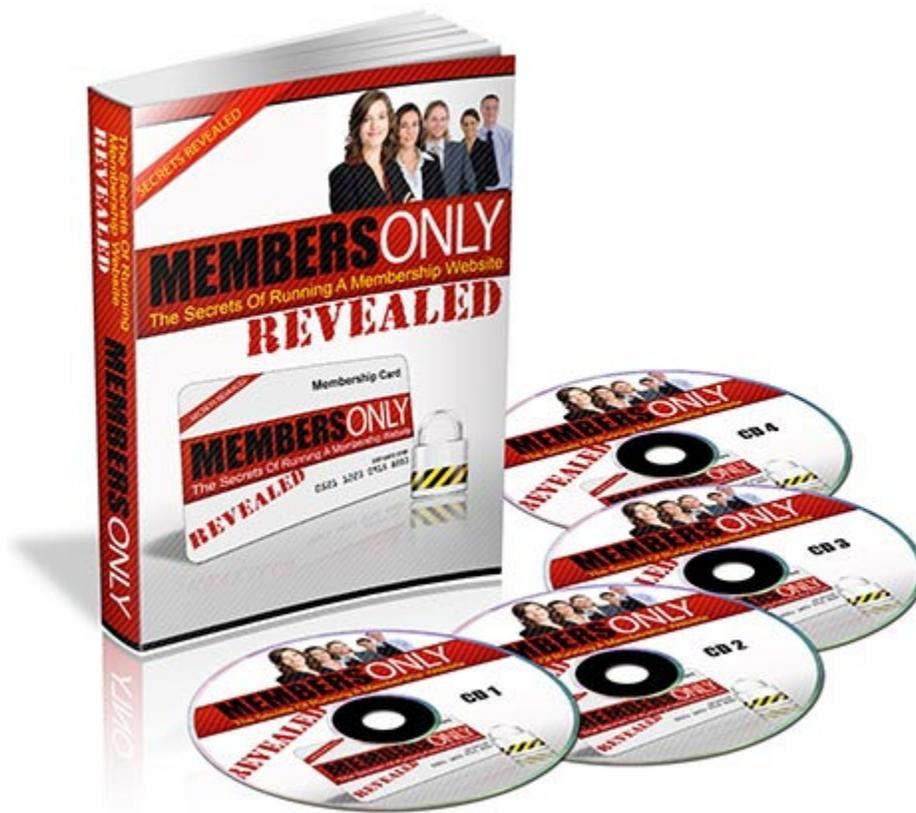


Members Only

The Secrets Of Running a
Membership Website Revealed



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Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, *Guerrilla Marketing Breakthrough Strategies*, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Mark Brown

Good morning, good afternoon or good evening. My name is Mark the marketing professional Brown; here with Terry Telford the business professional, he is the president and CEO of thebusinessprofessional.com. The internet's best kept secret for learning on how to run an online business successfully is definitely thebusinessprofessional.com. Terry welcome to the interview.

Terry Telford

Thank you very much Mark.

Mark

You bet. This interview is part of a series of interviews for exclusive members of the marketing professional exclusive membership community as well as thebusinessprofessional.com . Terry it is definitely a pleasure to be with you and to be able to talk to you about the business professional.

You definitely run one of the internet's best training and learning enabled membership websites on that. So let's start by acquainting our listeners with a little background information about and how you first started doing business online. Then we will get into some more detailed questions about thebusinessprofessional.com. So Terry, will you give us a little bit of your background and then we will get into some questions.

Terry

Sounds great. First, thank you very much for having me here today Mark, and thanks for the fantastic introduction that was very kind. My background is in marketing, I graduated eons ago, back in the dark ages, in 1991 from the advertising program at Loyalist College in Belleville, Ontario, Canada. From there I started my own ad agency with a partner and we worked on that for six months or so, but it was in a small town so I felt it was kind of rinky-dink. Kind of small and my dreams were to be this giant advertising guru working in a big agency.

So in all my wisdom I decided to move to Toronto, which is a big city, and there I found that it was so incredibly competitive that there was no way I could even get into an advertising agency. I ended up taking a sales career. I basically found myself in different management and sales positions, with a lot of different companies. It was quite interesting because there were many different industries I

was able to see. Everything from selling vacuum cleaners, soap and shampoo. I was in the paint industry for about five years. I have had lots of different sales and marketing experience in management, so that worked out okay.

Then in 1996 I stumbled onto the internet basically from a surfing standpoint, not really anything marketing wise. In 1997 I bought a direct mail company. This was an offline direct mail company and I started experimenting in that industry with direct mail campaigns. That was quite costly, it took a really long time, and I had a really long learning curve. I made pretty much all the typical mistakes that I guess everybody does getting into that industry.

I ended up paying too much for advertising. Then you find these cheap lists, you think wow you can get these lists of peoples' names for a penny each, and this was direct mail, so this was fantastic. You would get what would end up being junk mail lists and I actually wasted a whole bunch of money on that. So it took a long time really learning the ropes.

Now I guess we'll kind of jump fast forward a few years to 2001 and it suddenly occurred to me that maybe I could use the internet in the same way that I was using advertising offline on the direct mail side of things. At first glance it seemed pretty simple it seemed like everything was free.

You have FFA sites, which are "free for all" sites. You have these classified ad sites and I thought wow this is fantastic I can reach a million people with a free for all ad and classified sites that cost me five or ten dollars. If I wanted to spend huge dollars online I would go for a twenty dollar a month classified site. Basically to put that into perspective, I was spending about six hundred to a thousand dollars a month on classified ads in the offline world. So twenty dollars for an online classified ad just blew me away, I thought it was fantastic.

I ended up going through the learning curve online as well and discovered that, from an advertising standpoint, yes everything is extremely cheap and free, except that I was getting a lot less response online by sending a free for all ad to a million people as opposed to spending six hundred dollars on an ad in Entrepreneur for example. So that was my learning curve there, it was not so much money invested but a huge amount of time because it doesn't take too long to figure out that half the sites didn't work even in 2001 and the classified ad sites were basically the same thing. It took me a while to get things going.

It was probably about two or three years before I really established myself online enough to say that I was running a business as opposed to a hobby. Once I finally got things rolling, I had an easing that was doing pretty well. It was a company that was called BPC Publishing. Once I had it rolling and it was actually making some money I decided I would go ahead and sell that one because that was when the seed of an idea for The Business Professional came up.

Once I kind of thought about the business professional I said okay I can't do everything so I let BP Publishing go and started the Business Professional. I was doing it for about six months and then I got an e-mail from a guy in the Philippines named Edwin Ryan. He basically said "I like the site; I like what you've done, would you like somebody to help you with the marketing?" I thought it sounded really good because I've been putting a lot of time in working on the membership site but not a lot of time on the marketing side.

So we e-mailed back and forth a couple of weeks or so, and we really kind of hit it off. We thought we could really work well together, so we ended up joining forces and what you see on the business professional today is pretty much a joint effort between what Edwin and I have done together.

I know this isn't part of the point of the interview, but I just wanted to say, one of the biggest revelations that I've had in business is that is so advantageous to take on a partner, to find somebody you work well with and start working with them. When you try to do everything on your own you really limit yourself incredibly. So we got together and what you see on the business professional today is Edwin's and mine combined effort. I would say that the site would not be half of what it is today if I hadn't have teamed up with Edwin.

Mark

That's great. I'm glad that you've brought that point up about working with somebody else. Not just working with someone else, but you live in Norway and you said Edwin is in the Philippines?

Terry

Yes that's correct.

Mark

So right now I'm in the U.S. and you're in Norway and it speaks to the real power of the internet and the fact that you can have a vital

business model when the two principle partners are on separate continents.

Terry

Absolutely.

Mark

It's fantastic, it's an awesome concept. It's one of the reasons I formed the Marketing Professional because there are new marketing trends that are popping up every day. That's definitely what I want to cover and take to the members of my website and also members worldwide. You're a worldly entrepreneur and obviously Edwin is too. Two different continents teaming up and producing an incredible training website.

So now that we know how the concept came up what I want to do is tell everybody your URL. Your website address is www.thebusinessprofessional.com . You talk about someone who really helped you really learn how to do business on the web successfully and I don't think it was Edwin because you reference her as a she. Could you tell us a little bit more about that person?

Terry

Sure, the person that you are referring to is Eva Brown Patterson.

Mark

Oh right, I know Eva.

Terry

Yes I think everybody does. She is such a fantastic person. Just to give her a plug, her website is www.evieb.com and in my view she is really a typical Australian. I have not met an Australian who is not bubbly and friendly. She is totally that kind of person. I would have to say she has got the biggest heart of anybody that I've met, she is absolutely fantastic.

She was really the person, when I first started out on line, which took me under her wing and guided me through. She showed me all the programs she was doing and how she would market them. She had a unique way of marketing things. There was, I don't know if it even exists anymore, but it was called empam. It basically took these traffic exchange programs and put them all together then rotated all the home pages through them. Honestly, it was working when we did it way back when. I don't know if it works anymore, it's not something

I've done lately.

Mark

Right

Terry

She was involved in fifty affiliate programs at the same time and she would put them into this traffic rotator thing and make them work. So that's what I started doing. She would show me exactly what to do marketing wise. Then I wanted to start developing my own web sites and wondered how to go about doing this. She said you don't need to know HTML you can just go in, do front page or dream weaver, design the whole thing and go through that.

So I bought Microsoft front page. I went out and got a book and spent a week going through the book and the exercises and boom I could at least scratch together my own websites. Even now my websites are far from professional at all because I don't know how to do HTML. My extent of HTML knowledge is to cut and paste some scripts and that kind of thing. Mostly I just design everything with tables and it's done. Well I use dream weaver now. Anyway, Ava was the person who really started me going and who pointed me in the right direction.

Mark

That's cool. That's good stuff. There are six main benefits or reasons why someone should become a member. I'm looking at the business professional right now so let's talk about the first one; it's your monthly marketing audio workshops. Tell us a little bit about some of the internet marketers that you've interviewed would you?

Terry

Sure. I've been extremely lucky with talking to people. I get the information about who they are and find out what they do and try to get their phone number. I give them a call and say here's who I am and a little introduction about what I'm doing on my website. The majority of people, about ninety five percent of the people that I've approached to do an interview have said "yes let's do that".

It's beneficial for everybody. They are getting free publicity at the same time they give out quality information showing exactly what their knowledge base is. Then people look at them as an expert, then they contact them and buy their products. It is a win-win situation for everybody.

I've talked to people like Mark Goldman who pretty much everybody knows. He is just an absolutely brilliant joint venture marketer both on and offline. I mean if he doesn't make a hundred thousand dollars in a joint venture it hasn't been successful for him, that's the level where he is. I did an interview with him and he pulled out all the stops and shared some seriously top notch information about doing joint ventures and what's involved.

In his words he feels that online joint ventures has really bastardised the joint venture market, because he really works one on one with people. So for him to send out an e-mail to a thousand people and say I want to do a joint venture with you that really isn't a joint venture to him.

I've also talked to Willy Crawford who is such an inspiration. He is totally a rags to riches story. I think, if I'm not mistaken, his first product was a cookbook. He is a very qualified marketing person, but from marketing other products, not just coming on-line and doing business opportunity, marketing and selling that information, but telling how he marketed his cookbook. He has fantastic ideas, he is truly a self made man and really fun to talk to.

Kacper Postawski was a lot of fun. When I interviewed him a little over a year to two years ago he let the cat out of the bag about everything. He has a website called powerfulsleep.com. What he did was read a book about insomnia, written by a famous sleep therapist, then took the information and put it into an e-book. He took the e-book and started to market it through googleadwords and went through a process of finding out which googleadwords work.

Once they were working, he decided how to improve the sales letter to start making more sales. Once he had the sales happening then what could you plug in as products to market to these people who have already bought the e-book. So he put together that whole system and he just tells it exactly like it was. He is actually partnered up with a guy in Singapore I believe, and Kacper is in Canada.

When I was interviewing Kacper he was doing about ten thousand dollars a month just with e-book and a couple of back end products. He was doing very well and was only twenty years old, but I think he is border line genius; he was just absolutely amazing to talk to.

Another one that was great was Anik Singal. I think we had a three or four hour interview one night. He has an affiliate site.

Mark

Yes, it's an affiliate classroom. I'm actually going to do an interview with Anik in the near future.

Terry

He is fantastic; prepare yourself for an all nighter. He is great. Anything you want to know about affiliate marketing, that interview is worth its weight in gold.

Mark

You're right, and if I can, I want to make reference to some of the audio that you are talking about because you gave me access to thebusinessprofessional which is an outstanding site. Honestly, I wouldn't be doing this interview if it wasn't a quality site where people should definitely go and learn. Also, as well as the people you've already mentioned, there are plenty more than just the ones we've talked about. Do you have any others, than the ones you've mentioned, that really stand out and who've you really learned a lot from?

Terry

The two big ones I've really liked were Kacper and Anik.

I also did a series of interviews with David Vallieres, who did 'you can make a living on-line'. It is absolutely, hands down, no holds barred the best course to learn how to make money on-line, to set up a business and do it seriously. I have to attribute a bulk of my success to this course. The course has seven modules. I took one idea, and last year that one idea made forty three thousand dollars in fourteen days.

That was basically turning the business professional from selling memberships individually to selling wholesale licenses, and that was only one idea. This course is phenomenal, it is absolutely remarkable. I contacted him and told him I took his course, read it all, and it is fantastic. Send me all the information on everything that you have and I'm going to put together an interview.

He sent me everything he had, and I don't like reading on screen so I print it all out. I had a stack two feet high of paper after printing all of it out. I went through every single word to come up with questions. I put together the most massive interview I've ever done. It took two months to put the interview together and it boiled down to eight or twelve hour's worth of interviews. This is the David Vallieres interviews. It was phenomenal, a remarkable set of interviews.

One that I did that was really short, probably one of the shortest ones there, was the definitive guy at gooogleadwords Perry Marshall. He was fantastic, but a really hard guy to get a hold of, extremely busy and very little time to do an interview. However in twenty or thirty minutes he packed in so much information that you could listen to the interview and go out and start doing gooogleadwords.

It's that quality of people I really enjoy talking to and getting as much useful information as I can from them. That's just a couple of people off the top of my head. I've probably insulted a few people by forgetting that I have them in there.

Mark

I know you do have a lot of content in there so if you did remember every single one I would be blown away.

Terry

If I did a summary of everybody in there we would be talking all night.

Mark

Terry one of the next benefits is the top secret marketing resource toolbox. I don't want you to reveal any of the secrets, but could you just tell us what some of these tools would allow your members to do, and why they are important to marketing and being a business professional.

Terry

Sure, I just have to kind of preface the whole thing first of all by saying I'm not scared to reveal any secrets. I think "secrets" is a really overused word, especially on line. When you're told I've got the secrets, I'm going to show you how to do this, and after you read my secrets it's just going to make your life totally different.

For me, a secret is information that I didn't know sixty seconds ago. It's not something that, well I guess occasionally is life changing. There is information, like in David's course, that made a big difference. I don't really consider that secrets, just information I didn't know before. I'm really good at copying people. I'm bad at coming up with my own ideas. If I can learn it somewhere, then do it without having to reinvent the wheel and start things from the beginning, that's what I'm better at.

Mark

Hey it works.

Terry

Yeah it works you just have to find the person you are comfortable doing that with. Now getting back to your question, the resources that I've put into the toolbox started off, and is a continuation of, my on-line black book. It's pretty much the places I go when I need

information or I need to do a banner really quickly.

For me I can design a banner, amateur design, but if I can go on-line and quickly put something together that looks more professional then I would rather do that. It is information like that I put through. At the beginning I went through all the links that I've bookmarked in my website and all my contact information. I use a piece of software called promo buddy and I keep everything in there. All the links I find are useful and the affiliate programs.

I went through everything I had in my virtual black book and put in everything from the marketing forums, the blogs that I read on a regular basis, the newsletters that I subscribe to and probably one of the most beneficial is the copyrighting places I go to find information on copyrighting. Basically on-line is the same as direct mail off-line it's just a lot simpler and a lot faster version of direct mail. The copyrighting principle, whether it's on-line or off-line, are pretty much the same. There are a few differences. You have less time to capture somebody's attention on-line than you do off-line. That, I think is really critical, where to get really good copyright information.

Some of the other things I put up were the scripts and software that I use, as well as where I go to get my programmers and my resources for webmasters and publishers. At the very bottom I included something that showed a little bit of my own personality, I think I called it just for laughs, which are just a couple of sites that I find really funny, just so you can take a break and go there to have a little laugh for a change.

I also included some cool links. There is a service I found in a magazine where they build personal submarines, which if I'm not mistaken is in Vancouver Canada. So you can have a submarine built that holds four, maybe six people, I can't remember all the details. Its things like that which is cool. There is also a bodyguard service. So if you want to hire a bodyguard the place to go is called bullet catchers. The majority of it is business and market related but there are a few fun things thrown in to lighten the mood.

Mark

So basically in essence what you've done is allowed your members to cut the learning curve down, the learning curve you talked about in the beginning of the interview. Everyone has a learning curve and like you said it took you a while to adjust yours, but while you were doing so, you catalogued everything you did and used, and you add to it all

the time. That in itself is a fabulous feature, and benefit, of being a member. That is good stuff.

You feature a direct response marketing audio institute along with everything else on your site. Who are some of the contributors at the audio institute and what topics do they cover?

Terry

Well this is actually something quite interesting and I don't remember where in the world I bumped into him. There's a guy named Michael Sinof, I can't remember what his site is off hand, it was quite unique. He's a real entrepreneurial guy who has done a ton of interviews with people. At the same time he also has a company that markets pens. With these pens you can write on the back of your computer with invisible ink that you can see with a black light. You can write your serial number or name, and then if it is stolen you have a real easy way to identify it. You shine a black light over it and there is your name.

That is just one of the things he has. Another thing he did is put together a ton of interviews. He's interviewed people like J Conrad Levinson, who of course you recognize from gorilla marketing. He has an interview there from Dan Kennedy, but off the top of my head I can't remember if he actually interviewed Dan or if it was one he got permission to use. It's a lot of hard core business marketing guys and it's really beneficial.

He also has a host of experts, not famous people, but they do have a wealth of information. There is a phenomenal story about a guy who started an incredibly successful cleaning business with a bucket and a rag. If I remember it correctly his wife walked into their two year olds day care, these are not rich people they are average people, and their two year old was cleaning up some pee from some other kid who had peed on the floor. It just blew the wife's mind.

I have a three year old and an eight year old, and you have three of your own. Anybody who has kids, when you hear a story like that, it really touches you deep inside and you think you'd like to go rip out the person's throat that is taking care of them. It's what really brings tears to your eyes. When his wife came home and told him, he thought they should quit their jobs and start out on their own so they could take care of the kids. So the next day they both walked into their jobs and quit.

That's how they started. You imagine today if you walk into your job and say I quit. That's the end of your income; you have no money starting tomorrow. The average person in America doesn't have enough money in their savings to last three months, so once that's done, you're done. They took a look at what they could do to start a business. Something that was fairly quick was to start a cleaning business. They had no money to start business investing. He took it from a bucket and rag, and now it is one of the most successful cleaning franchises in the States. It is a really phenomenal story.

Its people like that, real world people that you can really relate to, who are doing this everyday thing.

Then there is how to get out of debt. That is a pretty controversial one. If anybody goes in there to listen how to get out of debt well, there are some pretty controversial ways of doing that. Another subject is how to buy and sell rare books.

He's really taken a lot of different businesses and put them up there. It was really Michael that coached me on how to do interviews on a conversational basis and how to formulate questions to get the most information out of people. So he was really my mentor, the first in helping me to formulate how to do an interview and how to go along with it.

It's basically his interviews that are in the direct response marketing audio institute. It is an encyclopedia of business and marketing intelligence. Between the two, the ones that I've done and the ones he's done, you could probably spend about two months just listening to audios. It's exciting I've listened to every single audio that he did because I had to figure out which ones were going to fit in the business professional. The guy is absolutely fantastic.

Mark

That's great. You also have a monthly member discount on products and services that are really a bargain. It's not just because you may have set up a deal with the contributor. I've been back there and I've seen some of these bargains and they're great. Now will you give us a few examples of some of the special offers that you've done in the past?

Terry

Sure. That is actually one of the sections that I'm looking forward to getting back into and reworking a bit. There are some things there

but not what I feel is enough. It's one of the areas of the sites I'm going to develop further.

What I did to start was contact the developers of products and services that I was using who I had a really good personal experience with and I told them what I was doing with the business professional, and asked if they'd be willing to offer the members a serious discount. Not a five or ten dollar thing.

One of the products I am very proud to be able to offer is a piece of software called promo buddy. The guy, I'm not sure how to say his name, is Deitl Reimer from Germany who developed this. He used filemaker pro and developed this software that you keep everything in. It's my data base for everything I have. My contacts, my joint venture partners, my articles, all the easings that I've done, it's absolutely everything. I don't think there is any information that I have that doesn't have a category in this piece of software. I talked to him and told him it was phenomenal and asked if I could offer the members of the business professional something really special.

That's basically what I did with many of the people whose products I've used on a regular basis.

Another one I have in there is ISO register from Jeremy Gifliston. He's a great guy. There is another one called website weapons which is a phenomenal product.

It's really one of those areas where the products in there are ones I've used previously, or I use on an ongoing basis now. I've always gone to the originator to see if we could work on something. Some of the products I use now, I've gone to person and asked if we could offer it, have said no. It is one of those things that I really have to develop a little bit further because I would like to make it a huge area to have more benefits for the members as well.

Mark

Definitely, that's cool. I know if you're anything like I am you definitely keep your eye out for useful products because there are a lot of copycat products out there. Just shoving a bunch of free bees in the member's area and calling it a bonus doesn't do anything for anybody.

Terry

No, no, I agree.

Mark

All right. You have a growing reprint and resale rights section as well. Let's talk a little bit about that. What made you decide to put that together? I know right now especially, it is a really hot topic out there. Not just reprint and resale rights, but private label rights. So if you want to talk about any or all three of those, the stage is yours my friend.

Terry

Thank you. I think the reprint rights and the private label is the big thing now. It's almost a funny little marketing thing. I read statistics about a year or so ago, that ninety five percent of the e-books and software you purchase on line never gets opened. So that means five people out of one hundred, if the statistics are accurate, buy these e-books with great intentions. Download it, put it on your website, go get a coffee, find something interesting on T.V., sit down and watch it, and then forget all about the e-book. A lot of things happen like that, but for whatever reason it doesn't get read.

I think the really funny thing with reprint rights right now, and I'm probably one of the worst for this too, you get on one of the reprint sites which have a hundred or two hundred reprint rights. You think it is fantastic because there is thousands of dollars worth of product I could market here. So you download everything into the file until its full then end up forgetting about them. So you know I'm the same as the other ninety or ninety five percent.

I think the really fun thing with reprint rights is being able to take the information that's in the product. I mean its fun to get reprint rights, but the biggest benefit is opening it. There is tons of information in there. There was a really good one I just loved about two years ago, and it was three or four hundred pages. It was about serious people in the internet business, who laid out a plan to make money in about thirty days and how to do it. It was a controversial thing because of the way it was marketed. The guy that did it disappeared, there many stories, but the whole thing is it's this book of reprint rights and there was phenomenal information in there. You know, you take one of these people and follow their plan and you'd be making money in thirty days.

I think the really fun part of it is actually downloading everything and being really excited because you have three thousand products for free sitting on your computer, you just have to go through and open them. I've probably got about fifty thousand dollars worth of resale rights

stuff sitting in my hard drive. I can't say I've got everything; there is too much stuff out there. What I'm doing with the resale rights part in the business professional is pretty much opening what's there and read through it. If it's something I haven't done before and not sure if the information is one hundred percent good or not, I try it see if it actually does what it says it's supposed to.

Right now I'm in the process of cleaning up everything in my hard drive that is resale rights and when I find something that's good, it goes on the business professional. While sifting through it all I would say fifty percent is useless or worthless. Some of it is outdated, you go through the links on the site and they don't exist anymore. So I sort through, pull out the best of the best, and put that onto the website.

Some of the reprint rights you will find in lots of different places. Some I have in an archive that you may have found a few years ago, maybe not, and some of it I haven't seen around too much. Some of it is really great quality information but, you haven't seen it around at all. That's the kind of info that you are going to find on there.

To answer your question a little more specifically, one of the cool ones is called "win more customers that buy a lot of products", or something like that, by a guy named Lawrence Baker, who I talked to a little while ago and lives in the middle east somewhere. He put together a really cool e-book which has some really good information in it.

Then there is pay lock generator, which is a piece of software that makes a pay pal payment button using java script. It encrypts the pay pal payment button. It's a hundred times easier to use than going through the pay pal forms to get a button. It's very straight forward and a phenomenal piece of software for thirty or forty dollars.

It is probably one of the most used one that I have. People who buy a wholesale license from us, the latest one you can buy is two hundred fifty memberships for one hundred seventy five dollars that you resell, get the index for the sales page that we've used before, but have to put in their own payment button. If you're using pay pal, you can go ahead and do it, but it can be very lengthy and time consuming. When people ask me how to set up a payment and how to do the pay pal button, I can tell them to go in there, download this software and boom it's done. It's become a real timesaver for me, for people who want me to set up their index page, as well as for people setting up

their own pages. That's probably the most downloaded piece of software I have in there.

Another one is "thirty minute marketing miracle" by Brett Mcfall. That was a really good one. There is also "a hundred and one ways to stop the money leak", that's by Owen Wilson. There's also an "article warehouse". Which is great if anybody is looking for articles that you can use and private label, for any number of niches? There is just a ton of articles I have put in there that are private label articles, but from people who actually know what they're talking.

There is some niche key words software that is sitting on my desktop right now, I think it's called "good key words". I think that one is a free one, but it is cool. It's a scaled down version of some of the software that's out there right now and really helpful for finding key words for your web pages. Like when you are doing the meta tags. You set up the web page and do the meta tags so that it is optimized for the search engines, as well as using it for googleadwords. It's another quite helpful piece of software.

They are all easy to use. If I find software that is good, but really difficult to use I don't bother putting it up. I like to keep things as simple as possible because I am not one of these programmer guys. If I can't fill out some quick forms, click on a button and it happens for me, than it doesn't work for me.

Mark

Yes I'm the same way.

Terry

I think a lot of people are like that. If I find a piece of software that is either free or low cost, well whatever the cost, if it works really well is simple, and a resale product than you will find it in there. I'm trying to give you a little summary of what's in there anyway.

Mark

Hey that's great. You talked earlier about how you have wholesale memberships and you also mentioned that you got that idea from David. I wanted to kind of talk about affiliate programs. I know I asked you earlier, but for our listeners, most membership sites today have an affiliate program attached to them, what made you decide to go with the wholesale membership's licenses versus an affiliate program?

Terry

Difficulty in setting up an affiliate program that worked.

Mark

That's exactly the kind of info I'm looking for.

Terry

It was kind of twofold. We were selling memberships directly for the business professional and we looked at putting together an affiliate program for it, but it was very difficult. To get an affiliate program to work through a payment processor and then to get people cancelled was where we ran into a problem. If people cancelled their membership we still had to do it manually anyway. I think that was the main one, but there were a bunch of other problems we found.

We just continued selling them on our own. Then around that time I took the course from David Valier and actually found something I thought that may work even better. That's pretty much where the idea came from. We don't have an affiliate program that sells individual memberships because we don't actually sell individual memberships. We do have an affiliate program for selling the wholesale licenses. Does that make sense?

Mark

Yes and that's a unique twist. That's kind of why I wanted you to elaborate on that more because you don't see that done a lot these days.

Terry

Not a whole lot. On one side, if you have membership websites, you're going to make a good chunk of money selling memberships. A lot of people don't want to give that aspect away. I was to the point where I learned to make a bit of money on line and remembered how frustrating making ten dollars a month was while trying to get an affiliate program to work. One of my main goals, when I finally figured out how to make money on line, was to help as many people as I could to do that as well.

Whenever we hit on this system from David's course and started selling memberships fairly simply, it let anybody who purchased the licenses have a really easy way to make money. That was one of the goals. We were going to give away tens of thousands of dollars a month in not collecting membership fees, but we're going to start making money on the back end sales and that's fine. I have so many projects on the go right now, whether we lose ten or twenty thousand

dollars a month by helping other people, I like to think that's my contribution to the on line marketing world.

Basically the business professional doesn't sell individual memberships to the website. What we've done is left the original sales page on the website and on the bottom of that sales page, there is a sentence that says you can't buy memberships from this site. If you click on this link you will go to a site that looks similar to this, with same type of information, and you can buy a membership there. What I've done is put my wholesale licensee's websites into a rotator. When somebody comes onto the website of the business professional and wants one of these memberships, they click on the button at the bottom, go to one of my licensee's membership's sales letters and get the membership from there.

We've basically packaged up the memberships in a bundle of two hundred fifty memberships that sell for one hundred seventy five dollars. What happens is each membership then costs seventy cents each and the licensee then turns around and sells each membership for nineteen ninety five a month or one hundred forty nine dollars for a lifetime membership. The other thing they can do is, if they are selling a product that price wise is equal to or greater than the price of the business professional membership, they can use the business professional membership as a premium within their offer.

They cannot give it away for free. That's not something I want to see on line. I don't want to go to a website and see an offer for a business professional membership for free, that destroys everything. That's the way that is.

The easiest affiliate program that works on selling the wholesale license package is "quick bank" because it is so simple. I've had many other affiliate programs I've tested out and when I could get the software to work properly there was always the hassle at the end of the month to go through to make sure you pay everybody for their efforts.

Doing business in Norway is much different than doing business in the United States or Canada. It would be simple if I could just write somebody a cheque. That would be great except it costs me about twenty dollars to write a cheque from Europe. So if I have to pay twenty dollars for every affiliate cheque I wrote it would be absolutely ridiculous.

I don't use pay pal because we had a big disagreement. I set up pay

pal for people who are selling individual memberships which is fine and that's their choice, but I don't use it. In that respect it does limit the way I can pay people. My easiest way is to do wire transfers which are fairly simple; there is just a lot of information I have to get from the person. That all adds to the complex part of doing an affiliate program. I don't like administration. So I use quick bank which costs a bit more to do that but, it works. People get paid for the sales they make and it saves me a ton of time because they pay the people directly. It saves everywhere.

I also use a software called "easy click mate" to help protect the affiliates so they don't get their commissions stolen, which is really easy to do over quick bank. It isn't one hundred percent foolproof but, it does help.

I'm a big quick bank fan now. I started off using it in 2001, got away from it, tried everything else and now I'm back. It's just really simple. So that's the affiliate program we do have and the nice thing about easy click mate is the majority of my products, that I'm actively working with right now, are listed there. If somebody signs up with one of the products, if it's the memberships selling the wholesale licenses for the business professional, then you also see the other products I have, and it gives away my little niches that I'm working in as well. It is really cool.

Mark

I definitely agree with you. That is one of the reasons why I contacted you. You definitely do some unique things and you've been tremendously successful. I will put in a plug for you man. I've used some of your methodology in some of the things that I do, so in a way I do look at you in the form of a mentor. That's my compliment to you.

Terry

Thank you.

Mark

You bet. What are some of the tweaks or changes that you've done along the way that have really stood out in reference to the business professional? Is there anything that you've done, like changing the ad copy, that's increased sales? You've mentioned quick bank, how that's really simplified things, but is there anything else that you've done you'd like to comment on?

Terry

I think there is probably so many things I've done I can't remember half of them. I think the biggest one is changing the way we do memberships to the way we learned in David's course. That would be the biggest change I've made to the site overall.

Then, going back to quick bank, that was another big change.

I can give you the formula that I follow which basically keeps all the businesses that I have fluid. They are always in change, always in flux and nothing really ever stands still. I will give you my most recent example of the one that I'm playing with right now. It's a website that I have called palmistrysecrets.com.

It is an e-book by a really phenomenal palm reader. We worked on putting the book together. I know nothing about palmistry, but I'm interested in it. I like to read about it, but I'm not the kind of person who can look at your palm and tell you you're going to die in five days. I can't read a palm at all and I don't want to, I'm just interested in it. I think it is kind of neat. Anyway to make a long story short he is a phenomenal palm reader. He put together this e-book and I worked with him to edit and fine tune it. I put together a website, joined up with another partner who did the marketing on it, but he couldn't get it to work, so we just left it. This was probably about two years ago.

One day I started going through my archives to see what I'd done in the last little while that is still outstanding and found palmistry secrets. I decided to give it a try to see what I could with it. I'm just using palmistry secrets as an example, but this is basically the process I did with the business professional as well. It's just been a little while since I've done it so it's not so fresh in my mind. What I did was put together a sales letter, put it out on googleadwords to see what I could do that way. It starts there. If I can get a decent click through rate, a ratio between a half and one percent, then I'm happy. It turned out that the two ads I wrote on googleadwords, the day before had a four point two click through rate, the next day we were down to three point one eight.

Once I got the ads working, I ended up getting a thousand clicks that went through the website in a few days, and I made one sale. I had a fantastic click through rate on the ads, but obviously the sales letter sucked. I spent one hundred twelve dollars and made thirty seven, so I was a little in the red on that one.

I thought I'd take a look at it and do it from the perspective of something that's worked for me before. I've always had good luck with e-mail marketing. I like building specifically targeted lists. I put together a list of palmistry people, people who are interested in palmistry, paranormal, psychics, that kind of interest group. I took down the sales letter, and put up a simple page stating that you could get the first two chapters of the palmistry secrets e-book for free. They just had to name an e-mail address. When they clicked the "send me the e-mail" button at the bottom, it went to the sales page, which I also reworked. The whole point is, now they are in an auto responder which has twelve auto responder messages. When they go through there I will be able to measure the sales and see what happens.

I'll finish giving you the formula that I use to work any site. My main goal, which I didn't mention before, is to start developing sites that really take care of themselves. So really the site would be working on auto pilot. On line is really the only way you could actually do this type of site. The formula I'm using now is to be able to use googleadwords to generate the bulk of the traffic. We were talking about the system I go through and we were using the palmistry secrets.com website as an example. What I have now are two very effective ads that run on googleadwords for palmistrysecrets and it is working quite well.

This is not the first time I've marketed the palmistry book, but it's the first time of I've actually put some time into the marketing process. I know from previous experience that the messages in the auto responder are working quite well to sell the product. So my main goal right now is to get the googleadwords driving traffic to the site, get people to sign up and go through the auto responder sequence. Then it gets sold through quick bank and delivered through the system so that theoretically, I will have nothing to do with the site once I have it optimized and working properly.

That's where I want to get to. I want to develop these sites here and there and hopefully have a site that's making a thousand dollars a month and not taking any time. Then I can go on and develop more and more sites. Eventually if you have ten or twenty of these sites then you have a decent income. That's the direction I am going, but the whole point of that is the actual formula I used, the palmistry book formula, it is the same formula I used with the business professional.

Not exactly the same outlets, we're not using googleadwords for the

business professional but the same type of thing. You find out what you're doing in marketing that's working. Is it driving traffic to the site? Is the sales letter working? If not tweak it and work with it. At one point I actually hired a copywriter to go ahead and do some work on one of the sites. Once you get the copywriting going well, you get the back end sales plugged in. It just kind of works in the same cycle, you just use the same formula again and again.

That's basically what I do with the business professional I use the same formula. I told you about palmistry secrets because it is fresh in my mind. I haven't actually done the marketing side of the business professional in about a year and a half.

Mark

Then what you're saying is that your formula appears to be working really well.

Terry

Yes and again I'm not an original person. I kind of cut and paste it from lots of different reading that I've done. You know one person finds this works for them and something else works here. I just kind of put together a little formula.

Mark

That's good news for the beginning marketer. On line you can actually get started in a relatively short amount of time. You can go to places like the business professional and the marketing professional and chop your learning curve tremendously and speed up your success.

Terry

You know what I find is really exciting and this is something that didn't exist when I first started, is the speed you can actually do it on-line now. I have, within the last forty eight hours, been able to run through a campaign that brought in a thousand clicks and made no sales. I adjusted things, and in the last few hours we got a hundred and sixty three clicks and forty nine people signed up. So it's one of those things that you can change and move things around on an hourly basis and see what's working.

I would have to say if someone is getting on line and it's their first time in business, don't expect things to happen like they do from the people that you hear, like me. I've been marketing since 1991, and I've been on line since 2001, so don't compare yourself to the results

I'm talking about. When you go out and write your first googleadword you're probably going to fail unless you really know what you're doing in marketing.

I've been there. I've written so many googleadwords that pull in nothing, that I'm totally excited when I get an ad that pulls in a point five click through ratio. So don't compare yourself to people that have been on line for a while. Do your best, learn as much as you possibly can and don't beat yourself up. I mean, if you get out there and you get a thousand clicks to your website and make one sale, be happy about your sale.

Don't be afraid to spend a little bit of money. There are a lot of misconceptions that everything on line is free or low cost, and a lot of it is, but don't be afraid to spend money. In the last two days it cost me one hundred twelve dollars for a googleadwords campaign that brought in a thousand clicks and one sale. The second kick at the can I spent twelve dollars, got a hundred and sixty three click throughs, forty nine sign ups and I think it's costing me twenty three cents per sign up. I've run campaigns, in the off line world, where I spent a thousand dollars and made two sales and they're fifty dollar products. So to spend a little bit of money, that maybe will cost thirty cents per sign up, is much simpler and a lot cheaper than doing it off line.

Mark

Definitely. I'm glad you put that in perspective. That was one of the reasons I brought you on because of your traditional beginning in marketing off line. I really think that's key. You can take virtually anybody and get them started on line, but to just get started on their own, they really are not going to have the instincts per say on which way they need to go or what they need to tweak here and there. You really do need to have a good grasp on the marketing world and how things work to really turn up the level of success you experience.

Terry

Exactly. That's one of the main goals when I started the business professional as well was to give somebody an easy way to cut the learning curve down. For example if you think you want to try googleadwords, first listen to Perry Marshall, which is a thirty to forty minute interview I do with him, you will have a really good basis to start a googleadwords campaign. In there as well, the majority of people I've actually interviewed have their own products. Perry Marshall has an e-book called "the definitive guide to googleadwords". So listen to the interview, get the basics of what he's talking about,

learn it, and when you want to take the step to the next level, get his e-book to get all the information to get going.

The whole basis of the business of the business professional, and I believe the marketing professional, is to help people take the learning curve, that is absolutely huge, and cut it down. Someone with no experience in business or marketing can come in, start with the basics, and work their way up to becoming an expert in whatever field they choose from the range of topics that we have.

Mark

Well, I was looking at your website again and I think I may have the numbers right, if I don't then correct me, but I've totaled it up and I think there are over sixteen hundred dollars worth of benefits and bonuses right up front that anybody can see, when they go to thebusinessprofessional.com. So being a business professional member is definitely money well spent, but what is your personal favourite feature from the business professional and why?

Terry

I would have to say the interviews. I guess from two perspectives. Number one I'm very proud of the interviews that I've done because there is a wealth of information there that somebody can just sink their teeth into. You could spend a couple of days in there and come out with a real good basis to start building a business or start building marketing on a business you already have. So I'm proud of the interviews in that respect. The information that is there, I feel is very high quality information.

The other side of the interviews is they are something I absolutely love doing. If you meet me I'm one of those people that doesn't shut up. I like talking, I like talking to people. I think one of the most exciting things is talking to people and really getting to know somebody. I don't think I've really ever met anyone who I thought was a useless person, as far as somebody who could possibly be an asset in one or another aspect of my life, whether it's on a business level or a social level.

I like working with people on a one to one basis and I'm probably one of the worst networking people in the crowd. I don't like going to parties where I don't know anybody or where I only know one or two people. I do network really well if I sit down beside somebody on a train for example. That sounds really strange, in the US nobody takes the train, but here in Europe everybody takes the train. I can sit down

beside someone on the train and there is always something that you can start chatting about. So one on one I'm really good, but groups I'm really bad.

I also love public speaking. I would love to be speaking at seminars, but I'm not someone who mingles. That's the big long explanation of the interviews. They are my favourite part of it.

Mark

That's cool. You shared some more about yourself and I really think that any insight people can get into people who are doing great things is a way to model. You're sharing some great success principles about yourself that other people can model and that's tremendous.

Terry

You know what I think is really kind of unique and you kind of touched on it as well. I'm your average guy. My home office is about twelve by twelve, about the size of a normal bedroom, and it is totally comfortable. It's in my basement, it's nothing extravagant, You know this is me, an normal, average guy.

There may be some things that you feel comfortable following what I've done. Then you look to me as a mentor, as I look to guys like David Vallieres. It's the same thing. He has a bedroom in a house that he uses as his office. The majority of us are ordinary, everyday guys that are just out there doing what we like to do. I think that's a huge thing. You look at some people on line and think, wow this guys doing a phenomenal job, but you're not stuck up in some ivory tower and untouchable.

You walk down the street and you're the same as everyone else walking down the street. I think that is one of the nice things about it. Being on line and doing interviews, sometimes you think the people on line that probably wouldn't have the time of day for you, will sit down and talk to you for two or three hours. Hands down the interviews are my favourite part of the site.

Mark

All right. You add new content each month which is something I definitely like. You said that when you do a site you like to keep them updated and not stagnant. With that being said can you tell us about a project that you have on tap for the upcoming months, something that might give people a little more incentive to check out the business professional?

Terry

No. I'm just kidding, I also have a sense of humour.

Mark

That's a good thing.

Terry

Actually, like you said the sites fluid. We move things around to keep it moving in the right direction. We are revamping the site. What we've done in the past is put a lot of "coming soon" because we come up with this great idea we are going to work on, then it gets put on the back burner. Before you know it, it's coming soon for four months, and you're not sure when it's going to get there. So we are going to revamp the site and take down all the coming soon things until we have it ready. If you're in the site and see a "coming soon", it is coming soon I just don't know when.

I will be doing a lot more interviews. I have some exciting interviews lined up for the next couple of months. There should be some fun updates coming. I can't say who the actual interviews are with; it's one of those "coming soon" things. I've got the idea, I know who I want to talk to, I just don't know how easily accessible they will be. Some of the off line guys I want to talk to are a little less accessible.

I'm a huge Robert Kiyosaki fan. He wrote the Rich Dad Poor Dad series of books. Absolutely phenomenal. I'm probably half way through his series of books and I would love to interview Robert Kiyosaki. He is a really cool guy. That's one of the upcoming ones. I'm crossing my fingers, I can't say yes I will have his interview on the site, but I am going to try my best to get it.

I'm also sifting through all my resale rights that I've collected and still collecting. There will be some more resale rights information on there because I find that pretty exciting too.

Those are the main areas that are coming up, and anything that I find I think is going to be helpful, I will put in my little black book area, where all the links to the websites I use are. I try to keep it updated and fluid as much as possible.

Mark

I would like to ask you a few more marketing related questions in reference to your experience building the business professional, and

I'm going to make you go back here. When you were first getting started, creating the site and had the concept down of what you wanted to do, what ideals or concepts did you have that guided you into taking the ideas, maybe drafting it out on paper, then finally getting it created on the internet itself?

Terry

That's a good question and a really big question. The basis of the whole thing, for me anyway, was I found there was a glut of information on line coming from people who would pretend to be an expert. They would kind of know what they were talking about, but a lot of it ended up being smoke and mirrors.

A lot of people get frustrated by that. You find someone you think seems to know what they are talking about, then you put their theories into action and nothing seems to work. Even if you follow word for word exactly what they are saying. You quickly find out there are a lot of people who don't know what they're doing. You get on a website that says it will show you how to make five or ten thousand dollars a month and when you actually do a little bit of digging you find out the guys not making ten cents a month.

I found it was difficult, especially at first, to know which people were actually making money and not just lying about it, and a lot of it is in the business opportunity field. One of the main reasons for starting the business professional was to find the people who were actually making money on line, who are really doing the business, and some of them were making money off line.

I haven't just stuck to the on line side of things. I've talked to people who are off line as well, so we have a good mix there. One of the things I did was to dig and find the ones that really are successful, not just the ones that say they are successful. I have countless people that approach me with products they want me to market and you really run an acid test on this to see if they work or not. You'd be surprised how much out there is just smoke and mirrors, to say it politely.

Mark

No you're right it's evident.

Terry

It's not evident and up front when you first come on line. You find something you think is good that you could do, but find out it isn't.

It's like my FFA and classified ads experiment. You think it should work but it doesn't. I really wanted to develop a site where people wouldn't have to wonder whether these guys were actually doing it or not.

That is one of my goals. To bring people on to the site that actually knows what they're talking about. I read an unbelievable amount of books, and a lot of my reading leads to contacting the authors. These are some of the people who end up being in my interviews. That was my main goal, to kind of cut through the smoke and mirrors on line.

I also wanted to make it a resource centre. To make it easier for people to come on line and get themselves educated. Decide on something they want to do, such as use googleadwords to market a product, then pick the product to market. That was the reason for the resale rights products; it was a simple easy way to have something to market. I really wanted to make it a resource site that is kind of an all in one little shop. You can go in get your education, and get the products to put your education to work.

I guess that's probably the basis of it. I wanted the site to be business intelligence more than just business information. Something you can sink your teeth in and use it, take action and make it work for you.

Mark

Definitely. Well, were there any mistakes that you wish you could go back and correct in the initial phases in getting the business professional going?

Terry

Well the whole site has been a series of mistakes and corrections really. That's how I work.

Mark

No there's nothing wrong with that. Learning from your mistakes is a positive thing; it's a good way to learn things.

Terry

Yes, I've learned a lot. I try something and if it doesn't work, I take a look at it then decide what I need to fix to make it work. This is the first membership site that I've owned and put together, so I would say I've probably made every single mistake in the book. I should have probably done more research into the infrastructure in the very beginning.

I knew I needed to have the components to put together a membership site. I needed some sort of a gateway, a piece of software that lets only your members come in so I had to figure out what to use for that. Then I needed software for a recurring payment system, as well as something to lock members out that had cancelled their membership. My thinking was that I needed to buy all this software and get a programmer to put it all together and make it work.

Apparently that is backwards. What you need to do is talk to a programmer first, tell them what you want to do. It is actually easier for most programmers to write their own program as opposed to buying different software and trying to make it work together. That is basically what ended up happening. I finally hit on a really good programmer who knew what he was doing. He rewrote everything and I was left sitting with three pieces of expensive software, but a totally new program. That's how things started.

I then needed to find out how to record a telephone conversation. I didn't really make any mistakes there, but I have a knack for finding the most expensive ways of doing things first. I found a company in the U.K. which cost me fifty pounds an hour to record phone conversations. I went ahead and paid it and did these three to four hour interviews. For argument sake it cost me about a hundred dollars an interview. That was just the recording part.

Then I had to figure out how to get it onto the website. I subscribed to a service for thirty dollars a month, so I could have my MP3's running on the site. All this was costing me five or six hundred dollars a month. This was at the very beginning of the site so I wasn't even making that amount, but I had to have the actual things there. After a while I figured out there had to be an easier way to do it.

I'm probably one of the worst researchers. I find something really expensive and use it, then go back and research and find it's really expensive. I found a company in California called Dynametric. They have a little black box that you stick on the side of your phone. The cord comes out of the phone, into the black box, then into the computer, so all the interviews that I do are recorded right onto my hard drive. The system cost one hundred seventy five dollars a couple of years ago, which was the price I had been paying for two interviews, so now I could do as many interviews as I wanted.

I then I needed a piece of software that I could use to edit the interviews, because sometimes, like what happened to us, you end up with a technical problem and you need to be able to splice the interview here to make it smooth. That was a remarkable find, it was called Goldwave. You can download this phenomenal editing software at goldwave.com for free, and use it fifteen hundred times before you have to pay for it. That was my next step, being able to edit the interviews.

The final one was a piece of software called sonic memo, it's web audio, so if you're in the members area of the business professional listening to the interviews you can listen to them right on line.

Those three pieces of software are saving me fifty pounds per interview and all the other expenses that go along with it. It was a learning process. I went through a lot of costs to be able to get there, but that was the beginning of the website. The thing is you make a lot of mistakes and adjustments at the beginning. As you go along, you learn a lot of different things, and it gets a little bit less and a little bit less. I'd like to think I'm making fewer mistakes now, within the areas I'm actually comfortable in anyway, like website audio.

If it's a video I'm back to the beginning. I will probably buy the most expensive thing to start off. I haven't gotten into video yet, so it will be another learning experience. That's where we're at now for audio, I've pretty much got a system in place it's just to try and tackle video.

Mark

All right. How time intensive is managing a membership site like the business professional, or do you outsource some of the admin tasks that you have at your site?

Terry

No, I haven't outsourced anything yet, simply because with the business professional we've pretty much put together a system that makes the bulk of its money in about two or three months of the year. So for this year the next step is to keep those two or three heavy months and even out the other months. We've put more time into marketing it, so it's brought the other months to a level where it makes a living for Edwin and I anyway. That was the goal.

The general administration on an average day is about twenty support e-mails I need to answer. A lot of the time I am putting into the site right now is finding new people to interview, putting new products into

the site and working it that way. The partnership that Edwin and I have lets me put a lot of time and effort developing the member side of it, and he puts his time and effort into the marketing. I do a lot of the auto responder work and the messages for that. It's a really nice split. I'm probably putting in about thirty to forty hours a month on the business professional.

Mark

All right, that's great.

Terry

I'm happy with it.

Mark

How important then is the ad copy on the website. You referenced it before, but when someone takes a look at that front page how crucial is it that your copy is done effectively?

Terry

It's basically the make or break of the business. You can have the best widget in the world, but if you can't really express yourself and get the message across, it doesn't matter if you have a membership website or you're trying to sell a bar of gold. If I have a bar of gold that's worth five hundred dollars and I can't explain to you that it has any value, you're going to look at it as a paperweight. Why would you spend three hundred dollars to buy this five hundred dollar piece of gold when to you it looks like a nice shiny paper weight you usually would spend fifty cents on? The copy is critical, and like I said I'm not the best copywriter in the world. Edwin and I worked on the copy for the business professional, plus we had a copywriter working with us. We've got that part pretty much hammered out.

One of the critical things we did with the business professional before we went out and did the wholesale license part of it was we actually made the website work ourselves first when we were selling individual memberships. It's no benefit to anybody if we have a horrible converting sales page then decide, since it's not making any money, to sell these wholesale licenses to lots of other people. Sure you're going to make some money, but you're going to have so many complaints coming back it would be ridiculous. So the whole thing is make the business work first before you try to sell it as a bulk to anyone else.

Backing up to the process, we developed our own traffic to the website then tweaked and honed and played around with the sales letter, to

the offer that's on there right now. We got it to the point where it converts and makes sales for us, and now makes sales for our wholesale licensees.

Mark

Do you have any other products or services that you've created aside from the business professional?

Terry

Yes, I've done a few of my own. My big problem is I love creating products, but I don't have enough time to market everything. So I've had to stop creating products and spend more time on marketing. I did an e-book, that's a couple of years old now. The theory and the concepts still work; it's called "Turn your auto responder into a cash cow". That one is actually a series of messages for business opportunity and marketing people. They are articles that I've done, and some other people have done, and you market your products using articles.

Awhile ago it was a really effective way to market. It's not quite as effective now because there are not as many easings you can get into. Most people now, develop their own e-mail list then pick specific products and do joint ventures and that sort of thing. It's a little more difficult doing article marketing, but it was still a good product. Some of the articles are a little dated now, it's one of those things you have to go through and pick and choose. I don't actively market it; I did that as a resale product. If you Google Terry Telford you will find the auto responder cash cow on the very first page. It was spread around fairly well so that was kind of cool.

My newest project, I don't even have a website up for it yet, is called "the definitive guide to joint ventures". I took the interviews that I did with Mark Goldman and Willy Crawford, Willy did a five or ten minute segment on joint ventures as well. I had them transcribed into written form and added my own experiences with joint ventures. I've actually put in the real e-mail that I use to get joint ventures. The big thing with joint ventures is I do it as a combination of e-mail and picking up the phone and talking to people. I pretty much follow the same script I have on the e-mail when I introduce myself and tell them what I'm doing.

If somebody is just getting into joint ventures, or wanting to hone their skills, it's quite a helpful book. This is an e-book which I have packaged together with a CD of Kacper Postowski's interview, which I

edited. Eventually I will sell the CD for ninety seven dollars and I will also get it transcribed. For now I am giving away the CD, but the person has to pay for shipping and handling. I will also offer the CD bundled with the e-book, "the definitive guide to joint ventures". Since I don't have a website for "the definitive guide to joint ventures" yet, I'm offering the package for forty seven dollars which then includes the postage and handling.

What I've done is piggybacked "the definitive guide to joint ventures" to the CD, which has already done quite well, and marketed it that way to give me time to get the website set up. Once it has its own website I will start the e-book off at sixty seven dollars. That's my most recent product, other than the business professional and the palmistry one, which was really more a recent project than a product. Those are the main things I have on the front of my plate right now.

Mark

All right. You have a list of testimonials a mile long on your front page. How important is viable and verifiable testimony when setting up a marketing site, a membership site, or an e-book site. Talk a little bit about that.

Terry

Sure, I would say if you have a really horrible sales letter, you would probably be able to salvage it somewhat by using testimonials. If you have a good product and a bad sales letter, but add some testimonials you will get some sales. The really cool thing is, if you have some testimonials that people have done as audios, it will blow away the other testimonials.

A written testimonial adds a level of credibility you can't get anywhere else because it's somebody else, other than yourself, who likes the product and who isn't trying to sell it. It's probably the best sales person you could have, someone who likes the product and recommends it to their friends. They really add a huge amount of credibility to the website.

It's really the psychological side of it as well. If you go onto a website, you don't know the person who's offering the product, you kind of sit on the fence on whether to buy it or not. The testimonials can bring you one step closer to buying. Hearing from somebody you can relate to, and thinking maybe if it's worked for them it could work for you. It is one of those things that could tip the scales and make a difference for a lot of people.

The best example of whether testimonials work or not are TV infomercials. Even though the testimonials are probably the worst you've ever seen, for whatever reason they do add some sort of credibility, whether it's believable or not, they kind of present the other side of things, not just the sales side. I think it's really the psychological impact. We're totally bombarded by hype all the time. The sales copy is screaming to buy this product or that product, and as a society we really get jaded against ad copy. So with testimonials you get a break from that and you get some hard core information on the product.

I would say if you don't have testimonials, especially on line, get some. One of the easiest ways to get some is to give away some of your products. Especially with an e-book, it doesn't cost anything. Contact some of the well known people on line, in the industry you're in, to find out what they think of your product. If they come back with negative comments, use the negative to improve your product. Send it to somebody else and use their positive comments as testimonials on your website.

Do not put a negative testimonial on; just use them to improve your product. Also just because somebody writes back saying the product is fantastic don't automatically put that on the website. You have to talk to the person, thank them for the positive comments, and ask if they would mind if you used their comments as testimonial on the website, including their name and number or website. Just because someone says something positive doesn't mean it's a testimonial. You have to be sure it is all right with them.

Definitely do everything you can to get legitimate testimonials for your website. Not ones that you pay somebody for and not ones you've made up. Some of the testimonials I've read, if it has actually come from a real person, have been the worst testimonials I've ever read. They're too obvious if you make them up. Get the product out there, have someone test it and try it, then give you the feedback.

Mark

Great. Is it possible for a brand new person, out from the cold, to come across the business professional, become a member, start their own business and make money? Do you have any examples of members that have done this, who have come to your website and done pretty well for themselves?

Terry

That's kind of a difficult question because I don't have my finger on the pulse of everybody. I don't have a specific example, but I am in contact with people through the support side of things. I do get a lot of support mail from members asking me questions. I suppose I'm making it sound like I don't have any contact with the members, but I actually do. I have about twenty support e-mails a day from members.

Basically I'm helping people through a learning curve. Sometimes I will talk to somebody back and forth through e-mail for a week and help them through a specific area of the learning curve. Then they do it on their own, and I may not hear from them for another six months. It's more that kind of thing. A lot of what I'm doing on my support side is to help people through a specific area.

Pretty much every topic that someone is looking at within marketing, is sitting in the members area somewhere, whether it's a resale rights product, an interview, or one of the resources that I have. One of the best ways that I think I can help people is to direct them to a specific area of the site where that answer is. If someone tells me they just got online and on the site, and want to know how to go about marketing, I might give them a handful of things to try, such as gooogleadwords and developing their own lists. I will tell them some of the interviews they may want to look at. Once they have an idea of what they want to do marketing wise then they pick something and follow it. That's the help I give to people. I guide them through it, and then they will come back with specific questions.