

ZOOMING To Success



“How You Can Get All Your Nagging Questions Answered By Real Life Experts Who Can Put You On The Straight And Shortest Way To Online Success”

This is a Free Report

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Michael Green

What is your background, and where are you from?

First of all, my background: I'm from London, England, and my immediate family – I'm married, three kids, twins included in that, and my children are six – that's my older boy, and twins who are three years old – that's a girl and a boy.

What did you do before marketing on the Internet?

Before Internet marketing, I created my own design and print and marketing company which I started 17 years ago – it's still running today, and I just have a pretty hands-off approach to that – so I don't run it directly. Also I have a strong interest and a full-time professional career in public service.

How did your get involved?

Well, through my printing company I was interested in marketing subjects, so my marketing was really just an obvious progression from that.

Are you involved on a full-time basis?

No, very much not. In fact, I wish I was. I'd love to be in Internet marketing full-time, but actually, my full-time job is in politics, and so Internet marketing to me is just a little hobby that I do on the side and very occasionally. And actually, what I did was to build it up pretty much before I was in an elective role, so that now things just go ahead and run themselves, and I've outsourced most parts of the business, so I'm not actually doing anything day-to-day. So, for example, I have outsourced a help desk, and auto-responders, and so on and so forth.

What are some of your successful projects?

What I've done is to pioneer creating tool kits, which are sold online, and the tool kits are essentially, for the most part information products. And they can be about absolutely anything under the sun. So a lot of my information products are what I call « how to », how to do various different stuff. And they've been hugely successful. People say, « Why would anyone want to buy that information, when it's on the Web anyway? » Let's say the information, just to give you one example, one of my products is « How to write a newsletter ». Why would anyone want to but that? You could probably search Google « how to write a newsletter », and come up with a lot of information. That's true, but what my products do is bring you that information at a higher quality, of course, and in one place. So it's much less of a hassle to find out exactly what you need to do in order to achieve whatever you're trying to achieve with your newsletter, for example. So a higher quality and all the tools in one place – that's what you get through my tool kits. I have about twenty of those developed, and what I do nowadays is develop more of them by outsourcing the development work. So that's an explanation of my projects, and you can see the full range of them at www.howtocorp.com.

What is your most successful project?

You know, the most successful things that I've done have actually revolved around manuals that I've written to explain how to go about doing something. So I've tried a lot of different types of media, for example, audio recordings, or Camtasia-style videos, but interestingly enough, the things which really work for me I find tend to be the written word, or manuals.

Take a product like, « How to Blog for Cash ». It's about setting up blogs. Lots of people set up blogs. There are millions of them out there, probably a hundred million blogs. The trouble is, most people don't know how to monetize those blogs. They have a huge following but don't know how to turn that into money, or, how to actually create a big following in the first place. So what I've done is to create a manual. It would have been tempting to create videos on it, and audios on it, and many other things. But I find that sheer fact and information in the written word is still more powerful. So that's a really interesting revelation. It's almost anti-intuitive in these days of multi-media, if you like.

Are you working on any projects at the moment that you'd like to share some information about?

Of course, I'm always working on projects, at least in my mind, or at least orchestrating other people to work on them. And my most recent release was Traffic Czar, www.traffic-czar.com. By the way, I discovered there are dozens of different ways of spelling « czar », as it turns out. And that was all about how you can get traffic to your web site. And actually, the interesting thing about Traffic Czar is, there are no silver bullets. Well there is a silver bullet - you pay for it - you know, if you have a lot of money, then you can pay to deliver traffic to your web site, by, for example, Google Adwords. But if you want to do it for nothing, or very little cost, then it involves some work and dedication, and that is what Traffic Czar is about. Now interestingly, Traffic Czar is based on a whole bunch of different software, plus a manual, and of course the manual is the thing which holds it together. The software, though, I suspect, is one of the things which sells Traffic Czar. And it kind of got me thinking. What if there were a way of allowing people to sell software online to answer a particular problem or achieve a particular outcome, and be able to do that even though they're not software engineers, they're Internet marketers. And how about being able to do that without having to deal with a bunch of programmers, or post projects up on sites like Elance or Rent-a-coder - would that be possible? The answer is, it is possible. And in my next product, to be released in the summer, I'm going to show people how that's possible. It doesn't have a name yet, so I can't tell you it, but I'm going to show people how they can actually market software, really good software as well, which they can pick up for a little as two bucks. It's absolutely true. So it's really going to be how to turn two bucks into whatever figure you want to put on it - two hundred thousand dollars, or something like that. And it's absolutely genuine and it works, and I'm going to show people how to do this. It's going to be an exciting product, and you can look out for that one - it will be my next release.

In your opinion, what are the best products to market on the Internet?

Well, I kind of go back to my previous answer: information. Information is by far and away the best product to market on the Internet. And the reason for that is, you don't have problems with installation. If you sell software, as I have just done, you're going to have to handle support and so on and so forth. Now, I don't mind that, because How to Corp, Ltd. is a bigger company now, and I have people from outside and from around the world supporting my help desk and installing software scripts and what have you. It doesn't take my time. It can't, because I'm full-time employed elsewhere. But if you want to sell products which rarely require support, it's information, and it is by far and away the best and the most profitable kind of products to sell online.

Do you need to have your own products?

In my view, absolutely yes. People like Rosalind Gardener, who is an Internet super-affiliate marketer. She famously makes hundreds of thousands of dollars by selling other people's products. Do you know what she makes the most money out of, I reckon? Selling her own book about how she does it. So again, she has her own product. It's absolutely essential to develop your own products, build your own following, create your credibility.

What do you think are the attitudes and mindset needed to succeed online?

Funnily enough, exactly the same attitudes needed to succeed in business in general, or in fact, in anything in life. Those sorts of attitudes are single-mindedness, determination to succeed and of course, the ability to succeed. A lot of people come along and say « I'm going to succeed because I'm just so determined to do it, and I know I can't fail. » Guess what folks? That's not enough. You actually have to have the ability and learn the skills as well to succeed.

What is the most important advice you have for those new to Internet marketing and those struggling to break through?

I've said it before and I'll say it again: the most important thing you can do is quit following absolutely everybody's advice, because it pulls you off in different directions, is quite often contrary and it will stunt your chances of success. Pick a guru; follow them, and it might be useful to check out my article called one guru, and it's just about following one guru if you want to be successful:

<http://www.achievements.com/articles/1420>

There are many ways to drive traffic to a website. In your opinion which are the top three?

If you only just want to drive traffic, pay for it. Go to Google, sign up, pay for it. That's the best way to drive traffic. Sadly, it may well cost you more than you'll make from whatever the hell it is you're selling on your site. So that's not a great plan. What you actually need to do is build up lots of different ways of driving traffic to your site. So you'll put articles on there, you'll ask people to review, you'll ask people to link, you'll ask people to affiliate link to your site, you'll get people to joint venture. (I distinguish between affiliates and joint venture; a joint venture would be someone you set up a special arrangement with, as opposed to an affiliate, who you wouldn't necessarily even talk to who would link to your site.) You want to make sure that you are posting your signature on links you post in blogs and forums, and so on. And if you're looking for more ways still, there are two products of mine which will answer these questions. One is « How to promote a product » It's called « 24 power keys to promoting any product you choose online.

And it's at www.howtopromoteaproduct.com. It's the reference guide that I still use when I launch any product, to think about how I'm going to promote it. The

other one I've already mentioned is Traffic Czar, www.traffic-czar.com What Traffic Czar does is it explains how to create hub interest in your site. You create a hub, you get traffic to come to the hub, you send traffic from the hub to your site; it's extraordinarily effective, and I show you how to get up to 2000 quality visitors to your site a day, and quality visitors, if you're not getting those guys to buy, you're not getting anyone to buy from you.

There are many strategies that you are probably using in your Internet business. Could you share three of these with the listeners?

Number one: be responsive. Answer all the mail that comes in.

Number two: be nice. A lot of people, because this is a fairly faceless business, Internet marketing, think that for some reason they can be nasty in a way that they wouldn't be if they weren't in an online business. You're dealing with real people still, even if it's only by email, for the most part, so be nice.

Number three: come out with quality products. That's the most important thing you can do.

What three resources do you recommend to listeners?

I'll tell you what I use - these are really simple things, without which I would not be comfortable as an online marketer, and none of them will cost you a penny.

The first is: I use a homepage called myhq.com. And what I do is, I put all my bookmarks on there, it means I can find everything I need, no matter what computer I'm on in the world. The second thing I use is called Shortkeys, or there's another program called Type Pilot. What those programs do is they enable you to not have to write out the same things time and time again. And the third program I use is called Buffer. What Buffer does is to keep your clipboard cuttings in the memory so you can paste them again. It keeps the last couple of hundred things that you've cut, so you can cut and paste. None of these three sound like they have anything to do with Internet marketing. I wouldn't do Internet marketing without them. Now the fourth thing - I'm just going to give you one bonus - is this. Protect your products properly. Your e-books can be exposed to being downloaded and stolen if you're not careful. What I do to do that is I actually use Easy Download Protector, which is my own software script, which will do the job for you. You'll find it at www.easy-download.com. Make sure you protect your downloads. The first three items are all free. Easy Download Protector you pay for; if you don't want your products stolen, it's well worth paying for.

There are tons of tools and resources being offered on the Internet. How would you make your selection?

Well actually, what I'd do is ignore most of them and stick to the things that you know and are working. I think most people waste far too much time online, not getting anything done because they're going off to the next great fad or tool. Try to resist that.

For someone starting out new on the Internet, do you think it is necessary to rent an office and employ some staff?

Absolutely not. Definitely not. Don't do it, don't even think of doing it! Unless you're building up a really different kind of model. But not if you're going to be like a traditional Internet marketer working from wherever. The whole beauty of this business is that you can work from anywhere. The best product I wrote, I think, « Create and Sell Products Online » www.createandsellproductsonline.com, I wrote on a cruise ship in the Med, on a holiday, on vacation, and it was a lovely place to work, and I had Internet access, and I'd just come in about four o'clock each night and type away, write a few more pages. You ought to be able to do this anywhere. Don't go spending money on rents and offices. Keep your costs to a minimum. And when you use outside resources, and I have a staff now working for How to Corp, set that up by your help desk, your moderators, your forum, your bulletin board, (not bulletin boards nowadays) your blogs or whatever. Most people can be anywhere, but pay them on a by-outcome basis Don't start to ramp up your costs.

Getting leverage is important for Internet marketing success. For those starting out new on the Internet what are the best ways to get affiliates and joint venture partners to promote for them?

The best thing you can do is to write quality products, and people will come to it because it's good. And what you want to do is build your list. And when you've done those things, you'll then be in a position to JV with other people, and get some real partnerships going. So concentrate on quality product (one), build your list (two) then JV with people.

There are many hypes and get-rich-quick programs on the Internet. What advice would you provide to the listener in order to minimize their risk of getting involved?

This is simple - ignore most of them. Just ignore the stuff that you're being sent the whole time. Get on with your own product. Get on with your own project. And follow one guru: I refer you back to that.

What future trends and changes do you see on the Internet, and what is the future of Internet marketing?

Frankly, I don't know. You know, it's hard to say. Five years ago, you wouldn't have predicted it would be blogs right now. Maybe you would have five years ago,

but certainly not six years or seven years ago. And blogs are obviously huge. But you know, a blog is a web site, and it's kind of a bit like a forum or a bulletin board or a chat room or things before it. So I suspect that the next thing will also be a bit of an e-evolution from the last thing. There's no particular reason why, for example, YouTube should be the huge video Internet sharing resource other than the fact that now cameras are cheap enough and people are savvy enough and what have you. You know, it could have been done five years ago - I suspect the next thing is already out there and is just about to become big, but I don't know what it is; keep an eye out, but don't get obsessed about it if you're looking to make money online. Unless you're looking to set up the next YouTube, in which case, you're not really quite an Internet marketer, you're an entrepreneur in a very good way, but I think most of the people reading this will be interested in how to make a hundred thousand dollars a year via Internet marketing part time, and if that's your desire, then I wouldn't be doing that by looking to build the next You Tube.

If you have the opportunity to start your Internet marketing career all over again, what would you have done differently?

I probably would have systemized things more from the outset. One of the best things I've done is to set up How to Corp Help: howtocorphelp.com. It's my help desk that I've referred to many times here. I just have different people - staff - around the world in different time zones logging in and answering help tickets on my behalf. So automate everything you can. Get other people doing the work. What you should be doing is running the business in a very part-time way, ideally, and reaping the rewards. So I would definitely do that from the outset. Get systemized about it. Get systems in place, just as you would do for any other business. It's too much temptation to simply ignore that and stay small.



Scott Paton

What is your background, and where are you from?

Hi, my name's Scott Paton. I'm from Vancouver, Canada, I have two teenage sons, fifteen and seventeen, and a delight.

What did you do before marketing on the Internet, and how did you get involved in it?

I managed a multi-million-dollar a year grocery super store for years and years and years - loved the work, it was great fun and all that sort of good stuff, wonderful, wonderful people. But what I noticed was that people who were about ten years older than me, the stress was getting to them, they were having heart attacks, they were having stress breaks, mental breakdowns, all this sort of good things. And I was smart enough to know that I was no different from them. So I started looking, and this was in the 90's, for something else that I could do, and that was when these personal computers - Windows 3.0 was the first Windows program I ever used, and I started teaching myself how to use a computer, because I could see the grocery business was computerizing, it seemed pretty obvious that that was the way of the future. And sure enough, once I had learned how to use a computer, there were all these people, big companies that wanted trainers, and that was the thing I enjoyed the most about managing stores, was training people and teaching them. So I ended up spending two or three years teaching people how to use Microsoft Office, surf on the Internet and email and that sort of thing, put together a seven-week training course for realtors, and then the next thing that happened was that I was teaching people how to do these things on their computers, how to use a mouse and a keyboard, that sort of stuff, and then I thought, « I need a website, I need a website, I need a website ». So, I taught myself how to build websites. And I had a little bit of help, had some mentors, did that for a number of years, and then Cory Rudl's Internet Marketing Center called me up and they were starting a coaching program, and said, we were wondering if you were interested in coming on board. I was the sixth coach that they hired; when I left, there was almost thirty. And so I spent a number of years - two years with the Internet Marketing Center with Cory Rudl and Derek Gehl teaching people, coaching people, mentoring people on how to make money on the Internet. I doubled one of my client's sales in eight weeks, which was particularly neat. An interesting fellow who was an optician in England was my client, and he'd had a website for three years and had sold, I think, two glasses on his site, and we revamped it and re-worked it. It sells like £10 000 of sunglasses a month now. That's not weight of sunglasses, that's the British pound. He was pretty pleased. That was the first time - he went on a vacation - that was the first time when he came back he had orders waiting for him as opposed to normally when he goes away, he comes back and has to start selling again. That was very, very exciting. When I was up at the Internet Marketing Center, I started teaching myself copywriting, because that was the one aspect of online marketing that I really had avoided for years, and is now the part that I enjoy the most - I just love to write copy.

Are you involved on a full-time basis?

It's kind of yes-no - I'm not sure. I don't do anything else. Like, I don't have job

somewhere, and my day, do I work from 8 to 5, five days a week? No, I don't do that either. My day is kind of like 9 till 9 seven days a week, but there's a lot of breaks. I like to go for hikes - there's beautiful wooded areas around here, I like to ride my bike, I like to climb up in the mountains, I like to ski, and so I tend to do all those things when most people are working. I don't like driving. When I worked for the Internet Marketing Center, it was a 45-minute commute, and that was fine for that time, but if I don't have to be sitting in rush hour traffic, I'd prefer not to, so I tend to drive around the city around ten a.m. instead of 7 a.m. when everyone else is, or 6 p.m. instead of 5 p.m. when everyone else is, so you decide for yourself if I'm working on a full-time basis or not.

What are some of your successful projects?

Well, the ones I want to share with you, two of them are copywriting successes. David Watson, of *Website Content Wizard* asked me to write his sales copy, and he was expecting to sell 20 copies of the software in the first couple days. We sold 20 in the first ten minutes. He ended up doing well over six figures in the first week, over a quarter of a million dollars after a couple of months. So, that to me was like a huge success. I was really excited, I was very happy. Mike Filsame had recommended that David contact me. That in itself is a great story, but I don't want to take the time out of your busy day to get into it now.

The other one that I'm really quite proud of is called *Launch Formula Marketing*. Robert Puddy asked me to write the sales copy for that. I spoke on podcasting at his Focus Marketing event in Dallas a couple of months ago. He introduced me and said "Oh, by the way, Scott's also a copywriter, and he wrote the copy for *Launch Formula Marketing*, and we did 85,000 dollars in the first week." And I was like "You didn't tell me that!" And he said, "well, I didn't want you to raise your prices on me."

So, those are just two of a huge number of sales copies that I've written that I'm most proud of because they were early on in my copywriting career, and they did so well.

The other thing that I'm really, really proud of is, when I was at the Internet Marketing Center, I pioneered blogging. As far as we were concerned, nobody in Internet marketing, Cory, Derek, were looking at that at all, and I figured out a way that we could use blogs and get pages ranked in the top 1-2-3-4-5 in days on Yahoo and on Google, and I ended working on MSN, but that was before MSN had its own search engine. At that time it just used Google results. And the Internet Marketing Center ended up putting me on the road; for nine months I went to all the different boot camps that we did, in Sydney, Australia, London, England, New York, L.A., Florida, Atlanta, Toronto, Vancouver, all over, talking about blogging and podcasting as a result of that work that I had done on blogging. And the Internet Marketing Center was so impressed that they came

out with a product called “Blogging for Dollars”. Now, it's one of the products that they've set up just for their affiliates to sell, so if you went to marketingtips.com and signed up as an affiliate, and looked at the products that affiliates can sell, you would see “Blogging for Dollars”. The video of that, the DVD of that course is me actually talking in Anaheim - the very first time I was up speaking, and I wished they had taped on of the other ones. That was a lot of fun. So that was excellent. It was one of the very few products that the Internet Marketing Center put out that wasn't Cory Rudl's brainchild - almost all of the other ones were.

What is your most successful project?

I would have to say my most successful project is a podcast that I do with Shane James called “Weight Loss and the Mind.” We've done it for the last year, so it's one year old, as I'm speaking, and we have 80,000 subscribers. We've had almost 400,000 downloads. There's been no promotion of this podcast, so we haven't done any Google Adwords, or pay-per-clicks, or articles, or anything to drive traffic, except for: do the podcast and give it in to i-tunes and a couple other podcast directories like the Yahoo Podcast Directory and Odeo- odeo.com (I think it should be pronounced “audio”, but I'm sure it's odeo), and a few things like that, which has just proved that there's such a huge market of people who are auditory learners and want to listen and learn auditorily, as opposed to reading. I'd be just amazed if we actually put any time and effort into actually “marketing” it, press releases and all that sort of thing. We actually did one press release for it, and it got 2000 subscribers. That seems kind of silly now that we're at 80,000. But we're so excited because we didn't know, right? That has really opened the doors for me. It's one of the reasons I now travel the world. I'll be going to England in a few months to talk about podcasting, and Philadelphia next month to talk about podcasting. One of my dreams is to talk ten times a year, once a month for ten months, on podcasting. And my mission is to put a podcaster in every business, school, home in the world, because it's a great way and an easy way for everybody to communicate. The fact that you're listening to this is one example of the power of the spoken word.

Are you working on any projects at the moment that you'd like to share some information about?

I'm working on a number of projects. One I just found out about yesterday is all about supplying water filters to villages in Central and South America, and also throughout Africa, so that they can have clean water. I'm very, very excited about that project but at this point, I really don't have anything else to say about it. I don't have a URL that I can tell you about.

Another one I'm really excited about I call “Five stars on i-tunes”, and it's going to be on <http://5starsonitunes.com/> and you'll be able to head over there and find

out more about it. Basically, it's a way for every podcaster to get huge numbers of new listeners and reviews for their podcasts, and all the secrets that I know so they can get to the top of podcasts, because, right now, if you do a search on, say, mortgages or network marketing or real estate, or health even, golf, you'd be hard pressed to find more than a hundred podcasts. So this is kind of like the Internet in 1994, when you typed in golf and there were ten websites that came up, right? Now you type in golf and there's three hundred million. Well, to do a podcast, all you have to do is get a digital recorder, talk into it for ten or fifteen minutes, take another ten or fifteen minutes and upload it. So, once people realize how easy it is and how powerful it is - I'm not only talking about power, I'm talking about the connection that you're going to be able to create with your audience through your voice, through your passion, through your excitement, through the great information that you have to share. Then every golf pro is going to be doing this, and there's going to be three hundred million golf podcasts out there, I've no doubt. Every real estate agent should be podcasting. I do an i-tune search for New York realtor, or New York real estate and get one. So, this thing is just beginning to ramp up. When it does, of course, it's going to run into the same problem that websites did, and Google did, and Yahoo did, which is how do you get the best results for the people when they do a search? Right now it doesn't matter, because there's only like ten or one or two, right? But when there's three hundred million it's a totally different story. But there's a whole bunch of techniques, there's a whole bunch of strategies that, if you do it now in particular, you will always be at the top, as far as I'm concerned, unless somebody's willing to spend millions and millions of dollars to knock you out. So, my Five Stars on i-tunes project is a really cool thing that I'm working on right now. It should be ready to go in a month or so.

In your opinion, what are the best products to market on the Internet?

I think the best products to market on the Internet are your own information products. Software is also a good one to market on the Internet, and membership sites. I probably wouldn't have said membership sites that long ago, except that when I did the *Launch Formula* membership sales page, all the information that Robert Puddy gave me and the success he had with small numbers of members and large dollar volumes convinced me that having a membership site's a really good thing, and Five Stars on i-tunes is going to be a membership site.

Information products, simply because they're so easy to make, they're so easy to deliver. Those two components are kind of a key to this whole thing. If you can talk into a microphone, you can make an information product, if you can type, you can make an information product. So grab somebody who's an expert, talk to him, and now you've got your info product, and you can sell it for \$19, \$97, 500 bucks, there's just no end to it, there's no limit.

Do you need to have your own products?

Absolutely. Well, when I answered this the first time, I said yes and no. That's because I'm taking product in the very narrow meaning of the term; I think it's also services or something that you can supply over the Internet. Elance is hugely popular for services. A big part of my business is service. I've come to realize that I'm not really a book salesman. I've got my book *Podcasting Unleashed* at podcasting-unleashed.com. You know what? I sell a few of those books, and it's really kind of nice, I have that hundred bucks coming in every few days, but where I really get off is being of service to people - writing people's sales copy, coaching people, I have a number of coaching clients who've had huge successes in the last four or five years, but more recently as I'm on my own, a few people have come up to me and said "I'd really like you to help me with some of this stuff." So services are something I think people don't realize. Of course the dream on the Internet is, you automate everything, you don't have to do anything...well, I don't know...usually they call those scams. You get something for nothing, and what's the value of something you get for nothing? So I would say you need to have your own service, or your own product. And there are tons of examples of people who have not got their own service, not got their own product and are successful. If that applies to you, excellent, way to go, but many marketers, they need graphics done for them, so if you like art, that's wonderful, learn the graphics business. They need copy: sales copy, sales letters, emails, reviews, articles, all that sort of stuff. They need hosting. There's a great service. They need software to be written for them. David Watson is an example - he's a great software writer. But he's got so many projects going on, I said to him, you've got to change from being the software programmer to being the manager of all that stuff, and he's actually got some programmers working for him now. So, software needs to be written. Coaching - I'm a big believer in getting coaching, getting mentoring and having that accelerate your growth. If you've got a skill in some area, you can coach people and help them get to where you are, and that's a great service to provide to people.

What do you think are the attitudes and mindset needed to succeed on the Internet?

Well, the first attitude is: I can do it. Believe in yourself, because it can be a little bit lonely. An entrepreneurial mindset: looking for problems that need to be solved, I think is a real important mindset. People keep coming up to you and complaining about the same thing you say, I think I've got a solution - I need to find a solution - if I could find a solution to that, I could make a lot of money. In terms of attitudes and mindsets, what I would recommend, if you haven't done it already, it read *Think and Grow Rich*, *Acres of Diamonds*, those classics, anything from John Paul Getty, and Andrew Carnegie, that sort of stuff.

The other thing is, particularly to work with your attitude and mold your attitude

and mindset is go to live seminars. I was never that big on it until I actually started going. And by going to these live seminars...I would hate to think what my income would be right now if I didn't go to live seminars. There are just so many joint ventures and opportunities and everything else. It's like, you just pick and choose. I never come back without a fistful of business cards with opportunities written on the back to follow up with. You know, not every one's going to happen, but if you go to a three-day event and come away with 30 cards, and you follow up with those people and ten of them become clients, or ten of them become joint ventures, or ten of them become things that end up bringing you lots of money, that's well worth it; Just keep going every time you want to make more. That's my thoughts on that.

What is the most important advice you have for those new to Internet marketing and those struggling to break through?

Go to live seminars. But the number one thing that I would tell somebody who's just starting or struggling is to look after your security first. Maslow's hierarchy of needs, right? You've got to eat, you've got to have a roof over your head, you have to have those things looked after. If you don't, that puts a huge, huge pressure on you. Now some people turn into diamonds when that pressure is applied, and some people turn into dust. And you have to do what you think is right for you. To me there is nothing better than going to someplace, and you stand up taller when you know you don't have to worry about your rent check bouncing. So if you've got a good job and it's paying well, and you think, I'm just going to dump this job and get into Internet marketing and increase my income in a couple of weeks - I don't know, I'd be a little skeptical. I'm not going to say it's not going to happen, because these things do, but I would be really, really careful, right? I would say, take that one day - Saturday - of the week, and say "that's the day that's going to be my part-time work online day. Build your business on a very part-time basis. I mean, it's a huge learning curve. Spend that time learning, and then build it up, so that you can say "I'm consistently covering my net, no problem, I can make the rent, I can buy the food, I can pay the insurance costs, I can pay my taxes, bills. I'm ready to make that leap into the full-time arena. If not, then you have to figure out what's the quickest and fastest way to get there. Maybe it's online, maybe it's not online. I don't know. But all I know is that the people that have the biggest problems that I come across are the ones that are worried about how they're going to eat tomorrow. So look after that first.

Secondly, you need to become an expert in an area. I'm an expert in a lot of areas, but I'm really know as an expert in podcasting and blogging, and so, as a result, people come to me and they come to me and they come to me. I'm an expert in copywriting too, I guess. I used to go around and say "Hey, look, I have some widget to sell. Do you want to buy this?" "No." "Do you want to buy this?" "No." "Do you want to buy this?" "No." That's a really hard way to make a life. No, you want people saying, "Scott, you were telling me about that widget - how can I

get it?”, or “Scott, do you know where I can get this widget?” “Yeah, I can help you.” “Oh, great!, Oh, man.” A guy yesterday said to me four times when we were talking, “Where were you two years ago?” And I said, “You weren't answering my calls.”

There are many ways to drive traffic to a website. In your opinion which are the top three?

Podcasting, simply because there's no competition, and there's tons of people looking at it, and I'm really biased when it comes to podcasting. So that's my number one way. Whether that's what you should do first or not is another question.

Secondly, be an expert and speak at other marketers' events. Talk about whatever it is you've got to talk about - get it out. Some of those events could be live, they could be teleseminars, they could be their podcasts. I've been interviewed for so many products, it's unbelievable. So you just need to sort of tap in to those other people that can drive traffic and help you, and that sort of thing.

The third way that I would recommend for driving traffic is pay-per-click. And the reason is, once you've got a product and put up the sales page, you really want to know immediately if this is going to be a good thing, or if it needs a lot more work. And usually, you're too close to tell, so I like the idea, you can turn on the pay-per-click, get 2, 3, 5 thousand people to your site. Now, did you sell one e-book, audio course, whatever it is, out of 5000? You've got some problems. But at least you've got a place to start, right? Did you sell 4000? Well, now, you've hit the home run, right? Or are you somewhere in between? How many people opted in, and everything else? Because those are all stats that you really need if you're going to be talking to people about becoming an affiliate of yours. Who wants to wait six months for a thousand people to come to the site, and then find out that nobody buys?

And you need to also generate some excitement and social proof, and lots of people are coming and they're talking about your site and products and everything else. That excitement just draws more and more people, online, as well as offline. In lots of forums people are talking about things like that

There are many strategies that you are probably using in your Internet business. Could you share three of these with the listeners?

Number one: live events, even if you're not one of the speakers - you don't have to be the speaker. What happens is, there are people that go to live events, they know some people and they kind of hang out together. There are people who go

to live events and they don't know anybody, and they're kind of stuck and so nothing happens. And the people who go to live events thinking that they should just go listen to the speakers - no. When you go to a live event, if you see three or four people standing around, go say "Hi", and listen. In the forums, we call it "lurking". Don't necessarily say anything. Don't open your mouth and say something stupid, and you probably don't know what they're talking about, or any of that stuff, and just hang in there, get some cards, chat a little bit, have a couple of questions that you'd sort of like answered, and kind of warm up to them. You're not going to go to the first event and have a great time - you may, but most people need to go there or four or five times. Now I go to events, and I know 5, 6, 10, 20 people that are there, and they're like my friends. It's really kind of cool having an international community of friends. If I asked them, they would probably send out to their list whatever I wanted to sell. At this point, I have not done that; I've been giving, giving, giving. Listen to them and try to figure out how you can support those people. That's where you can make the big, big breakthroughs.

So, live events, referrals, and that's of course, affiliate marketing, it's huge - getting referrals - and blogging, it's a great way to syndicate your content, get out there - it's huge.

What three resources do you recommend to listeners?

Actually, one major resource and the product that comes with it is Skype. I think everybody should be on Skype. It's great - you can talk to people all around the place - plus, the recordings that you make on Skype are digital quality, they're awesome.

Power Gramo is a program that I use. And if you spend \$19 and get the pro version, you're going to be able to record in stereo, which I think is kind of awesome. So I think that's just an awesome resource.

Richard's got some great training on Internet marketing for beginners; I think that's really good.

Podcasting Unleashed, my e-book on podcasting. It's a step-by-step how to get your podcast up and running, free forever. It's great.

There are tons of tools and resources being offered on the Internet. How would you make your selection?

First thing I would do, I would stick to the tools that fit into my plans. It's really too easy to lose focus. Someone comes up with a traffic program, so you buy that, and then someone comes up with a press release program and you buy that, and

someone comes up with some other program, and you buy that. You need to be very clear on where you're going and what you need to go there, and not get too swayed by the huge amount of choices that you've got.

For someone starting out new on the Internet, do you think it is necessary to rent an office and employ some staff?

The big answer to that is "No". If you can do it out of your home, once you're making enough money and your security is looked after and everything else, then great. Head over to an office place and get your own office if that's what you want. But most of us work out of our homes and we work with a laptop on the road and we may have a virtual assistant or two, but that's about it. I would wait until your business has grown to a significant size before I would think about getting an office and before I would even think about getting any staff.

Getting leverage is important for Internet marketing success. For those starting out new on the Internet what are the best ways to get affiliates and joint venture partners to promote for them?

Well, go to live events. You've got to get belly-to-belly with people - that's the biggest way.

Podcasting is another way that you can connect easily with people, and hang out at the forums, at a forum that's in your industry. The warrior forum is great for Internet marketers.

There are many hypes and get-rich-quick programs on the Internet. What advice would you provide to the listener in order to minimize their risk of getting involved?

Stick to your plan and make sure that you're starting a real business. That's really the key. I find that everyone just really gets distracted. You need to be extremely focused on what it is you want to do, and then work from there.

What future trends and changes do you see on the Internet, and what is the future of Internet marketing?

I would be a multi-, multi-billionaire if I could answer that one accurately. I think the future is definitely multi-media; video and audio are going to be huge, way bigger than they are right now. freeiq.com is a great example of Brad Fallon using video and audio for business-to-business. It's going to be the YouTube of business-to-business marketing. Podcasting is going to be huge, video

podcasting is going to be huge, we're going to be seeing infomercial-type stuff online all the time, more and more and more, I would think; that's the big trend

If you have the opportunity to start your Internet marketing career all over again, what would you have done differently?

The number one thing I would have done differently is I would have learned copywriting sooner, and I would have been studying everything I could on direct mail and email marketing.

I think I waited way, way too long to do that, because it's just a huge huge component of being successful online. Now does that mean that you need to learn copywriting? I think you need to know the basics of it, and then find some good copywriters to work with.

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