



Affiliate Marketing 101

Jim Morris: Hey there, everyone and welcome to today's call. This is Jim Morris from UltimateMarketingpackage.com and on the line I have with us Scott Paton from UltimateMarketingPackage.com as well. He's my co-founder. Hey Scott, welcome to the call.

Scott Paton: Thanks Jim, I'm delight to be here. I'm really excited.

Jim: Awesome. Well, we're going to get right into it because we're going to be discussing today and going over the finer points of Tellman Knudson's affiliate starter kit which really will get you started in the right direction to get some really important concepts and understandings down before you bet started in affiliate marketing.

Scott and I are going to talk over some of the modules that were covered and you should have by this time reviewed all of the... let's see, there are five different recordings and it's packed with content. And then we're going to go ahead and discuss some of those points. So why don't we get right into it, Scott.

Scott: Let's go full throttle ahead, Jim.

Jim: Awesome. So, one of the things that Tellman was talking about is the thing that, the first module of the perpetual marketing machine which is getting something that's going, basically

getting the boulder moving and finding a hill to roll it down so it keeps going and keeps rolling perpetually.

That's what we are looking for to leverage our efforts online instead of the usual things we're used to which is reporting for duty at a job and only trading our time for money, instead leveraging so we can be able to deliver a message when we're not even there. We could be off traveling as well and have messages delivered to people's email boxes which we will be talking about later on in the call.

Making sales passively while you are off doing whatever. And that's the important part of leveraging your stuff online. But one of the first things is you actually have to get to the point where you get the idea.

Scott: Yeah, that's right. And as I was listening to you, Jim, one of the things that I thought about was everybody gets on the Internet because there's this dream that you can do something and it will continue on over and over, which is this perpetual motion thing that Tellman talked about.

The important thing is to realize that you have to set it up correctly the first wave for that to happen. Oftentimes what happens is people jumped in: they do this, they do that. They do something else. They jump over to something else. They don't get very good at any of those things and then they say oh, this whole thing is just driving me nuts and I don't know what I'm doing.

I think it's really important that people learn something and master that one thing before you move on and try to master something else.

Jim: Totally, totally. Even people that are signed up for my keyword research service called NicheBOT, they are still four months a subscriber and they still don't know what they doing with market they are in and it's like you've got to...

First of all, they shouldn't be doing market research inside the keyword research platform. I share with people how to do market research for free online where you can find what people are buying. And then from understanding what people are buying or understanding a certain market, you can then start generating ideas of ways people are...

One of the best ways to do something in a marketplace is to take an existing product and make it better.

Scott: That's absolutely correct. Or find out where a certain product is missing satisfying some customers and filling that gap.

Jim: Right. Exactly. One point I wanted to make which is an excellent point you made, just before this, and that was all about researching and making sure that you are setting up your business the right way. I have set up a number of businesses and online. One project on right now is to revamp my coffeesecret.com site, which had an old shopping cart and I regret that I made this decision on this one shopping cart because they had this specific three domain license deal.

So I went that way. Then this thing just started breaking down and started not working. See, now all of a sudden I have something that's not working. Now I've got to completely replace it, go back and potentially rebuild an entire system, which could take me eight to ten hours.

Now, if I was more of a newbie, that could take me two weeks to a month to even more to replace a completely new system. Luckily, I'm a more sophisticated business owner but you see that's the importance of making sure you set up something good the first time. I've heard disasters where people have to completely rebuild their shopping cart systems, their affiliate programs and then have their affiliates resign up.

Then what you end up having is you end up losing people because you have a lot of people won't resign up. They are no longer hot about it.

Scott: Yeah, and what you're talking about there, too, Jim, is a big problem that a lot of people have. You and I both know from our years and years and years of experience in Internet marketing and having our own businesses, that there's a million ways to successfully do a whole bunch of different things.

So part of the problem that people have is they say, well, Scott said to do this, this way and Jim said to do that that way. I'll put the two and stick them together because these are two great guys with great information. It's kind of like when you want to make pizza and you like sushi and you start throwing rice and raw fish in your pizza. It just doesn't really come out to a meal that anyone wants to eat.

That's a big problem I think that a lot of people have. And one of the points that Tellman made in the recording that really stuck with me was find one, maybe two people, that are successful and model. That's the quickest way to get to success. But don't find 30, thinking that's 30 times better.

And people talk from person to person to person and they get just enough to be dangerous and then they wonder why nothing works.

Jim: Right. Right. And that's the thing. Then what needs to happen is absolutely then you start mimicking. The natural thing, if you want to succeed, it's just like kids that are into say gymnastics. They have their idols of people, of other gymnasts who are gold medalists and kids aspire to want to be the gold medal winner up in the Olympics.

So you really have to envision and feed that, what you are going to be at, somewhere on down the line. Maybe I'm losing my point a little bit and getting a little bit off focus...

Scott: What I hear you talking about is focusing on your goals, which is something you talk about a lot.

Jim: Correct. What you're saying is, and what you capitulated on what Tellman are saying is, follow one or two people. Follow their philosophies, start mimicking them because if they're doing something that's effective, you're going to start doing things that are effective as well. You start focusing on effective things.

That's the thing a lot of people do is they doubt themselves or they just have different ways of approaching things. Or they doubt the things. They go, "Oh, I can't do that."

There's unfortunately some limiting behavior there. Some limiting thoughts if someone's not allowing themselves to submit. You've got to commit to one person, or two people. Listen to them, and then follow a single path.

I always say this, especially in my private membership sites. I talk about strictly mastering one thing, instead of... See, this is the reason I believe most people are overwhelmed with overload, information overload.

Because they keep trying to learn one thing after another after another. They go from hopping from one thing to the next to the next to the next, because they don't get the result quick enough, and they don't go through the frustration process long enough to get the actual result that allows them to build a skill using whatever - a tool, or a technique - it is. You know what I'm saying?

Scott Paton: The way I talk about it is, if you've got a garden, and you plant a row of carrots, and a row of broccoli, and a row of sunflower seeds, and a row of tomatoes, and you come back three days later and dig it up, wondering how come my carrots aren't here?

It always takes some time, and you need to keep working at it and follow it. Give it time. Most people are in too much of a rush. We've talked about that before too. If you need to make a ton of money tomorrow, you should maybe get a job, right?

Jim: Exactly. I always say to everyone who asks, "OK, what should I do?" I always say first, make sure you're stable first before you start building an online business.

For one, you need to put some money into your online business. So you have to be making money, at least on a job or something, where you're supporting yourself, your family. You're not taking food off the table. And you're stable, so you're not feeling desperation. Because any business built out of desperation is a house of cards that's ready to fall.

Scott: Exactly. That's totally, totally right.

Jim: So first of all, we talked about how ideas are born, and people, they're looking at keyword research and getting confused by the numbers. Instead, they need to look at how to do market research right.

Then, after that, they're able to get completely clear on what they want to focus on with their site. That's the thing, Tellman talked about the two kinds of people there are: the idea factory person that always gets the idea, but they never go implement it.

Then there's the completer, the one that finally, that does complete the projects when they know exactly the step-by-step-by-step. They have a list they go through, and they go through the list perfectly because they're very analytical and they go from top to bottom, and then they finish.

But if you give them a concept, and you don't give them any steps, they don't know what to do, so they never get started.

Scott: That's right. And I think it's really important, because we all tend to be in one of those roles, right? Not that we can't switch from role to role, but there are people that I've coached that have a million ideas. Then there's other people that I've coached that say, "Oh, I can't think of anything." I just sort of shake my head, I just can't believe it.

But there are, like you said, the starters and the finishers. And if you know - this is where self-awareness is really important - if you know that you tend to: "I can take your idea and run with it and finish it, no problem!" or "Oh, I got a bazillion ideas, I've got more ideas than I can possibly use!" then you look for people that you can work with, right?

Because hey, when two or three or four people get together there's a lot of magic that happens, and synergy, and I think that's really important. Often times people get into Internet marketing-type businesses thinking they want to be lone wolves. That may have been true five or 10 years ago, when people had a computer in their basement sort of thing, but I wouldn't say that that's the way to go today.

Jim: No, absolutely not. If I went and tried to do it all by myself today, there's absolutely no doubt in my mind that I'd be nowhere as close to as successful as I am today. I think J. Paul Getty said it best, he said, "Rather than using 100 percent of my own time, I'd rather have one percent of 100 different people's time."

Like you said, you get together, there's some real magic that happens. In fact, other people bring other talents and other skills which then possess what? A different perspective, so that they can add to the project idea.

Scott: That's right. Because every time someone looks at something from a different perspective there's opportunities that open up that you and I might be looking at it forever and never ever see them, right? Someone else might go, "Oh, that's so obvious!"

Jim: Exactly. So once someone gets an idea started, they say "OK, I see a specific need." Sometimes a lot of people, they're told by gurus, to do something they're passionate about. I don't think necessarily think that necessarily true. If you can't find anything that you're passionate about that you can monetize, I think you just have to start looking for something that actually sells online.

That's where my market research article comes in. Where you can just type that into Google. Just type in: the number five, free powerful ways, and that will give you the article right at the top, on five free powerful ways to do market research.

But beyond that once you start getting an idea of what you want to do, and a web site you want to start, the second module in that perpetual marketing machine is making good ideas great. I think there are so many just good ideas out there, but there are not that many great ideas. Know what I mean, Scott?

Scott: Yeah, yeah, that's right.

Jim: I mean, Tellman was talking about, the fact that people are bombarded on a daily basis with offers. So if you're going to...

Scott: You're talking about super-affiliates in particular, right? Somebody that can take your offer and put it out to 100, 000 people in a day.

Jim: Exactly. But in order for you to get that kind of attention you've got to turn a regular idea - and too many people just have regular ideas - but what you need to do in order for it to achieve it higher appealability out there, it's got to be a great. You've got to take that good idea and make it really great.

That's where I think the marketing comes in for it. It comes in, and you use what you do in your own business, which is the copywriting, to punch up, to really motivate the visitor to take an action.

Scott: Yeah. If you want anyone to take action, or you want to move anyone, you have to have a big idea. Or a huge vision, or wildly unrealistic goals, and that sort of role people are in.

If you and I were talking and I said "You know what Jim, I want to help the homeless, so why don't we go out, and you buy a loaf of bread and I'll buy a loaf of bread. We'll see if we can't give some of this bread to some of these homeless people." You'd probably look at me like "Are you frigging nuts?"

No. Let's see if we can't get 50 of the largest corporations to work with the major food banks, so that we can put on a massive dinner in the football arena and feed the 500, 000 hungry people in our area or something.

Scott: Oh cool! Yeah, let's do that! That sounds like it would be really worthwhile. Just feeding one homeless person which is nice, there's nothing against that, but it's not something that's going to get the president of IBM and Microsoft excited about helping you.

Jim: Exactly. It's like if I'm trying to sell you an idea, to get you involved in it, and if I tell you I have just an OK sort of good idea. But if I told you it was a revolutionary idea, you'd probably have a lot more desire to want to hear it than if I told you it was just a good idea.

Scott: And if it really just was a good idea, not a revolutionary idea.

Jim: Exactly. So the same thing holds true. If you have someone come to your website, it shouldn't be just an acne site. It should be a revolutionary skin-clearing acne site that will absolutely have someone's face cleared up in a week with the information that's revealed on the site. Or it could just be generic acne site. It doesn't stir up much blood inside the person.

Scott: If you're going to fix one of my 100 pimples on my face, I'm not really that thrilled about it. [laughs] It's like, "Fix all of them."

Jim: Exactly. Let's move onto the next module, which is focusing on getting a website up as fast as possible. Now they talked about having a two-page website.

Scott: A very basic site with a squeeze page and a thank you page. You have to understand too, that one of the nuggets of gold when you want to make money over and over and over again through perpetual marketing machines, is the money is in the list.

So it's really important that you do things that will build your list. And of course the squeeze page, the landing page that collect names and email addresses is the best way to do that.

Jim: Right. I want to stress everyone on the call tonight that when I personally started, I had a number of different niche sites back in 2005. I was doing a lot of AdSense. I got over 18 million visitors. Now the funny thing is, I did have a newsletter sign-up thing in the left or right hand column. But it was a fake sign-up thing because I really didn't want to deal with it.

I wasted 18 million visitors that I could have had lists in the acne, discount tires, fertility, or infertility. I would have had huge mailing lists had I actually been taking names. That was one of the major things that Tellman started off the call with, which was the importance of building a mailing list.

Scott: Take names.

Jim: Yes. When I started Nichebot back in 2004, and now I look back. I have a list of 30,000 people I can email. But when I look back, Nichebot was just a site you used to come to, do a search, and you got the results. And that's it. There was no saving it to a keyword basket. You just either had to print out the results or that's it. Or you copied and pasted. There was none of this extra stuff that I had.

I realized how important it was to take an email. So I said, OK, I've got to set up some sort of a mechanism. What am I doing right? I'm doing what I'm practicing what we're talking about in this call, which is I focus on what I want.

A lot of people focus on what they don't want. They want to get out of debt. So they're focusing on why they're not getting out of debt instead of focusing on building their website and what needs to get done. Moving back, where was I on the profits?

Scott: You were collecting names.

Jim: I had to figure out the mechanism to collecting names. So, I focused on my outcome. My outcome was I have to find a way to collect an email address. So how did I figure it out? Well, I asked myself, "OK. What can I do? What can I add to the feature of this free Nichebot platform that I had?"

So I decided, "Ah! I'll allow the people to save their basket entries so that they can have a private, online folder of all their searches they can go back and look at if they want to reflect on them later on and retrieve them." I go, "Ah ha! If they want to be able to get that, they have to give me their email address so that they can sign up for a keyword basket account."

That's where the whole thing started. See, now I didn't think too far ahead because it actually took me collecting about 8,000 or 9,000 names and about eight or nine months later until I actually contacted these people on my mailing list.

[laughs] You've really got to squeeze those first two steps ahead there. We don't want to get too ahead of ourselves, but you understand the importance of what I was saying there. Do you know what I mean?

Scott: Building lists is a key.

Jim: It is.

Scott: Nowadays, it's very, very easy, of course, to build these sites because we have a different name for it than websites, which, of course, is blog. They're very easy to install. They're very easy to post, to change the content. The search engines and Google loves them. We've got RSS feeds to get the information out all over the place, so it's a great way to quickly get the information out.

Jim: Exactly. And it's a great way to even follow up with your subscribers and send them to your blog when you have new content because you don't have to send the whole message in your email. That's way you'll get through...

Scott: Less chance of getting spammed.

Jim: You'll get through those spam filters much easier. While Tellman focuses on the two pages and that's really, really important, we're talking also about just adding a little section called a blog or a little tips area where you can post content on it. It's very easy to do. I actually, when I was in my beginner stages, was able to install a WordPress blog. It was just pretty easy.

Scott: Basically, a couple clicks, and you're done.

Jim: Exactly. A lot of hosting accounts nowadays come with one-click installation of those WordPress blogs. It's almost like you have no excuse.

Scott: It's not like the old days when you had to know HTML and all this other stuff.

Jim: Exactly. Nowadays with some of these services that allow you to generate these squeeze pages; all you have to do is fill in the form. That's what I really love about WordPress. It's almost like also just filling out a form because it's got that rich text editor.

Scott: It's very easy to use.

Jim: Yes. Exactly. So what you and I would highly suggest for people is they add a blog to sites. Just the two pages, which are the squeeze page and the thank you page.

In fact, after people subscribe to a newsletter and they get the thank you page, in your first message you can send them to the blog if you even have content on it. It gets them already involved and gets them beginning to grow interest in your site.

Scott: I think you just hit on another really important point, and that is always strike when the something is hot. I forget what that is. [laughs]

Jim: Yeah. When the iron is hot.

Scott: When the iron is hot because they've just given you their email, and they've just given you their name. They're interested in what it is you've got to say and do, so get them in the habit of going to your blog right way.

Jim: Right. That's an important thing you bring up there, is training people to click and get to your content on your site, because one of the things that this blog allows people to do is to interact with that blog. Because a blog -- a WordPress blog -- allows other people to get on your site and comment with your email address and visitors will build content for you by responding to your articles. All this is perfect for social proofing! It looks like people are revering you and reading your material and responding positively.

Scott: And the search engines like it when you've got lots of comments and stuff that keeps causing change to and fresh content on your web pages.

Jim: Exactly. Exactly. So now, once you get that web site up and once you start your list building, where you've got that front page up and you've everything set up. Now, step five: this is where the rubber meets the road. You've got to find your contacts, your future people that you're going to want work with, that you want to promote their sites, especially if you're going to be doing affiliate marketing. And that's what this is all about!

Scott: That's right! And how do you drive traffic to your site? How do you get visitors so that you can actually get some sales because someone's actually there reading what you're doing?

Jim: Right. And this sort of sets the scene up where you can see what your contacts are doing. You want to start looking at and evaluating their products, you want to see how are they interacting with their web sites visitors, what they're doing. Get on their newsletters, for sure, because obviously you want to be on top of what's going on in your industry. Wouldn't you agree, Scott?

Scott: Absolutely! What you're talking about is detective work. Find out what other people are doing. I always love quickly reading through all the newsletters and stuff that I get because it gives me ideas for my own products, for my own newsletters and it's, I think, really important that you be on top of that. Like IBM, they know what Hewlett-Packard's going to come out with in terms of computers next year.

Because they pay attention to the press releases these people put out and they have their salespeople listening to what other people are saying when they're on the road and everything else, so that they know: "OK, these are the things that are coming." And then they can react and, of course, protect their business.

I think it's important that everybody else... I mean, whether you're selling something on the Internet, a service, a product, whatever it is: it's still a business just like any other business and it's important to kind of have a good idea of what's out there, what's popular, what people want. And your competition is going to give you all that information.

Jim: Totally. And really, because everything is pretty much transparent online, you could really go and evaluate pretty much the entire landscape of your whole industry and if you can gauge kind of what's going on and who the people at the forefront are people that have real good exposure.

You want to put those people on your contacts list because you want to contact those people, you want to buy their products, you want to get in and figure out how they're conducting their business. Because those may be the one or two people that you may want to follow devotedly.

And if you want to do business with them probably one of the best ways to do it is: buy their products.

Scott: Yeah. And then you can talk to them intelligently about their products, which impresses them because in the information marketing field I know for a fact that a very high percentage of all products sold are not unwrapped, let alone even read once.

I know one company that did a phone survey of its customers and was talking to one and they said: "How do you like that product?"

And they said: "Oh, it's fine!"

"What did you think of it?"

"Oh, I haven't opened it!"

"What do you mean?"

"Oh, it's sitting in the garage in the top shelf."

"How long have you had it?"

"Three months."

"Do you want to send it back?"

"No, no, no. I'm happy I've got it!"

"Have you opened it?"

"No, but I want to start my own business one day and I know this resource is going to help me when I'm ready to actually start."

So, you can imagine, right, if you actually read the material that someone took hours and hours and months out of their lives to put together with such loving care and then you were able to actually talk to them about a couple of the points, they would just be absolutely delighted.

Jim: But, you see, you bring up such a valuable point there, in the background, and that is: you described perfectly a person that has... They know that they want to do something but they feel like there has to be certain conditions met in order for them to really start their business. It's there three months, they know it's been there three months and they're perfectly fine with it because they know at one point, when they internally are ready. Now, mind you, they bought that product three months ago. They were hot about it then.

Scott: So, we're not going to talk about whether anything has changed in three months either.

Jim: Exactly. And this is what you have to recognize in yourself. If you're one of those people that are saying: "I'm not good enough, I'm not smart enough for this business." And you have those things they're stopping you from moving forward. Those things have got to step out of your way. You've got to get those out of your way if we're to progress forward, really.

Scott: Yeah. Because they're just hindering your success.

Jim: Exactly! It's like saying: "OK. When I feel like enough education, that's when I'll start my business." When are you really ever going to be totally, certainly educated? I'm continuously learning still, here, seven years later.

Scott: Yeah. I like the one about golf, right? Like: "You know, I'll start playing golf one day if I learn to putt properly."

Jim: Right. Exactly.

Scott: Nobody knows how to putt properly and they never will, although some of them just get closer on their first try than others.

Jim: Right. So, the whole thing is, is you've got to just move forward, don't have any conditions or things. If you want something, do it now. I mean, don't just put a condition or a rule that you have to read or see or achieve something in order for you to actually take action or start your business. It's so easy. Getting into the Affiliate Marketing Starter Kit, a lot of the groundwork is already laid there. It's so easy.

We're proposing adding on a blog here which is a little extra work but... Hang on, let me ignore this call. But they're just asking for just a two page website which is not... It doesn't ask for much, right?

Scott: No. It's just a little bit that needs to be done. It's just taking those steps. And here's a thing too - you've talked about this perfectionism, I think. Which is: "I need to get this site up and it needs to be just right because then I can get all these sales." Well, how about if you just put up a four sites without getting any sales but the fifth site you finally figured everything out and you've got tons and tons of sales? Will you want to get to the fifth site fast?

And so we've all tried stuff and it hasn't worked. So, that doesn't mean you don't try something else, there's just this part of me that... Because I've seen so many people like: "Oh, I've got to get this site right!" It's their very first site and it's their baby, right? Forget it! The faster you can put up ten sites, the faster you're going to be making big bucks.

Jim: Exactly. This is, I think, the biggest takeaway for people: once you get that experience with the 10 sites, it's like you already know that. People do one thing, it's not yet part of your body. You have to do something at least 5, 10, 15, 20 times for it to start becoming feeling natural. For you to want to do it over and over and over and over again.

Sometimes people, they'll realize there's a lot of repetitive stuff in Internet marketing you've got to do. When you're building four sites you're going to be building four different squeeze pages.

Scott: That's right. Then you know how to do it and it's not this big mysterious thing that's really scary. Because it's like in the morning I get up and I make myself coffee, right? Well there was a time when you didn't know how to make coffee. Now you don't even think about it.

That's the way it's going to be with these sites. You'll just put them up and you'll say oh, this is cool. I'm getting lots of subscribers. This is something people are interested in. Wow, who knew?

Jim: Yup. And at the same time you're also reaching out and you're buying products from people that are in your industry that you're following that you want to make contact with. Then once you've got that, once you've got these, you've got your four sites or ten sites made, you've got this skill down pat. You can now start working really and start refining your process.

Which is in module seven, they're talking about building intrigue in your marketing. You know? You can actually start building now a story and that's really where your dynamic work comes into play with your copy writing. That's all building a story into your whole site.

Scott: That's right. People love to follow stories.

Jim: They do.

Scott: They love to. And if you look, if you read a story, I mean how many times have you gotten to the end of a chapter in a mystery and it's like, "Oh, I can't put this down, I've got to read the next chapter? Because there was a cliffhanger, right?" So the author knows not to tell you everything all at once.

It's the same thing when you're doing your websites and you're wanting people to do something. Whether it's sign up or buy your product or buy an affiliate product. You need to keep giving that intrigue. Like I need to go and do this because then I'm going to find out that. It's so important.

Jim: Totally, totally. Keeping people interested and also making the connection because this is, we're talking about building a mailing list. What a lot of people don't realize when they're building or they're just such at the green stage, they're such at the newbie stage that they're just thinking about just getting their website up.

They're not thinking about getting the same visitors to come back to their site again to read and consume more material. It's like they're just thinking about the visitor comes there and hopefully does what they want to do and leaves. Well, why not be able to contact that person again? That's what the whole building the mailing list is all about.

Then taking it even further and making sure you're building a connection. Sort of being human to the other person. Being like someone reaching out and helping them in their time of need. Because that's what most people are out there looking for, is some sort of solution. Some sort of something that will cure their frustration that's got them searching or out there on the web.

Scott: I think the key to it, because the Internet is a highly technical creation, and so high tech, high touch. You really have to go beyond what you maybe would normally have to do if you had a store front to show your customers that you care. That you're a real human being. That you're not just this cold thing that's taking their money.

That to me is one of my pet peeves when it comes to the Internet and websites. Because people don't put their picture up on their website. They try to hide in my opinion, hide behind their screen. That's not how you make the connections with people. You've got to show them that you're human, that you care. That's where, if you've got a good list and you've got good stories, people relate to stories.

Kind of like in the olden days when we sat around the fire and we told stories and legends and everything else. That's how values got exchanged and how people connected. It hasn't changed. It's just we don't sit around fires anymore under starry nights because we have homes that we live in.

Jim: Totally. The way I have found for me to be able to connect with my list. And I mean, connecting in such a way where people kind of almost feel like they know me. Is to be personal. I share personal things with people. They go why would you share your life with these strangers?

It's because I want to connect with them. The only way to connect with others is share yourself. You expose yourself. In fact, I even show myself being as malleable. I'm this expert, I come to people as an expert, but I always portray myself as I was this regular guy and I'm just like you.

So I come down to everyone's level. No matter if I'm supposedly this high expert to them, I come across as I can come right across through my email and reach out and shake your hand.

Scott: That's so important.

Jim: Totally. And I can share a personal story with them. Like something that's real personal to me. Like I talk about the importance of finding your why. Finding the reason why you're going to wake up every day, focus an extra four hours or eight hours of your life every day on your own business. Trying to break away from some other business that has you as a slave or some nine to five job.

Scott: Yeah. Yeah, that's right. That's the key. One of the things that happens too when you're telling these stories is you create buzz. Because remember I talked about the mystery novel? At the end of the chapter there's a bit of a cliffhanger and you want to continue.

If you tell your story in a similar sort of way, all of a sudden there's I can't wait to get to the next email because I want to know what happens. When that happens, you can bet your bottom dollar that they're going to be telling their friends. Or they're going to be passing that email on and it's going to start becoming viral. That's what we call building buzz. Like oh, man, you've got to see what this person did.

This is why places like YouTube, sure video is hot and everything else, but one of the reasons YouTube is so big is because they have these videos on there and their friends are all going, "Oh man, look at that video. I can't believe that guy did that." Boom. Send it off to 50 of my friends. All the sudden they're all coming. Wow, look at that and what else is there here? It's all about building that buzz.

Jim: Totally. And once you get that real simple website and you're not sitting their focused on getting a 30 page content website that's going to take you four months and all that sort of stuff.

Once you get that out of the way you can start concentrating on that module seven. Which is that intrigue.

Building your story, building the whole premise of your site. The story that's going to hypnotize everyone that comes through that opt in page. Then once you get that, once you've got that story going, you now have that vehicle where you're building your list. Now you can start going, "OK, I'm ready to start reaching out to my contacts and getting in touch with them. So that I can say I want to promote their product.

The best way to position, if you're not... Most people when they start out a site, a lot of people feel if they don't have a degree they're not an expert. Well, that's not necessarily true. You can become an expert, a subject area expert in just reading a couple hours just for a year and easily become a subject area expert. But the best way to position yourself first as an expert is go out and interview other experts first.

Scott: Yep. And what happens when you do that there's a number of things that happen. First of all you learn because you've got your own curiosity and everything else. And you're probably learning from one of the best people. That shine rubs off on you as well.

I've always thought of Napoleon Hill whenever I talk to anybody about interviews. He went and interviewed 500 of the wealthiest Americans in the 1930s and 1940s and became known as the think and grow rich, how to get rich guy. But when he started off he didn't have enough money to get home from Andrew Carnegie's place where he was interviewing Andrew Carnegie. So he didn't start off wealthy by any stretch of the imagination.

Jim: No.

Scott: So if you've got a site on any topic and you can start interviewing people in your industry, all of the sudden, you start becoming one of the people in your industry. Simply because you're now associated with all the experts.

Jim: Exactly. It's sort of you get a transference of the expert you interview. And of course what you want to do is not just have one interview. You want to follow up and go to the next expert in your industry or your marketplace.

Scott: As you know, I teach people a lot how to podcast. You do a weekly show and every week you interview somebody. Well, there's 52 hours of education you're going to have every year that will be priceless.

Jim: And you can repurpose it and repurpose that content into a full product.

Scott: Yeah, you do a transcript, now you've got a book. You've got the audio, you've got a course. You've got membership sites. There's a lot. Free giveaways. There's tons of things you can do with that information.

Jim: Exactly. And of course all of those interviews then also become automated messages in your auto responder that people could be getting. You could have a whole year of auto responder messages programmed. I know some people that have two years of auto responder messages programmed.

Scott: That's right. Every time you do it you just add to your auto responder. Hey, just talked to Jim Morris today and we talked about this, this, this. Click here and go listen.

Those people will continue to do that for as long as you're putting people in your pipeline.

Jim: Yeah. And you're keeping people engaged so that of course when you send them a special offer of some kind they're like oh yeah, Jim sends me really powerful information and if he's sending me something that he recommends then this must be good.

Scott: Yep. Usually when you do an interview with somebody you're going to be talking about their wonderful product.

So Jim, isn't Nichebot a wonderful service that you've given everybody? Tell everybody a little bit more about it. Then of course you do. How can you find out more? Then you tell them. That becomes an affiliate perpetual marketing machine because as people come in and they listen to all of your calls, they're going to be wow, I've really got to go and find out more about Jim's Nichebot products.

Jim: Right. There is yet another vehicle in there, is that when you interview somebody as an expert and you tell them, and this is one of the one things that I really love.

This is one of their nice little really, really hot tips that Tellman gave. Which was once you interview one expert you tell them you want to be able to have others promote, they want to be able to get others to promote the product for them.

So do they have other joint venture partners that you can contact and get in touch with that would also promote, as well be willing to promote the interview as well. Because I'm not sure if you caught that one in the interview.

Scott: No, I didn't. I missed that.

Jim: Once you get your first interview you can then go to get your second, third, fourth interview from your first interviewee. Because he has contacts and if you tell the interviewee that you're going to promote his thing or his interview as well with the other people that you build the list from.

Because you're going to interview someone else. You're going to build the list from doing that interview, then you're going to also re-expose them to the other person's interview. So why wouldn't that person give you some other people that you can go interview? Then the leads you get off those, you can expose them to the first interview you did.

See what I'm saying? So you basically don't have to keep recontacting cold people. There's nothing better than being able to go off of a referral. There's nothing more powerful than me being able to say, say if you Scott referred me over to John Carlton. Say you knew him.

I go to John and I go hey John, you know Scott Paton referred me to you. I had an idea and he wanted me to pass it through you to see if you would like it. I would like to interview you about this specific topic on copy writing. Would you be willing to do it? Well, he's going to be much more open to listening to me, right?

Scott: Yeah, way more.

Jim: Than if I just called him cold off the street off just calling him from looking up his whois information. He doesn't know me from Adam. He's going to probably say oh, this is John's assistant, can I take a message? Or I'm just going to get his assistant and I won't be able to get through because I can't drop a name?

Scott: That's right. Yeah, if you have a good connection with them it makes a huge difference. Opens lots of doors.

Jim: Exactly. So you might as well leverage that first interview by asking your first interviewee do you have other joint venture partners? That I can then expose to our personal interview once I interview them as well.

Scott: Yeah. And if you do that and you do it on a consistent basis whether it's every day or every week, you'll do what we call going full throttle or going fast. That's going to create momentum in your business.

That's what's really important when you want to build your business. You have to get that momentum, that high growth phase going. Otherwise it's so hard to maintain your business. Like pushing a rock uphill all the time when you really want to be rolling it downhill.

Jim: Totally, totally. That comes from, of course, I always talk about when you focus on that one thing. That one traffic technique and focusing on that you get so good at it you develop, obviously you develop traffic.

But you develop momentum because once you find and understand a process of developing traffic, you can usually then reproduce that same result in not just one market but multiple markets. It becomes somewhat universal.

Scott: Yeah. It's like driving your car. Once you learn how to drive your car is it any different driving it in Nebraska than it is in Florida? No, right?

Jim: No, no.

Scott: No it isn't. People say but my market is chiropractic something or other or how to parachute properly. It doesn't matter. Putting up a website is putting up a website. If you know what goes into the website in terms of the knowledge. Wonderful.

If not there's places like Wikipedia and experts you can talk to who will give you the answers to all those questions. But the basic process is always going to be the same.

Jim: Exactly. Exactly. And once you get those interviews going, I don't think there's any better way to really do it. Especially and we're talking about when we talk about getting an interview obviously you have to go on. You have to record this. You have to get on just like we're doing it right now with this call, and finding some sort of a cheap service that you're able to use. Or just find some radio shack equipment. You can easily record your interviews.

You want to get this stuff setup and go in, because I mean you could do reviews of products on your own site, but you're not going to get the person you want to promote as an affiliate. You're not going to get them personally involved necessarily, if you just write a review on your website.

That's why I think it's so immensely important to reach out and do these interviews. So many people, they're just writing reviews because it's so non-confrontational, it's so single-sided.

It's not like having the developer of the software or the actual thing, the guy on the phone, getting him on the line. It's almost like when you do that for your subscriber base, it's like "Wow, he went out of his way to get the actual guy on the line? Holy cow! This must be important." You know what I mean?

Scott: Well, it becomes an advantage. It builds a buzz, right? When that happens, people will tell their friends. So now you've got that word-of-mouth advertising going, which is even more important.

Jim: Exactly. I know that a lot of people come to the Internet, and they want to get away from human contact, but really the roots of basic business come to the phone. It is really the utility that really used to make business go. It was the phone and the fax machine. When it comes down to it, that's what ...

Scott: It doesn't change.

Jim: People want to hear something, yeah, exactly.

Scott: It doesn't change.

Jim: It doesn't change.

Scott: The interests of business are the same. The cool thing about doing it on the Internet is the speed is way faster. You can put up a website in a day or two. I mean you could do it in an hour if you really knew what you were doing.

Then in a week you would know if it was a dud or not. Well, isn't that a lot better than waiting two years?

Jim: Exactly, exactly. So once you get these interviews going, and you get them rolling ... I've talked about, I've got this article in my mind called, "The Evolution of the Marketer." It's funny because it's taken me literally like about six years of online actual doing, failing, falling, tripping, getting up, picking myself up, that sort of thing, until I actually got to this interview part. If I had gotten to this like five years ago or six years ago, I would have succeeded so much faster.

It's sort of like the same thing I talked about; I lost 18 million visitors in the beginning of the portion of the call by not building a mailing list, stupid big lesson right there, right? We learn these mistakes. I'm just trying to say for everyone on the line today, "Don't wait six years to get to the evolution of where I'm at, where we're at, what we're talking about right now."

You've got to sometimes get out of your comfort zone, yes. This may sound like you're getting away from the whole reason you maybe came online, but the effectiveness of selling becomes so much more potent when you're doing an interview.

Like I was telling you earlier Scott, I wanted to share with everyone that experience I had. I actually went just recently from doing interviews to doing webinars, where instead of just having this regular audio experience, people are able to see slides and I can prepare them ahead of time. So it's adding more stimulation, and people can follow something and I can keep their attention better. If you can make them follow, reading, slides, you're going to keep their attention throughout the whole presentation, and such.

I just recently, earlier in the summer, it was like four or five months ago, I finally decided to get out of my comfort zone and decided to go from just these regular audio calls to a webinar, where I can do slides mixed with the audio.

I had actually even a year before taken a \$1, 500 coaching course from Jim Edwards on "How to Create Webinars." I didn't really do anything, because I was really kind of frightened. I was taking 'baby' steps. Well, I ended up doing a webinar, and I've been doing teleseminars.

I just took the leap of faith, got out of my comfort zone. At that point, I had my best affiliate market campaign ever. I basically interviewed an expert. This was something I actually wanted to go out, and actually I wanted to approach the guy. He wasn't approaching me. I wanted to approach him to promote his product, but I wanted to do it in this expert interview type way.

I approached him, and I had no idea what kind of content I wanted to give or add. So I just asked him, "I want to do this interview of you. I want to give something educational, but also have a chance for people to be able to get your product as well, so we could promo it at the end." I said, "Do you have any content?" He said, "Actually, I have a little video that I created in the 'Members' area that shows people the anatomy of the perfect pay per click campaign." I said, "Wow! That sounds perfectly fitting."

He forwarded me the power point, and I looked at it. I said, "This is perfect. We just need to make these 'XXX' changes, '1-2-3' changes, and it's done." He said, "No problem, he'll make the changes" and he did. I loaded it up to the service, we did the call. We did it prerecorded, because he didn't want to do a live event. It was his first ever event really, and he was feeling a little nervous. So we didn't do it live.

I did a recorded call, and then I promoted the call while I was on my Hawaiian vacation for seven days, out playing. We'd come back from the end of the day, I'd do one email, send it out once an hour, and did one for like five days. We ended up doing \$15, 000 in sales on a \$297 product.

Scott: Nice!

Jim: Not bad, eh?

Scott: Yeah, so there's a great story that creates buzz in hopefully everybody that listens, because it's a total blueprint on how you can do this.

Jim: Exactly, and it's not hard at all. Like I said, "You don't even have to create the content." Most of the time these experts already have the content created. It's just a matter of picking the right educational thing.

I'll even go as far as telling everyone real quickly what my blueprint was for the webinar, and that is basically I taught an educational format of showing them the correct way of setting up a paper click campaign. I showed the inherent problems of when you want to have 2, 000 different landing pages; the inherent problem gets solved with the software.

So we present the problem up first, then we present the solution. We give valuable content in between, so that the person is learning something in between and getting enlightened. At the end, here's the problem, "Is if you do this manually." We presented a problem; if you do this manually, it will take you 2, 000 hours, and it could take you several employees to do this. If you use this software, it will get it done 320%, 7% faster. See what I'm saying? And that's the format, right there.

Scott: You see, once you have done that, whether you have done it once or two or three times you are able to go to the next step which is to go after the big dogs in your industry.

When you can go to somebody and say, Donald Trump. Hey, Donald, I built a few of these sky scrapers and we've done this and this and this. He's interested in talking to you. And he's quite happy to listen to what you've got to say. But if you went to him and said, well, I did paint my bedroom once. It's not likely you are going to get much response from him.

But by doing these things and by building it up, you are able to go after the big names, which then really leverages yourself. Because wow I'm doing this with so and so and I'm doing that with so and so. All of a sudden other people want to deal with you because you're dealing with these dogs.

Jim: Exactly. Exactly. And it just you become magnetic, literally. It attracts attention to you. You start getting noticed by other people. It starts building your list bigger. You start getting people coming to your list, coming to your website and joining your list passively.

See, right now I'm at the point where my mailing is building like anywhere from 50 to 70 subscribers a day. So on a passive basis. That's really where everyone wants to get. So yeah, imagine. I'm getting anywhere from 2, 500 to... so like if I get 50 a day, that's 1, 500 new subscribers a month. That means my list is growing at an average pace of 13, 000 new subscribers a year.

You can't beat that. Of course, people are going to be falling off the list. There are going to be unsubscribes. So I always say, even when I send out an email and I get 100 unsubscribes from my list of 30, 000, I still say my list will regenerate itself in a couple of days, no big deal.

I've found ways to deal with that unsubscribe problem thing in my head. People worry about it. I still mailing list owners still to this day that say, God, I'm so nervous about sending out because I think like everyone is going to unsubscribe. It's just not that way.

Scott: Right and if they did, they shouldn't have been on your list in the first place. It's important to get them off. The people that are expert list builders or master list builders or master email marketers, they will sometimes send out an email to their list saying, you know what, this list is being discontinued.

If you want to continue to receive emails from me, go here and sign up again. You only want people that are really interested in what we have got to say.

Jim: Exactly. One of the things I wanted to point out is that you don't necessarily in your first expert interview have to go for that top, top expert that is going to really make you nervous and you may flub up the interview.

You may want to go for someone like lower on the totem pole. You know what I mean?

Scott: That's a great point. I know a fellow who's got a new entertainment business and he's taking it on the road. He says I'm starting in the D market, Scott. He said, I'm going to go to these little places that no one's ever heard of and we're going to iron out all our problems. Then I'm going to go to the C markets and then I'm going to go to the B markets.

By the end of the year I'll be in New York and L.A. but I'm not going there first.

Jim: [laughs] Exactly. Because it's like you got to... the B market, the C market, and all those as you work your way up, each one has a certain level and a certain experience and all these sort of... the inherent culture that's built into that market. You learn that and that you take on to the next step, to be able to then learn the next level.

It's like a graduated step by step process. It's almost like graduating from school, I guess.

Scott: It is. Nobody went to grade 12 before they went to grade one.

Jim: Totally. Obviously once you get that first step out onto the pavement of doing your first, second interview, you can then your third, fourth interview I'm going to say, I've done now... let me see. I'm thinking. I think 36 live coaching calls on Nichebot. I've done 11 on another platform. And I've done a number of interviews now.

So that by now, even when I was doing my third or the fourth one, it starting getting more and more familiar. And mind you, of course, you are going to also have that huge, huge high curve time expenditure on your first interview. It's going to take a long time.

But let me tell you what's great is once you start getting faster and you get to understand the overarching outline of what you are doing, you start getting a system and you can become fast. Just like you and I put this interview together almost kind of like instantaneously, just talking about it in a half an hour.

Scott: That's right. It didn't take us long at all because we've had so much time and experience interviewing, being on calls, talking to people, asking questions.

Jim: Exactly. So by the third or fourth time, you're getting used to this. By the fifth time you can easily step and go for a higher up kind of a person that's going to give you the kind of exposure you want.

And we're talking people that could change your life, literally, could be 30, 000 individuals on their list, could be 50 could be 100, 000. You don't know how big you can land a fish. But you don't know unless you get out there and you got to get yourself muddy and dirty.

Scott: That's right. That's key. It's action.

Jim: Yep. It all starts somewhere. You don't get to the big names right away. Everyone had to start from somewhere, even those top guys had to start with nothing to make their names. And that's what this whole affiliate marketing starter kit is all about and why Scott and I created the ultimate marketing package.

Scott: Which you can find out more about at www.ultimatemarketingpackage.com.

Jim: Exactly. And so I think we pretty much covered all the 12 modules that Tellman covered in their whole affiliate starter kit, right?

Scott: That's right. So really recommend if you haven't, listen to what Tellman had to say. Go through, make some notes, particularly on the transcript. Then take some action. Then come back and listen to us again if you want and get more insights into how to proceed.

Jim: Exactly. And then once you are done and you feel confident that you have absorbed this part and have everything handy. Of course if you have any questions, make sure to submit a support ticket and one of our technicians will get you taken care of or we'll answer your question personally.

But what you want to do is then move on, because this is the start. This is not the end. The next step is getting mastery and you want to move on to the next module to master affiliate marketing and that's where we're really going to get into the nitty gritty and start talking about more in-depth, detailed stuff.

Scott: Exactly.

Jim: So I want to thank everyone for being on this call tonight. And Scott, appreciate all the wonderful insight that you have given. I think the group can definitely take away some good, even some extra stuff on top of what Tellman said, don't you think?

Scott: Absolutely.

Jim: Right on. Well, thanks everyone for tuning in and make sure to go back, re-listen to Tellman and then come back, re-listen to us and take notes.

Start implementing this stuff right into your business right away. Thanks so much everyone for being on the call.

Scott: Bye-bye.