What are your goals and aspirations for the future?**

1. Work less and spend more time with my wife and our 3 children.
2. Give at least 2 seminars a year. My next one will be in early October 2005, over in the UK, along with a very successful informational marketer who lives in England.
3. Continue publishing more of my own products.

**11. Do you have an all-time favourite book?**

That would be like asking me if I have a favorite child! I read at least one or two books a month, so it'd be hard to choose just one that stands out.

But if you want to learn about writing good sales copy, one book that would serve you well, besides anything Dan Kennedy writes, is an often overlooked book called "How To Write A Good Advertisement" by Victor O. Schwab.

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

Yes, I'm a very happily married guy, still madly in love with my wife, who's definitely the best shoulder I could ever have to lean on.

We've got 3 kids -- 2 boys 14 and 13, and a little girl who's 5 -- and a dog and a cat. Needless to say, our home is a bit of a madhouse (in a good way, of course), always filled with action!

When I'm not working, I'm either hanging out with my family... working out in the gym...listening to music... or just kicking back with a cigar.

I also love travelling and my favorite place in the world is Hawaii -- we actually got married there -- and frankly, I'm itching to get back, so I expect to do that soon. Favorite food -- probably New York City Pizza... and frozen margaritas!



Lawrence Fine

[www.FineSoccer.com](http://www.FineSoccer.com)

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### **1. Can you tell me about your business background?**

I have worked as a computer programmer (non internet related) for a long time and have a personal management educational background

### **2. As a person on the Internet, how did you get started?**

Around 7 years ago I thought it would be interesting to learn how to create a web site so I purchased Microsoft FrontPage and started a web site at [jokesinthemail.com](http://jokesinthemail.com).

My main reason for doing this was simply to get a better understanding of how to create an online presence and I really didn't have much of a plan behind it. After playing around with that for a few months, I became bored and sold it to a person who still runs that site but has used his knowledge he obtained from running it to become quite successful in selling real estate using leads he obtains online.

Shortly after starting [jokesinthemail.com](http://jokesinthemail.com) I decided to start a web based soccer newsletter mainly because I was receiving a lot of emails from former players I had coached asking the same questions over and over. I realized I could be more efficient if I were to create a newsletter and archive the newsletters for others to see.

Since then I changed this soccer newsletter that was hosted on a free site without its own domain into what is now [FineSoccer.com](http://FineSoccer.com)

### **3. How long have you been in business online?**

This is now the 7th year

### **4. How did you learn what it takes to succeed?**

I think that any person who thinks they know what it takes to succeed is deceiving themselves. I am constantly learning how to become more successful and it's certainly an evolutionary process.

However, it was around 3 years ago that I started to do a better job of treating my site as a true business

### **5. Do you do all of your business online?**

That's a difficult question to answer. While it might seem like the answer is yes, a large part of my business is selling books and these are 'real books' as opposed to e-books.

Also, I use my web site to promote soccer camps I run so while the marketing is all done online, not all of the business is.

## **6. What can you tell me about your business in 7 sentences?**

I send out over 100,000 opt in email newsletters each week (there is no charge for these newsletters) to 4 different lists. While I don't sell advertising for my newsletters, I do use the newsletters to promote my books, my camps, and a couple of membership sites I have created that are geared toward the readers of my newsletters.

I also have been able to establish an excellent relationship with a wholesaler of equipment that my subscribers are interested in and have become one of their largest dealers.

## **7. How do YOU get traffic to your website?**

Initially, 100% of my traffic came from word of mouth. I started with less than 10 subscribers to my first newsletter and they told some people who told other people etc. Then I became quite fortunate to have some large web sites in the field contact me and ask if they could use some of my content on their site in return for links back to my site.

I didn't realize then how valuable these links would be both in terms of drawing traffic from those sites but also how much it would help with the search engines.

Besides the word of mouth technique and links from these big sites, I also offer to allow others to use my content on their sites through a program called Master Syndicator. It allows other sites to have new content updated each week but also helps draw attention and traffic to my site.

The other way I receive traffic is through search engines. I currently have over 1000 pages of content and these pages receive pretty good rankings in the search engines.

I have never paid for any traffic to my site.

## **8. What do you like most, and least, about the Internet?**

There are a couple of things I like the most. One is receiving emails from all over the world asking for advice or simply thanking me for newsletters. These come from people I would never be able to communicate with if it weren't for the web site.

Without a doubt, one of the most enjoyable things is waking up in the morning and knowing there will be a few orders that came in during the night, or going out to dinner and knowing just because I am not working doesn't mean the web site isn't making sales.

The thing I dislike the most is dealing with the amount of spam and viruses that cause a ridiculous amount of email each day. I don't want to miss an important email but with the hundreds of emails coming in each day that are pure garbage, it's hard to not mistake some real email for spam sometimes.

**9. Do you have any tips or advice you would like to offer?**

Pick a subject you really enjoy because, at least the way it worked for me, it has taken a lot of time and effort to create the type of business I wanted to create. If it weren't enjoyable, I most likely would have quit a long time before things started to work. Also, provide better customer service than most others and people will appreciate it.

**10. What are your goals and aspirations for the future?**

One of the goals I had for my web site was to build it up to the point someone would be interested in purchasing my site and I now have an offer from a company to purchase it. However now I am not sure if I want to sell at this time as things are working real well



Eva Browne-Paterson

<http://www.evieb.com>  
<http://www.jvmoneymakers.com>  
<http://www.jvleads.com>  
<http://www.jv-marketers.com>  
<http://www.cashcocktailsurf.com>  
<http://www.cashcocktaillists.com>

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<http://www.true-blue-traffic>  
<http://www.jvlinkup.com>  
<http://www.jvoffer.com>  
<http://www.cashcocktail.com>  
<http://www.cashcocktaillinks.com>  
<http://www.cashcocktaillists.com/evieb>

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## **1. Can you tell me about your business background?**

I am the Editor & Publisher of EvieB's New-Z - Your One Stop Advertising Resource, a free ezine offering business owners insights into marketing their business and themselves for free or little cost.

I live in Australia and have been conducting business online for over 13 years. Until 2002, I worked full-time and have experience as a Photographic Lab Manager, Graphic Designer, Web Developer, Computer Trainer, Executive Assistant, Quality Systems Checker, Marketing Manager, Technical Document Writer, CEO and Business Systems Administrator.

I now concentrate mostly on my online business full-time and have participated in many joint ventures forming several new partnerships.

## **2. As a person on the Internet, how did you get started?**

I always had an interest in computers and first started using them about 25 years ago. (I know, that makes me ancient!). I just loved the learning process and had a particular interest in graphics and marketing. So I'd use computers at work and when the boss wasn't there and my work was done, I'd try things to teach myself how to use programs. I especially liked doing tutorials and trying out features in programs.

So as soon as I was able to afford a computer at home, I got one and made a web page from my local ISP's web space. It was basically offering graphics that I had created - backgrounds etc. Then I got caught up in the paid to click surf exchanges and decided to learn more about making money online. I subscribed to a ton of ezines and learned all that I could.

Once I started making commissions, I looked for good programs to promote and kept working part time. I eventually decided to start my own ezine and I did it for one year while I worked full-time.

It became too much to do both offline and online work so I resigned from work and started working full time online. That was the plan, to work for one year doing both, and it was great to actually see that plan come to fruition.

### **3. How long have you been in business online?**

Around 13 years.

### **4. How did you learn what it takes to succeed?**

Mainly by trial and error and by picking up information from people who had been successful themselves. I liked coming up with new ideas and trying them out to see if they worked or not. You never know unless you try.

### **5. Do you do all of your business online?**

Mostly. I've recently been offered a position offline for the mining company I used to work for and now I'm working for them on contract three days/week as well as running my own business online. It makes for some pretty long days, but I like the variety and getting out of the house. I became a bit of a recluse while I was working solely for myself...

### **6. What can you tell me about your business in 7 sentences?**

Well because I have several businesses, there's never a dull moment and always something to do. A lot of my time is taken up by answering support and customer enquiry emails, carrying out maintenance and publishing. Having my own ezine is still as satisfying as it ever was and I think I'll be publishing for quite a while yet.

Because of the length of time I've been working online, I'm now looking at ways to automate my business more while continually make an income. If I can do that without putting as much effort into the whole process, I should gain more from the business as a whole.

### **7. How do YOU get traffic to your website?**

I mainly use free methods of traffic generation. I have a system setup using around 75 traffic exchanges that continually brings me traffic. I have several link directories and a JV marketing forum where I cross-link/advertise my other web sites.

I also like to give testimonials for products that I enjoy using so my web site will be shown in the signature line.

Joint venturing using co-registration type projects is a great way for me to get new subscribers to my ezine. Over the Christmas just gone, I received about 5000 new subscribers from two JV's that I participated in so it's definitely worth it.

## **8. What do you like most, and least, about the Internet?**

Most: There's always something to learn and technology is ever-changing. It's always a challenge and feels good when you come out on top.

Least: People who think that just because you're not communicating face-to-face, that they can be rude, crude and socially undesirable towards you.

## **9. Do you have any tips or advice you would like to offer?**

Yes. If there is something in particular that you want to do, go ahead and make a plan and just do it. You'll never know how it will go unless you try it and it doesn't matter if you don't succeed immediately. Sometimes these things take time as you're learning and evolving.

Don't let other people put you off achieving your dreams.

## **10. What are your goals and aspirations for the future?**

I've always wanted to write a non-fiction novel. I'm hoping that one day I'll be able to sit down and write one because I do love to write. Although I can easily write technical documents and articles etc., I know this will be a challenge for me and I'm looking forward to it.

It doesn't have to be a best-seller or anything... I'd just like to actually write a novel and enjoy the experience of doing it.

## **11. Do you have an all-time favourite book?**

Hmmm, as an avid reader I have many... I'd say the River God series by Wilbur Smith probably tops the list.

## **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I'm pretty down to earth and call a spade a spade. I'm not the type to pussyfoot around or pander to people to get on their good side. lol. I kind of have a natural talent for getting along well with people (if they're likeable that is!) I'm very much a what you see is what you get kind of person.

I do take pride in my work though and have strong principles that I stick to. My work ethic is probably a bit too high for my own liking and I sit too long in front of the computer each day. But I have recently started gym and I'll be getting back into shape before I reach 45. (I just turned 43).

I don't go shopping much like most women. My husband does that for me luckily and we both cook and clean together. I like using him as a bouncing board for my ideas and he's a good friend and partner. I really enjoy tasty food with fresh herbs and especially seafood, which we have plenty of down under.

I love getting together with our friends and having a barbeque together or a couple of wines and a good yarn, catching up. I read a lot offline, do some gardening or water the garden to relax. I like going to the beach five minutes away but I won't be doing much of that again until I get back in shape. lol.

I always plan things in my head and visualise them before I actually do them. It seems to make the process of getting things done much easier for me. I don't often ask for help and do practically everything I need to myself. If I don't know how to do something, I'll find out how to do it (or just use the help file!). I'm still learning new things every day and that will never stop.

I hope to do more travelling in the future and have done quite a bit already. There's still plenty of holiday destinations that I plan to visit yet though. ;~)

If all goes to plan, I'll be able to do that in still -- because I tell you, I'm a bit old for camping these days! :~)



Quentin Brown

<http://www.mp3soundstream.com>

I have a number of websites but this is my primary one at present.

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### **1. Can you tell me about your business background?**

I have spent most of my life in administration of some kind or another. Basically office type work. I branched out once and started a few businesses, however a few years later we had a wild economic ride here in Australia and I was forced into bankruptcy with 24% interest rates. I quickly retreated back to office work.

So my background is as a worker for companies. I started my Internet career with no real contacts or big data bases. I had very limited experience with computers except accounting packages.

### **2. As a person on the Internet, how did you get started?**

Naturally after going bankrupt I had very little self esteem so I went back to the safe office work. I tinkered with MLM every now and then but with such a low self esteem I was destined for failure.

I started to use the internet about 7 years ago and while learning how to build websites started meeting a lot of great people online. As I started talking to them I was introduced to Internet marketing and tried my hand at a few affiliate programs.

Three months later I received my first cheque for \$56 and I was hooked. It was the most fun I had ever had making money even though it was very small.

As I learned more how to market other people products I then started to build my own. E-books and how to manuals. I then branched out into software and other products which has resulted in my business having a wide range of products which has built in a good sustainable income.

I don't think you can do this initially because you would just get overloaded, however as you meet people and share what you know opportunities present themselves and you weigh up what is worth doing and what not to do.

It's the old saying that when the student is ready the teacher will arrive.



### **3. How long have you been in business online?**

Well I guess you could say 7 years but the first five were only part time just earning a little extra income to supplement my wage. I worked for a charity during this time so my income was not great.

As an accounts clerk I was getting pretty bored so I offered to build the charity a web page and so they bought me Front Page and I built my first web site. People liked it so much I started to get other enquiries.

As I started to build more sites people wanted extra functionality so I simply went and did an online course and learned how to do it. I then wrote my first e-book called My Website and it sold and still sells quite well.

I have been a full time Internet marketer now since December 2002.

### **4. How did you learn what it takes to succeed?**

Forums, online courses and tutorials

I was learning a lot from the forums so I also started fixing computers in the office etc. After five years I had moved from accounts clerk to IT manager. I used to get asked to fix something and I would say I have to think a bit on that one and race back to my desk and post the question on a forum. Within minutes there was an answer and the business thought I was a genius.

After a while most problems started to repeat so I was able just to fix problems without going to the forums.

I then started to apply all of this to my online business I had started and found that most of the same things were available for the business side. I started to do business online courses and tutorials and just started applying it all to my online business.

There are so many great mini courses and tutorials around today and many with videos so you can see exactly how to do things. When I started I had to work out a lot of it myself and use the hit and miss technique. While there were some great forums around people were a little more reserved about sharing their information.

### **5. Do you do all of your business online?**

Initially yes, most of my Internet based business was online however as I became more successful I started to get asked to do seminars etc. So today it is about 80% online and the rest offline. I was retrenched in 2002 from the charity as I had built the IT side into quite a complex unit and they felt they needed someone with some qualifications. It was a joint decision and this is when I went full time. They now contract me back as a consultant. Plus I also do some other consulting work.

## **6. What can you tell me about your business in 7 sentences?**

Basically my business is based around helping people to start their own online business. I also provide a whole range of software and tutorials which show people how to add streaming audio and video to their sites.

I guess this is becoming the main thrust of my business. I love technology and the different things you can do online.

Over the last couple of years I have seen a great demand for different media streaming techniques so I have been doing this more and more.

Because I also have a lot of my own websites I have my own hosting company and so I provide hosting for different people and also teach how to set up your own hosting business.

All this coupled with the consulting provides a good steady income. My favorite part though is helping people to do it themselves.

## **7. How do YOU get traffic to your website?**

Traffic is always something people ask about. There are so many ways to drive traffic. Google adwords, articles, forums, seminars, affiliate programs, mini courses, newsletters etc. No one is more important than the other. Lets face it if you had a traditional business you would not just put an add in the newspaper. It is all about trying different things and then measuring the response.

When I started I used to depend just on search engine placement however I soon learnt that a great article or a mini course or a quality newsletter can drive a lot more traffic than just a search engine listing. Today search engines only bring in about 20% of my traffic.

Also it is important not to get too hung up on traffic. It is conversion we are really after. If I only got a 100 visitors and 80% of them converted into a sale I would be much happier than getting 1000 visitors with a conversion rate of 2% which is what a lot of people put up with.

I notice today that a lot of people get hung up on keywords when in reality it is the add that people see. If your add does not convert then it wont matter how many great keywords you have.

Traffic is great but conversions is what we are after so I spend a lot of my time on trying to improve my copy writing and adds to increase my conversions.

## **8. What do you like most, and least, about the Internet?**

I think the best thing about the Internet is the ability to automate a lot of the daily functions of your business.

I think the worst thing is the same in that so many businesses automate so much that there is no service. I have developed a lot of word of mouth sales because I simply add personal service and answer my emails when people ask questions.

Of course when something is so easy to use and cheap you also get everything else that goes with that such as spam, rip off merchants etc. Much of this can be avoided so they are just downsides to the business and all businesses have some sort of downside.

I have sold more products because people have asked a question and I have responded in a personal email than anything else. They have then gone and told their friends and this has resulted in another sale.

The other thing I love is the ability to touch a global marketplace. I have sold products in over 41 different countries. I have developed relationships with people all over the world and this is totally unthinkable in any other format for the price which is basically free.

Finally the ability to research products and do market surveys for next to nothing is invaluable. A simple page asking some questions with a bonus for their time can tell you a lot about a product and what to develop. After all is about supplying a need and to get this type of information can save you thousands.

## **9. Do you have any tips or advice you would like to offer?**

My main tip is to give it time and look at everything you do over a period. I like to put everything in a spreadsheet and then you can see graphically how your business is going.

For example last year I was watching my sales and noticed I got some disturbing spikes every now and then over a six month period. I simply went out and purchased another ecommerce product and this balanced out those spikes so now my sales are a lot more consistent.

Many people dumped that particular program but over time it still has performed very well just has these occasional spikes. Without watching it over time I would have reacted the same way, but because I had good stats I was able to respond to the problem.

The other main tip is to track and watch what you do. It is not much use spending 50% of your time in trying to get your site perfected for search engines if it is only bringing in 10% of your traffic.

The Internet is a very fluid system and things are constantly changing so you must be prepared to incorporate these changes.

I think the other thing is to pick a niche or certain area and then become the expert in that area.

This narrows down what you look at and stops you jumping from one great program to another and really not achieving anything at all.

I always suggest people read From Good to Great by Jim Collins. This book outlines how you can not only grow a great business but build in some sustainability to it.

## **10. What are your goals and aspirations for the future?**

My goals and aspirations for the future are very simple. I like doing charity work and I am involved in orphanages in Thailand, Mozambique and the Philippines. I want to keep making money online so I am free to visit these places and offer my services.

One thing I learnt once I became successful online is that while I had no money it was all important. Once I made enough that I did not have to worry about bills etc I had a lot of free head space. We see lots of people getting a lot of money and then crashing because they did not have something bigger than themselves to invest their time and energy into.

I was privileged to interview 5 millionaires once including Robert Kiosaki. Each one said that personal development was critical to their success. They would spend almost 70% of their time on developing themselves through tapes, lectures and books. When you look at the average person working I guess you could say they spend less than 10% of their time on personal development.

This is a key and something I do regularly.

## **11. Do you have an all-time favourite book?**

Rich Dad Poor Dad Series. Robert Kiosaki  
From Good to Great Jim Collins  
The E-Myth Michael Gurber  
The Tipping Point Malcolm Gladwell (Epidemics)

## **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I have been married for 30 years to my wife Pam. We have 4 boys of which two just got married. They are my best friends. I love travelling and meeting people which used to be something that scared me a lot. Have a staffy dog called mini and my dream car a white BMW.

I am in a ten pin bowling league that plays every week. My highest score is 267.

I love surfing, reading and good food. Favorite food is Spaghetti Bolognese and Steak Diane with a Caesar salad.

I guess my pet peeve is politics. After working in large corporations most of my life I learnt to hate political justification in business, church, governments and family. I guess that why I love the Internet business so much because people can't get away with too much before they are found out.



Christos Varsamis

<http://www.internetmarketingsuccesstips.com>

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**1. Can you tell me about your business background?**

I have been in marketing since 1994 and online marketing since 1999.

**2. As a person on the Internet, how did you get started?**

I started in 1999 with an amateur website [www.free-online-traffic.com](http://www.free-online-traffic.com)  
Although it was a failure, it helped me to evaluate the internet marketing in a different way.

**3. How long have you been in business online?**

About 5 years.

**4. How did you learn what it takes to succeed?**

There is a GOLD saying for that. **You can't succeed if you don't fail first.**  
The critical question is, do you learn from your failures and move on, or quit easily?

**5. Do you do all of your business online?**

Now yes. Although I still get calls and use the phone.

**6. What can you tell me about your business in 7 sentences?**

It's an internet marketing related business. Although there is a lot of competition I think I'm going well since I don't sell hype and outrageous claims. I test what I use before I recommend it to anyone. The advanced feature about <http://www.internetmarketingsuccesstips.com> is that it has desktop technology. Not just email. We have "one to one" communication.

**7. How do YOU get traffic to your website?**

First, I use co-registration services. I need subscribers quickly. The normal ways could take months or 2 years to have a big list. Other way is joint ventures, which is an excellent and FREE way to increase traffic.

**8. What do you like most, and least, about the Internet?**

What I like most is that you can compete with the super companies with their millions of dollars of budget. You can't do that offline. On the internet specific and organised knowledge gives you the advantage, not just the money.

**9. Do you have any tips or advice you would like to offer?**

As is said, forget the hype. Don't believe outrageous claims. You don't sit and hit a button and 50.000\$ comes. It doesn't work that way. Focus on the trend you like most, and then focus on 1-2 internet marketing techniques max and be a specialist in them. Don't spread yourself around, always focus.

**10. What are your goals and aspirations for the future?**

To improve myself and my business.

**11. Do you have an all-time favourite book?**

Think and Grow Rich by Napoleon Hill

Everyone should get this book. It can change your life.

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I'm 35 years old and I like traveling a lot plus reading. I don't like TV. It kills your mind. It's another drug. I like Mediterranean food but unfortunately, I also like the junk food.



Captkirk

Linkscout

<http://www.adminder.com/c.cgi?captkirk&LSCOUT1217>

ProfitRally

<http://www.adminder.com/c.cgi?captkirk&ProfitPro>

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### **1. Can you tell me about your business background?**

When I got started on the net, I didn't know the difference between an email address and a URL address. As for as business background on the net, I didn't have any.

### **2. As a person on the Internet, how did you get started?**

I got started with affiliate programs and the first method of advertising that I used was pay per click (PPC)

### **3. How long have you been in business online?**

Since July of 2002

### **4. How did you learn what it takes to succeed?**

After I had spent up my advertising budget on PPC, I had to find other methods of advertising if I wanted to remain in business on the net.

So, while surfing I seen programs on FREE advertising like Traffic Exchanges, Classifieds, FFA's, and etc.

I started using Traffic Exchanges to promote my affiliate programs instead of using PPC's. People told me that they were a waste of time and that the people who used them only wanted you to visit their sites.

But, I couldn't see why they wouldn't work and I decided to follow what I thought would work instead of listen to Gurus, Experts, and etc...

To everybody surprise, I started making direct sales from using Traffic Exchanges which most people said you couldn't do.

### **5. Do you do all of your business online?**

Yes.



**6. What can you tell me about your business in 7 sentences?**

I offer a service that everyone can use. Each member gets their own Search Engine. Each member gets their own "Smart" FFA System. Each member gets their own Featured Links Page. Each member gets their own Matrix Replicator Page. Each member gets their own Customizable Keyword Category

But, most of ALL they get the above for...FREE!

**7. How do YOU get traffic to your website?**

I use FFA's, Classifieds, Ad Boards, Forums, and etc... I only use FREE advertising methods to promote my programs.

**8. What do you like most, and least, about the Internet?**

I like that the internet is a level playing field for all, it don't care if you are 13 to 113, Janitor to CEO, or Street sweeper to Doctor.

What matters the most on the net is the results that you get.

I don't have no least like because I like it all.

**9. Do you have any tips or advice you would like to offer?**

Yes, TEST...TEST...TEST the results for yourself and don't never depend on anyone but yourself.

Also, track ALL of your advertisement large or small.

**10. What are your goals and aspirations for the future?**

My goal is to help others to succeed on the net using FREE advertising methods that most people say don't work.

**11. Do you have an all-time favourite book?**

"Think and Grow Rich" by Napoleon Hill

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I like working on the internet and meeting new friends in forums.

I'm very positive and upbeat and think of what can be done instead of why it can't.

Lately, I been enjoying the success I have been having with FREE advertising methods which most people said wouldn't or couldn't work.



Sherice Jacob

<http://www.ielectrify.com> (web development and logo design)  
<http://www.mascotartist.com> (mascot design)  
<http://www.ecoverartist.com> (virtual covers for digital products)  
<http://www.bookscanning.com> (public domain book scanning)

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### **1. Can you tell me about your business background?**

I started designing back in 1996 (which is eons ago in Internet time!). I really enjoyed both the creative part of designing, and helping others become successful online with their own business ideas, so the idea of pursuing a business myself just followed naturally.

### **2. As a person on the Internet, how did you get started?**

I joined the revolutionary “fad” called the Internet back in 1994. I’m very interested in foreign languages and cultures, so the Internet opened up opportunities for me to “virtually” meet people from around the world and learn about their country.

I eventually even married one such person, my wonderful husband Timo, who is from Germany.

### **3. How long have you been in business online?**

I officially started my business back in 1999, designing small departmental websites for my local university. The departments were so thrilled with the work I had done that I started getting more inquiries and referrals, and my business grew from there!

### **4. How did you learn what it takes to succeed?**

I do a lot of reading from people who are very influential in their particular industries. I may read a book that is completely unrelated to the Internet or design field, but that will generate some great ideas and new venues to try in my marketing efforts.

You can learn a lot by looking at how other industries work and promote themselves. Sometimes a “tried and true” method isn’t the only method!

## **5. Do you do all of your business online?**

Yes. All of my business is done entirely over the internet. And I love it that way! I don't have to worry about overhead expenses, loads of paperwork or "office politics".

Being my own boss gives me greater control over my workflow and lets me have the freedom to try out new ideas.

## **6. What can you tell me about your business in 7 sentences?**

I enjoy sharing ideas with my clients and educating them on how to make the most out of their new website. More than anything though, I really enjoy my customers. I really want to get to know them as people – not just their hopes and goals for their website, but also their aspirations for what they want to do months or years later as a result of doing business online.

Being your own boss can be such an exciting venture that once you have one website up and running, you get an idea for another...and another! Multiple streams of income are always better than just one.

Together, my clients and I brainstorm with these ideas, building them up and expanding on them until we have a workable foundation. By helping them to succeed, I also succeed, and there is no greater feeling than turning someone's idea into a reality.

## **7. How do YOU get traffic to your website?**

I don't like using the word "traffic". It makes everyone behind the computer screen seem like they're behind the wheel instead - trying to get to some unknown, unplanned destination! Remember, it's not the quantity of visitors you have, it's the quality!

Overall, the best way I've found to get qualified visitors is by word of mouth. When someone's friend or colleague has recommended you, that gives you a huge boost of credibility, and you don't have to do nearly as much "selling" as you normally would.

Getting targeted, interested visitors is the key to getting sales. Making the most of the customers you have is the key to getting repeat sales. Don't forget that 20% of your clients account for 80% of your business!

## **8. What do you like most, and least, about the Internet?**

What I like most is the ability to connect with people on all levels – professional and personal. Everyone has creative ideas and dreams they want to share. If I can help them turn those things into income, then I know I've helped someone achieve what they never thought possible.

What I like least is the glut of spam, scams and dishonest people out there just trying to make a quick buck.

Remember, out of all the other possible businesses out there, your customers chose you and they chose you for a reason. Do you know what that reason is? It's not always the lowest price or the prettiest package. Think about that. Your strengths are what help sell you. Turn those strengths into the main reasons why people should do business with **you** and not your competitors.

### **9. Do you have any tips or advice you would like to offer?**

Absolutely! First, don't discount or discredit any ideas you think of initially. Write them down. Keep a small notepad with you for any sudden flashes of inspiration you may have (they can come at any time and place!) and periodically review what you've written down to determine its potential market and profitability. Is it something that's in demand? (Or can you make it become in demand?) Who would buy the product or service, and why?

Asking questions like this will help you nail down your target audience so that you can narrow your focus and promotional efforts.

Second, do your homework. Research your competition and their web sites. Is there anything you could improve on or do better? Look at them through the eyes of a potential customer and write down the points that you find which are both good and bad about your competitors. Your list of points will show you what needs to be improved on in your industry.

Capitalize on these improvements to make yourself stand out.

### **10. What are your goals and aspirations for the future?**

To complete my Master's degree in Media Studies (a discipline that deals with everything from communication and public relations to 3D animation and design) and to expand and nurture my business as it continues to grow.

### **11. Do you have an all-time favourite book?**

I have two, actually, and I recommend that anyone starting a business read them. They're great motivational books and give you some good inspiration to chew on as you're building your business:

"The Magic of Thinking Big" by David Schwartz (This is the book I read which inspired me to start a business) and "Getting Everything You Can Out of All You've Got" by Jay Abraham (It's so full of good advice that I recommend re-reading it from time to time!)

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I'm a perpetual student, and I love learning. Browsing a bookstore with a vanilla cappuccino in hand is my idea of a perfect getaway. I'm not a complete bookworm though :)

I love nature walks and am fascinated with learning and trying new things – be it a new event, new food or just a different approach to an old problem.



S. Kumar

<http://www.learnhomebusiness.com>

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### 1. Can you tell me about your business background?

I had very humble beginnings as I was raised in a small village in the state of Kerala. Neither did I have any fancy qualifications or any god father to boast off.

Necessity forced me to take up the job as a salesman 1000 kilometers away from my home in the city of Pune, India. In about 8 yrs, I became the Regional Sales Manager of a company. Soon I was managing MBA's, contributing to strategic advertising decision making process, laying out marketing strategies and the like.

### 2. As a person on the Internet, how did you get started?

Well! After working for 8 yrs, suddenly I lost my job for a silly reason. The matters literally went out of hands when lost all of my meagre savings in a stock market crash.

Then a burning desire to go on my own began to develop in my mind and I became obsessed with it. Finally, I ended up buying a PC in October-2000 on loan!

I did not know typing when I bought my first PC on loan! I have even asked a friend of mine 'What is the cost of Internet?' 😊

But when I was introduced to Internet in late 1999 (December), the potential of the Internet became very evident to me. I have always believed that,

- **Information is Power!**
- **And Power is Money & Perks.**

Internet is a medium where people throngs for Information and if I can impart quality Information from my website ...then there is money in it.

### 3. How long have you been in business online?

<http://www.learnhomebusiness.com> simply came into existence in August 14, 2001 -- Just like that :-)

It was my wife who suggested the domain name.

It took me one more year to launch the site in August 15, 2002 to launch the site.

#### 4. How did you learn what it takes to succeed?

As mentioned earlier, <http://www.learnhomebusiness.com> began taking shape from an obscure corner in India, from my village.

Problems were plenty in that, most people from developed countries won't even believe such low conditions exists in this world. The dial-up connection (forget about cable and broadband!) on which I was 'learning and working' was the slowest you could ever imagine (about 500 bites on an average) and it used to get disconnected every 30 minutes!

That time telephones were a Govt. monopoly in India and the dial-up was very expensive -- charged by the minute! About \$400 averaging a month! ...and to top it all, the telephone used to simply go dead at the slightest sign of a drizzle and will not be restored for days by authorities.

The power situation was even worse in my village! One rain and the power go off for days and will only be restored when the electricity board authorities feel like it! The voltage was (and still is) about 120V even during day time and in the evenings it used to be as low as 90V.

Some times, I wonder how my computer withstood all this during that harrowing time!

So my earlier Internet Marketing Environment was like this.

***"When Internet connection is on, the telephone lines will be out of order! When both are working, power will be off!!"***

Yes! One of the greatest difficulties was to get these three essential components of an online business, i.e., the Internet connection, the telephone line and the power working together.

*"But it taught me great lessons in patience and perseverance" ...which ultimately led me to earn a handsome income online and could afford to move to a posh area of the city with all the modern technology amenities.*

Now I have uninterrupted power supply and 24 hour broad band connection ...Enough to run my little dot com smoothly.

***To me, success begins when we align ourselves with the big picture of success, and be willing to do what it takes to be there...without worrying about the results first.***

#### 5. Do you do all of your business online?

Yes. In fact, I am planning to expand my businesses to 4 more sites catering to different niches.

## 6. What can you tell me about your business in 7 sentences?

<http://www.learnhomebusiness.com> is,

- a. Content driven
- b. Superior products with outstanding offers
- c. Superlative customer service -- first response to a solution in less than 6 hours.
- d. Honest, Straight and telling it like it is
- e. Proactive and a genuine desire to help out people
- f. It's always -- the customers, employees, JV partners and me. In that order of priority.
- g. Freedom of expression and action as long as we do not step on a fellow beings toes!

## 7. How do YOU get traffic to your website?

As I am writing this the site ranking of Learnhomebusiness.com by alexa.com is 25,000

([http://partner.alexa.com/amzn/redirect\\_to\\_detail?url=http://www.learnhomebusiness.com/](http://partner.alexa.com/amzn/redirect_to_detail?url=http://www.learnhomebusiness.com/)) and Google page rank of 5.

It's very strange, as so far I have not done any paid advertising or adopted any special SEO tactic.

*I believe, I am getting traffic because of,*

- a. Search engines like my site on their own ☺
- b. Word of mouth publicity by my dear subscribers (25000 of them)
- c. Occasional but striking articles that I write
- d. My free viral e-Books - 3 of them till today (<http://www.learnhomebusiness.com/freeglobal.htm>)
- e. MPAM - where I became a member very early (<http://10000hits.net?userid=23561>)

## 8. What do you like most, and least, about the Internet?

I like everything about the Internet Business!

There is Freedom.

There is Challenge.

There is Money.

There is Job Satisfaction.

There is Friendship.

There is Innovation.

There is Learning Opportunities..

There is ...the list can go on for ever!



## **9. Do you have any tips or advice you would like to offer?**

*First* and foremost, realize that Internet is NOT an Instant-Money making tool. Start from the premises that it is an Information tool and begin imparting quality content from your website, through your newsletter etc. Content is still king and good content gains trust and loyalty.

*Second*, go for your own products! Take a dig at creating your own products. It's a learning experience as well as a lucrative proposition.

*Third*, get others products with resale rights. And don't just put up the sales page and the product alone like everyone else! Add your own 'relevant bonuses' that are hard to find or others not offering!

*Fourth*, Internet is a fast changing medium! The changes are so fast that sometimes it can become a bit too much to handle. Keep learning every day. Watch for new trends in marketing and technology up gradations.

***Fifth, the faster you fail...the sooner you will begin to make money.***

## **10. What are your goals and aspirations for the future?**

- a. To be in the Internet Business Scene until my last breath.
- b. Harness the power of knowledge and improve the rate of my acquiring knowledge so that I can impart it to someone less fortunate or less talented.
- c. To be known as a company that has simple solutions to complex problems.

As for specific goals, I would like to have a Google ranking of 8 and a million dollar profit every year for next 10 yrs!

## **11. Do you have an all-time favourite book?**

Dr. Wayne W. Dyer is my favorite author and all his books have left indelible impressions in my mind.

And I should say 'Sky Is the Limit' by Dr. Dyer is the one that stands out in my mind. May be because, I read it when I was just 21 and it laid the roots for all my future endeavours.

## **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

Well! Anna what should I say ☺

I like people from a very subtle level. The kind with whom you can establish an underlying bond. Someone like you ☺

I like books that provoke my thinking. I also like people who ask me intelligent questions that ultimately lead to a mutually learning experience.

I am also fond of animals and the Mother Nature. A bird in flight is a magnificent site for me. A view of the full moon in the middle of a silent night is a spiritually uplifting experience for me.

I love reading children's stories, watches cartoons on TV in my spare time and love playing with my son.

I relish on simple food that are less spicy. I also like an occasional drink with a lot of nice conversation with friends.

Being pushed into doing something that does not appeal to my logic, reasons or intuition is some thing that I dislike most.

Here are two special gifts for your readers. Please download them here for free: <http://www.learnhomebusiness.com/membersonly.htm>

# Douglas Seese

[www.besearched.com](http://www.besearched.com)

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## 1. Can you tell me about your business background?

I'd love to but that would be a very long story. However, I can sum it up fairly well.

I sold electronics components and micro chips before the 286 PC was available. I successfully managed several subsidiary businesses for the Quaker State Corp. for a 5 year period. I worked as an estimator-production scheduler-purchasing agent-expediter-design engineer-ousource manager for a 10 mil/yr company that manufactures custom hydraulic vacuum presses for the circuit board industries for a 6 year period.

For 2 years, I successfully operated a company whose sole devotion was fundraising for the Special Olympics programs for 6 Ohio counties. The efforts from that fundraising afforded more than 1,500 Special Olympic athletes to participate in approximately 13 different sports. I passed the torch on that to someone I know and trust and it still operates to this day.

Just before I got started on the internet (business wise), I was selling Better Business Bureau memberships out of the Cleveland, Ohio branch.

## 2. As a person on the Internet, how did you get started?

As they say, what goes around comes around. Well, a very close friend of mine that was the person who introduced me to the Special Olympics called me one day and said I had to come and work with him. When I asked why, he replied "I'm selling words on the internet"! Well, naturally I thought he'd lost his mind. I mean, come on, you can't sell *words*. So, because I trusted him, I went to check it out. I ended up taking the job.

Although I had been using the internet since 1996, I was not familiar with the marketing side of it. To my (and my friends) dismay, after 4 months of successfully selling "keywords", we discovered that the product we had been brainwashed into selling was nothing more than keywords for a browser plug-in program that literally no one was using.

During this time frame, we spent a lot of time learning more and more about search engines, the technology they use. It turned out that the one guy that was there building the web sites knew all of this already. We spoke with him at length during off time and that's when the light came on.

## 3. How long have you been in business online?

Besearched.com became an LLC on 10/1/03.

#### **4. How did you learn what it takes to succeed?**

That's a great question. In all honesty, I don't believe that I have learned what it takes. Many would consider my achievements a success. The important question here is, "Can you set goals, overcome obstacles, and learn from failures"?

If you are not willing to risk failure, accept failure, and overcome your failure, you cannot possibly succeed. Success is a long string of failures gone right.

#### **5. Do you do all of your business online?**

Not at all. If I am in contact with someone, I am doing business. I contact businesses that have very viable online markets and present them with the opportunity to be ranked above their competitors.

#### **6. What can you tell me about your business in 7 sentences?**

Besearched.com is a search engine optimization company. Our primary goal for our client is to achieve the highest possible rankings in the major search engines (Yahoo, Google, MSN, AOL, etc..) placing them in a position of strength in the path of those seeking what that client offers.

We opened October 1, 2003 with one client. We have been debt free since the first day. Currently, we have over 300 clients in industries including resorts, private detectives, real estate, bed and breakfasts, private jet charters, and many, many more.

We offer a 90 day money back guarantee and in relation to that we have a 0.98% refund rate. Reverse that and you could say we have a 99.02% success rate. We are also members of the Better Business Bureau in good standing.

#### **7. How do YOU get traffic to your website?**

Well, I would have to say that this question troubles me a little bit. Traffic is much different than qualified visitors. Huge volumes of traffic really serve little purpose if the traffic is "unqualified". Anyone can get large numbers using many methods, but the real challenge is getting people to your site that *really* want what you offer.

If you could have a million visitors a day and only 2 really want what you offer, you are not accomplishing the goal. For my line of work, my company does not seek "traffic" for our site. We contact potential clients that are usually positioned in the search engines on page 3 or farther back and offer to place them on the first page of the searches where their "qualified traffic" is.

For example: if you are selling "power boats", the best place for your site to be is on page one of searches for "power boats". If you were to get huge amounts of traffic, but most was not related to "power boats", then you accomplish very little. But, being #1 on Yahoo for the search "power boats" puts you right in the path of qualified traffic. (By the way, kenyonpowerboats.com is our client and is #1 on Yahoo for "power boats").

So really, traffic is relative to what you offer. Keep in mind too that traffic is not buyers. You can get the traffic, but if the visitor doesn't like what they see, they'll make another choice.

### **8. What do you like most, and least, about the Internet?**

Most - The opportunity it offers to those that are not afraid to learn and work hard/smart.

Least - The opportunity it offers to paedophiles. :(

### **9. Do you have any tips or advice you would like to offer?**

Be honest, mean what you say, and treat *everyone (including co-workers and employees)* like a customer.

### **10. What are your goals and aspirations for the future?**

Although I have many of each, I can only share this: My primary goal is to achieve continued company growth by providing top notch services for our clientele, a positive and productive work environment for all company staff, and long term stability as a leader in our market.

### **11. Do you have an all-time favourite book?**

Absolutely! The title is "Eon" by Greg Baer. I am really into sci-fi that has that realistic "it could come true" type of scenario. Want to know more? Read the book :)

### **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

So many things, so little space. So, I'm going to keep this simple. My likes are easy - spending time with my wife and kids (3 teens), spending money on my wife and kids, fast cars, and new technologies. Dislikes - Liars and single digit temperatures. Hobbies - I have many and some may not be considered "hobbies", but a few are golf, skiing, and collecting antique glass hats. My biggest pet peeve is people that make promises and give their word with no intention of keeping it. Food - I like it all ! :)



**Robert Easter**

<http://www.roberresvineyard.siteblast.com>

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### **1. Can you tell me about your business background?**

My background in business doesn't begin in any kind of MBA program. I have always looked for what the public was buying, what do they want? What need can I fill?

Early on I started a sound & lighting company and successfully ran it for 10 years making it the number one DJ company in our 5 state area at the time I sold the business.

In 1985 after having reflected back on my childhood where my parents and grand parents were home brewers making wines of all kinds I decided to try my hand at it and thus Roberre's Vineyard got its start.

### **2. As a person on the Internet, how did you get started?**

I got started promoting my wines online with nothing more and nothing less than creating new affiliations/relationships with other wine lovers who also happened to be in business of one type or another.

Simple discussions, friendly chatroom conversations. Not trying to PUSH my products on others, but rather relying on my ability to describe wines in such a context as to draw attention from others to them.

### **3. How long have you been in business online?**

I have been in business online for more than 6 years. Working several different businesses at a time until one attained a level of attention from the public which narrowed my focus and efforts on that particular business.

### **4. How did you learn what it takes to succeed?**

Success to me is nothing more and nothing less than being able to communicate well with others. My favorite saying, "Nothing is more complicated in the whole of this world as perception".

Be well spoken, be knowledgeable about whatever it is that you are attempting so that when needed you can speak well, and in a manner that gives the person/person's you are talking to a vividly clear picture of what you are talking about. Leave as little room for misunderstanding as possible.

## **5. Do you do all of your business online?**

NO! It would be suicide for ANY business to think it could get its roots started by use of the internet alone. Work your local markets as they will be your most frequent customers. Online businesses traditionally take a lot of time to build up, but in the long run can be a very nice addition to any Brick n Mortar business.

## **6. What can you tell me about your business in 7 sentences?**

We specialize in ONE-OF-A-KINDS! Create your OWN market if at all possible. This will eliminate a large portion of any competitors you maybe up against. Don't be afraid to stand out, as the larger portion of the people in this world love leaders not followers.

Never! I repeat, Never!!! be afraid of change! Change in many cases can make the difference between coming out with a brand new product that will sky rocket in sales, or a bomb that just sucks your business dry in becoming stagnant.

## **7. How do YOU get traffic to your website?**

The best tried and true method there is.....WORD OF MOUTH! Strategically give out samples of your products if you can so that those who try your products/service can brag on you to their friends. One person telling 50 others how great something is can really make your business quite popular.

Don't believe me? How many movies have you gone to see simply because a friend told you about how great it was? Vacation spots? Restaurants? Or even a new store?

The simple fact of the matter is that people rely on popular opinion when they make decisions about what they are looking to spend their money on.

## **8. What do you like most, and least, about the Internet?**

The internet is global, which gives many the ability to create new relationships worldwide.

It is also a place where if you are not a learned user, you can be taken advantage of by less scrupulous persons who are only out to get your money. Buyer BEWARE! Always check out a business thoroughly. Ask others about that particular business. The only stupid question is the one that never got asked.

## **9. Do you have any tips or advice you would like to offer?**

Be yourself, express yourself, re-create yourself as the sky is the limit, and the only limitations holding you back are those you battle with in your own mind.

**10. What are your goals and aspirations for the future?**

We are working towards the purchase of a full scale winery for commercial distribution globally. As well as a Bed n Breakfast on the property of our vineyards and an upper crust restaurant specializing in foods that are always served with great wines.

**11. Do you have an all-time favourite book?**

No not really. Cook books are my favorites mostly because as a vintner my job is to literally paint ones pallet with flavor. Knowing what flavors go well together is half the battle, the other half is making them come together well.

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I am just a married man with a dream. I chat in chatrooms, I work a 9 – 5 job to keep the bills paid, and would rather be out in the great outdoors than just about anywhere else I can think of. But wine always has been and always will be my passion in this life.





Peter K. O'Connell

[www.audioconnell.com](http://www.audioconnell.com)

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**1. Can you tell me about your business background?**

Currently serving as President and Creative Director of audio'connell.com, a full service audio production company serving clients internationally, I have held management positions in the fields of radio broadcasting, television production, professional sports, golf course management and not for profits.

I have served on numerous boards as a Director, President or Chair and have received many distinguished honors for his numerous achievements in the areas of sales, marketing and community service.

**2. As a person on the Internet, how did you get started?**

I owned a marketing consulting business in 1995 when business was just starting to get its arms around the internet. (Companies were JUST starting to put e-mail addresses on business cards.) I opened my first web site for that business and the internet has been a core focus of my marketing tools ever since.

**3. How long have you been in business online?**

audio'connell.com is under a year old.

**4. How did you learn what it takes to succeed?**

By making mistakes.

By soliciting the opinions of experts.

By reading well written books on topics that would help me grow.

**5. Do you do all of your business online?**

No, and there are very few businesses who can do that and succeed. One has to use all the marketing tools available, in my case for my business this includes direct mail and marketing. However one of my primary tools for my business is the internet.

**6. What can you tell me about your business in 7 sentences?**

audio'connell is World Wide Audio Marketing Agency specializing in creative commercials, corporate narrations and messaging on-hold (MOH). We also provide fresh, professional station imaging for radio and television stations with a variety of styles and quality production values. (That's two.)

**7. How do YOU get traffic to your website?**

Search engines, other internet sites and plastering my web address on darn near anything.

**8. What do you like most, and least, about the Internet?**

My likes and dislikes are probably pretty common.

I like the immediacy of the web and the ability to graphically set up a professional shop, keep it updated. I like the universality of the internet and its low cost.

The web is also crowded, making it difficult to feature your message effectively. Plus, illicit marketing's presence (multi-level scheme's, porn, spam) can hurt the tool's credibility somewhat.

**9. Do you have any tips or advice you would like to offer?**

Do NOT put all your marketing eggs in one basket. The web is a great and important marketing tool. Don't ignore the others available to you.

**10. What are your goals and aspirations for the future?**

Steadiness- as in customer base, new prospects and in-flow of cash.

**11. Do you have an all-time favourite book?**

Two come to mind, "To Kill A Mockingbird" by Harper Lee and "John Adams" by David McCullough (check the spelling on that)

**12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I do what my wife tells me to do.

Stuart Morrison

<http://www.inboxexpert.com>

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## **1. Can you tell me about your business background?**

I started out training as an Engineer, with a four-year Apprenticeship at the R.A.E. and Four Years College. Due to an Industrial Asthma attack I was unable to continue in engineering so through necessity I had to use other skills. I always wanted to be an actor so I followed the dream, however I needed to survive, food, clothes etc. But the job I had, needed to be flexible, so I started my own production company. Initially what we produced was supposed to be short films and shows.

What actually happened was we earned nothing from this but needed to survive so took on some freelance design work (brochures, letterheads etc...) I then realised that the computer could design all sorts of other things so we mocked up a poster idea and sent it off.

We did a licensing deal with the UK's top poster company for our first poster and have never looked back producing many more posters, and licensing them. I acknowledge a certain amount of luck in this, but the product was a winner, everyone who saw it fell about laughing. The Colour Chart was even included in the Victoria and Albert Museum's permanent collection of posters, a high accolade for any designer.

We then went on to produce 12 other posters, a huge range of novelty items including, the Girlfriend Remote, The Inflatable Ashtray and the Inflatable Dartboard to name but a few.

All in all over the past 10 years I have sold over ½ million products with my designs on them. I now provide a consultancy service for companies looking to diversify and to identify other markets for their products or alternative products to add to their catalogues of products. Including identifying opportunities online, where I trade and offer my services.

My latest venture being [www.inboxexpert.com](http://www.inboxexpert.com) where companies and individuals can come and download manuals and guides to help boost the bottom line of their online trading effort aimed mainly at newbies.

## **2. As a person on the Internet, how did you get started?**

I was doing some in store marketing for a UK ISP back in 1992 and had to subscribe people to their service, well they gave me an account to get started and learn about their product. I bought a modem and never looked back. I had an email address and no one to email or who could email me. Back then most sites were tech orientated so I learnt a lot about the technical side of the web.

Eventually I started to offer website design to my clients, I take a practical marketing approach to websites, most designers get all tied up in how technologically advanced their designs are or how “sexy” the graphics look.

My approach is much more market focused. What does the client want? An interactive experience or the ability to buy something within a few clicks? Does it sell; if it doesn't then the design is worthless.

### **3. How long have you been in business online?**

Selling for myself nearly two years, Started on eBay and graduated to selling from my own website, a client liked it so much they merged it with their business and bought me out!

### **4. How did you learn what it takes to succeed?**

Trial and error. Do not be afraid to make a mistake, my motto is a good plan today is better than a perfect plan tomorrow. By this I mean get in, get your hands dirty and worry about perfecting the idea you have as you go, that way you'll be earning at a much earlier date and therefore hopefully in the black earlier too.

I also listened a hell of a lot to people who were out there doing it already, chances are they would have made the mistakes I was going to make and so I could shortcut that process and go down less blind alleys before finding the right path!

### **5. Do you do all of your business online?**

No, I lost one business by having all my eggs in one basket so to speak, the trick is to have multiple streams of income so that your balance sheet doesn't take a big hit when one customer places business elsewhere. This is demonstrated in the diversification consulting I do for other companies.

### **6. What can you tell me about your business in 7 sentences?**

- 1)** Solving people's problems is my number one concern; if I can do that then I can sell, and people will want my products and services.
- 2)** Be as organised as your life allows, don't let work create a barrier between you and your family.
- 3)** Be really interested in people, leave a lasting impression of someone who genuinely cares about people, today's tea boy could be next year's CEO.
- 4)** Never let the emotional response to a situation be your guide. I have made decisions I have regretted by bringing unwanted emotion into a business situation. It ends up complicating things, I know it is hard when you are fighting for something you believe in, but be professional and determined and that will see you through.
- 5)** Eat well, and often, and leave twenty minutes for digestion!
- 6)** Focus on the task at hand
- 7)** Leave the worrying to someone else, be a doer not a worrier...

## **7. How do YOU get traffic to your website?**

SEO, forums, newsgroups, newsletter, all the usual stuff. But it's not the things the things we do exceptionally that make a difference; it's the things we do consistently that count. So make sure your marketing efforts are focused and accountable, that is can you look at a balance sheet and know that any one marketing activity is a profitable investment. You'd be surprised at how many companies I talk to who haven't got any idea about how to track an ad campaign or how to log a response mechanism, which is why I feel there is a need for [www.inboxexpert.com](http://www.inboxexpert.com)

## **8. What do you like most, and least, about the Internet?**

Like: The global reach of the business.

Dislikes: It generates enquiries from timewasters and mountains of Spam!

## **9. Do you have any tips or advice you would like to offer?**

If at first you don't succeed, then you hadn't taken all the facts into consideration. Be brutally honest with yourself, and come back fitter, stronger and better equipped to do the job!

## **10. What are your goals and aspirations for the future?**

To be happy, and to earn more! To create multiple streams of income and generate a secure and happy home for my new baby girl, my Wife and I.

## **11. Do you have an all-time favourite book?**

The Hitch Hikers Guide To The Galaxy.

## **12. Can you tell me a little about YOU, as a real everyday person? (likes, dislikes, hobbies, pet peeves, fave food etc.)**

I never get to work before 10am (my daily luxury!) but never finish much before 9pm, however working from home means I can interact with my Daughter and Wife a lot more than if I was at an office. The distractions are immense, TV, Radio Wife, Daughter!!! Discipline is the key and when I am focused on the task in hand then I can't be talked to as I zone out. I like to eat a big lunch but a light dinner, I hate going to bed all bloated and stuffed. I usually stop work at about 6 ish to help put my Daughter to bed and read her a story but carry on working after dinner for another hour or two. If I have a lot on I will continue from 12am for two hours or so. I like to go for a walk every now and again, shopping is a favourite hobby however crowded shopping streets is likely to make me go back home again. I dislike bullying, discourteous and ignorant people (who doesn't!) but can get quite stroppy if I don't get the service I am paying for. My favourite food is a dish cooked by my Wife, Chilli Chicken, Thai Green Curry and Spicy Rice and it is unbelievably healthy too! I like my two cats as well!

## In Ending:

Wow, so much information so willingly given up. Isn't it wonderful? I really hope you enjoyed reading the interviews as much as I did. It's great to see that everyday people just like you and me actually CAN and DO make money online on a regular basis.

It does kinda prove that we don't have to be mega-gurus for it to work, don't you think?

While I was collecting and reading the interviews, I noticed that all of the interviewees have various things in common. Most noted is the fact that they all know marketing online takes hard work and that we have to fail a couple of times to actually KNOW when we are succeeding.

Did you notice all the different ways there are of getting traffic to a website? Thanks to these people, who are actually using the methods every day, we now have the opportunity of trying out things that we know CAN work.

Another thing I noticed was the similarities in people's goals and aspirations. Did you? Whilst we all have a fleeting dream of mega sudden riches every now and again, it's obvious to see that we all really need to have attainable goals. If we have a goal that's not too hard to reach, it makes it all that much easier to reach the next one, and the next one.

I really hope you'll take note of the tips and advice each of these marketers has so generously shared with us. There are truly some real pearls of wisdom there, use them to your advantage. I know I plan to ;~)

I've had a blast creating this book, hanging out in forums and making new friends. I can honestly say that a lot of the people in this book are now what I consider to be life-long friends, even though there are a few of them I'd never met before. Just goes to show how wonderful networking can be, huh? :~)

*May you be happy and PROSPEROUS in everything you do!*

*Anna-Marie Stewart*

## About the Author



### *Anna-Marie Stewart*

Anna-Marie Stewart has been involved with internet marketing since 1999. She has always tried to help people "make a go of it" online, by sharing her own experiences with as many people as possible. She started out as most marketers do, with believing the hyped up promises of riches, fame and wealth, and burnt both her fingers and toes a few times, before finally deciding that enough was enough.

She now publishes "Not Just another Ezine" a **FREE** weekly newsletter at <http://annamarketing.com> -dedicated to helping newbie and semi-pro internet marketers avoid the pitfalls BEFORE getting burnt.

Anna-Marie lives in Cardigan, Wales with her 4 children and two dogs. She enjoys reading, writing, researching, the beach, night life, walks with the family and listening to "whatever's on at the moment".

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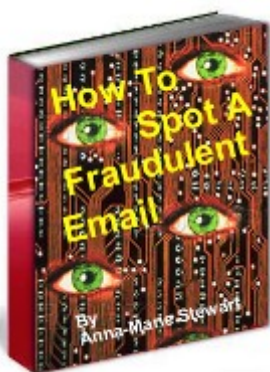
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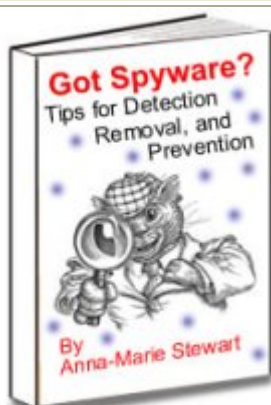


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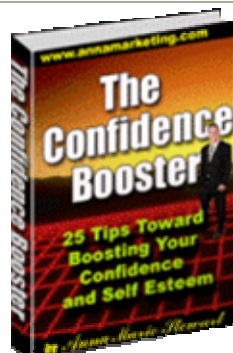


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