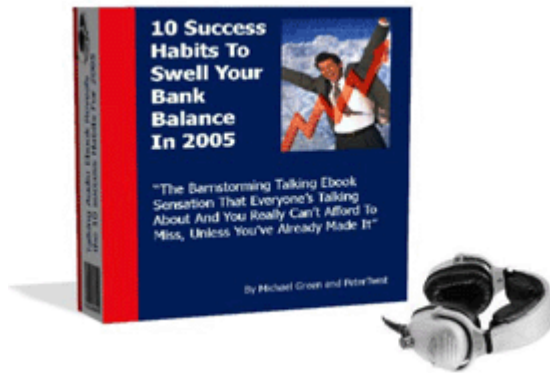


# 10 Success Habits To Swell Your Bank Balance In 2005



"The Barnstorming Talking Ebook Sensation That Everyone's Talking About And You Really Can't Afford To Miss, Unless You've Already Made It"

By Michael Green and PeterTwist



# 10 Success Habits To Swell Your Bank Balance In 2005

Talking Ebook by Michael Green & Peter Twist

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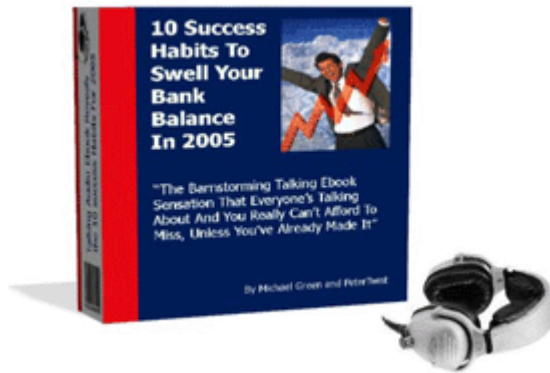
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## SPEED INTRO...

MG: Each point builds on the previous point, so it's very important that people listen right through until the end to find out how the whole thing comes together.

PT: So try not to skip through any of the pointers we are going to go through because if you do miss any one of these that could sabotage your success. So although you may think that you know it all and you have heard it all before, please listen to everything and we are sure you will enjoy this.



## Success Habit #1

### LIFE GOALS

MG: This is where so many people fall down. I ran a mentoring course in 2004; I took 10 individuals, several of whom actually had quite good marketing knowledge and some very good technical knowledge so they knew what they were doing online.

However, what a number of them had not done was to set their Life Goals, therefore the very first thing I wanted to ask them was for them to put the money aside for a moment as this is what you are going to make through the process. I wanted to know WHY they wanted to earn the money, that was the question that I had.

One person said that they wanted to work protecting animals, so they wanted to have an animal sanctuary with horses there and so on, so they built up this vision that it was going to be on a hill with a valley below with space for them to roam after they have finished racing for them to live out the rest of their lives etc. So they had this whole vision of this place, at one point I could almost feel that I was there too. So that was their Life Goal.

Another person I worked with just wanted to retire to a farm, that was their Life Goal, someone else wanted to have an airstrip in their garden, so as someone who flies myself it was also something that appealed to me too.

So these are the keys, to have something that you want to do, so that earning the money is not the key.



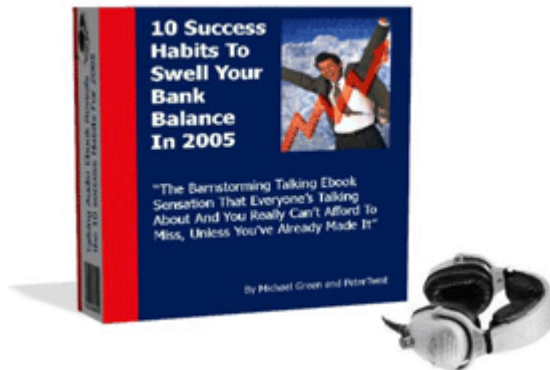
PT: What many people say to me who are currently in the rat race lifestyle is that they just want time-freedom, which would enable them to do the things they wanted.

MG: So the goals there may be more modest like spending time with the family, someone may be getting up at 7am and getting back home at 7pm when the kids are already in bed, so maybe they need more time. Maybe they work all weekend, so their Life Goal maybe to spend more time with the family and to be with the kids when they are growing up or to spend more time with the grandchildren or whatever.

So a Life Goal could be anything, but the thing I have really discovered working with others who are trying to make it online is that they need to have that very firm objective in mind and of course once they do, working becomes a pleasure because they are then working for a purpose online and so it needs to be something greater than just earning money. This is hard to explain to someone who is currently earning a small amount per month, whatever the figure is through online marketing and someone is saying that the key is to set the objectives and not the amount of money, so you set the objective and then work out how much money you need to make. That is going to sound pretty weird as people tend to think in monetary terms.

Peter, if you think of all the successful online marketers you know or for that matter in any sphere, I can't think of one of them who are really just motivated by the money. They may say that it's fantastic when they make \$1 million from a project or whatever, but the thrill for them was in just doing it and for a whole bunch of other reasons, probably none of which were for the money itself and nothing else.

PT: I know many rich and wealthy people who are very unhappy for whatever reason, perhaps they haven't actually dug deep enough into what they really



want. One danger is that if you just set monetary goals when you are unhappy, then when you reach the financial goal of x thousand per month but are still not happy, then you are going to fall into that cycle of thinking that you need more and more money which is not the answer.

MG: There is more to life than money; personally my goals are very long term to be a politician, a strange goal I am sure! People have written to me before now to say that after hearing that, if I had been trying to impress them, then my credibility has just gone down the drain and they will never buy from me again! They think that I am no better than a used car salesman or probably worse!

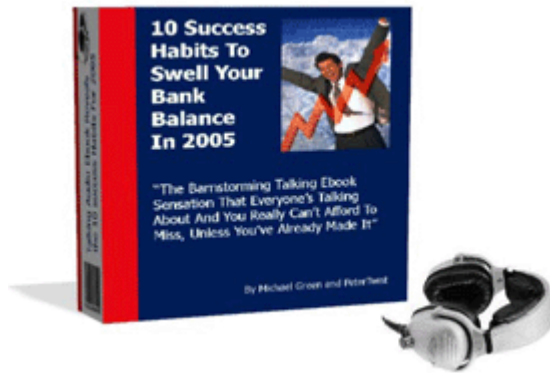
The key for me is that in my life and my world it is the most important objective to me, so everything else that I do revolves around that single objective and it comes back to the same point that you must have your Life Goal, you must know where you are trying to get to and until you have that, I wager that you will never make a success of things online, you must have something greater than just making money.

PT: Without setting those objectives, you can waste much of your time throughout the day. Years ago I found that once I had set my objectives I could then look at events and people and decide which would help me move forward and which were of no use at all which I avoided. That meant that I was free to focus on the things, which could help me to move forward.

I think that many people waste time if they don't have their goals set by pursuing all kinds of stupid activities, which will not help them to progress.

MG: So what you are saying is that this gives you a Framework.

PT: Also for those people who don't have much money, I know that others say that money isn't everything, (and it's usually rich people who say that), well



that's fine if you are living a simple life, say in a field when all you need are the basics like milk and things to eat. What is worse than that if you haven't got money is to be in debt, I think that in a couple of years time this could be a big problem and many will be struggling.

What I would say to anyone who is in debt who may be reading this and thinking 'It's alright for you two to say that', make it your Life Goal to get out of debt – even to become solvent again could be your objective.

MG: That's a very strong objective, because if you are in that position then you will know of the worry, the heartache, the concern every time the mail turns up if there's going to be another bill or demand in there. So that is a really powerful objective as it is far greater than just saying 'I want to make a lot of money' you want to make money because you want to change your entire quality of life.



## Success Habit #2

### Set Short To Medium-Term Objectives

MG: This is really saying that you now have your big, global goals; this is what you want to do with your life effectively, now how are you actually going to get there?

Unless you are setting these medium or shorter-term objectives, clearly you are not going to find a way through, it's all about having a clear line of vision from where you are today to that big, global objective which were just defining a moment ago.

It would also make a lot of sense while reading this to stop for a moment and write down that long-term objective, followed by the medium-term and short-term objectives for getting there. It may well be that right now it's not apparent what they should be doing right this minute in order to reach that Life Goal, but that is really what this second point is about, to firstly define the medium-term objective followed by the short-term, in other words what should you be doing this hour.

PT: I think a good expression for this is 'bite-size' pieces because very often we initially feel that we can't handle something because is it too big, so we must chop it up into bite-size pieces.

MG: That's a great technique for approaching things is insurmountable, but the key is to set the medium-term objective. Taking one of my apprentices as an example, he wanted to set up a sanctuary for horses that had finished racing, now I reckon that was going to cost him around \$1 million to do. So in this case, the medium-term objective is to say 'Okay, there's my Life Goal to raise \$1 million, how can I break that down into individual projects?'



In 2005 or whatever year you are listening to this in, have 4 projects and try to make \$250,000 from each of them, or 10 projects at \$100,000 each or 20 projects for \$50,000 each etc whatever it happened to be. You must have some medium-term objective for getting there and break it down like that, right down to the short-term where you list what you have to do by the end of January.

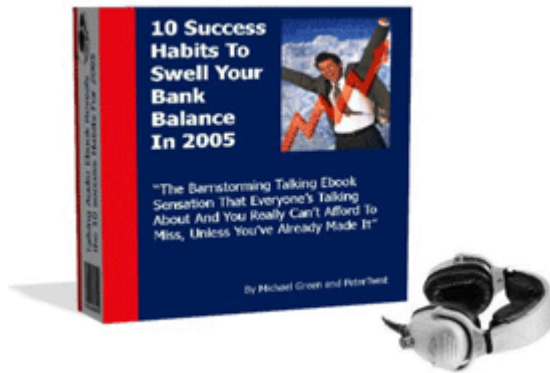
PT: There you have two ideas; breaking the money down and a timeline, so you must have those two angles.

By the way, we are making this sound easy, much of this stuff is simple, but it isn't easy.

MG: Much of it is about being disciplined too; as many people miss out on this and I can almost see everyone nodding their heads right now in agreement because everyone, you and me included, on occasions lack the discipline and that's where we go off into some dead-end tunnel where you don't actually achieve anything but you spend a lot of time in front of the computer. How many times have you sat down and 20 minutes later you look at your clock and 3 hours have passed by?

PT: I never really had an ability to work out what I wanted in life, so for the last 40 years has been to tick off my list what I never want to do again! Now that is a funny way of approaching things, but I know many people who, even if they are not sure what to do, have a go at something but then decide it is not for them. This way they don't look at it as a failure, it's just another thing they don't want to do.

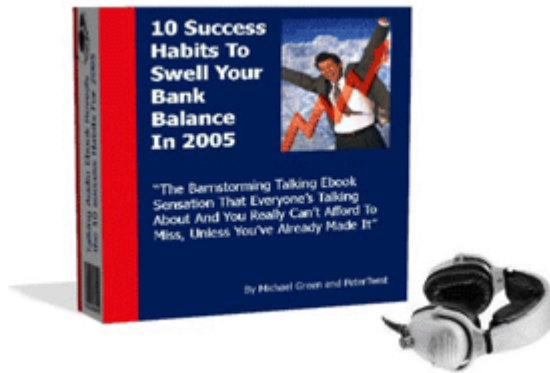
MG: Everything builds experience in life, so even the negative stuff can be seen as being positive. Its people who have that very positive mental approach to life who I think are the most successful because as you said, rather looking at



something that they didn't enjoy as failure, they regard it as something they don't want to repeat and make the same mistake again.

PT: If you do have what some people would term as a negative attitude and just do the things you want to do for yourself.

MG: The use of your time takes us onto the next section.



## Success Habit #3

### Time Management

MG: You and I did an entire talking ebook on this last year;  
<http://www.HowToManageYourTime.com>

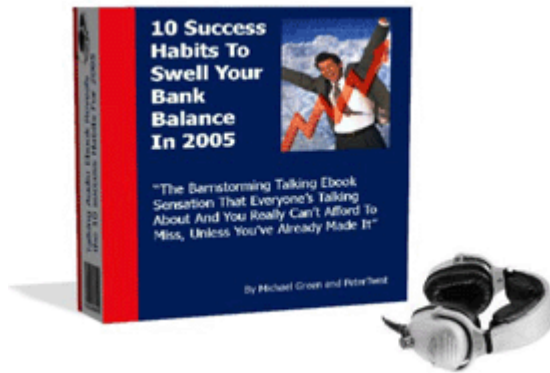
When it comes to time management, I barely know a sole on this planet who does not struggle with time management.

PT: At one of my seminars I remember you asking the audience that question and I think nearly very single hand went up!

If you are in a 9-5 job reading this or regular job and you want to start working from home or just work your own hours, then this is absolutely critical because you won't have any cards to punch, no boss (apart from your spouse looking over your shoulder), but you really need to get this one right.

MG: Yes, time management is critical for a number of reasons, what you just described there, self-discipline is one of them. Working from home which many internet marketers do is really a big deal and it's hard to understand why. If you are not doing that at the moment then you are probably can't see what could be so difficult, you just get up and go into wherever your computer is etc, oh boy, have you got a shock coming!

For those of you who do already work from home, you will already know that you don't have the discipline of the day starting at 9am and that's when you have to be in your office. If that discipline is gone, then an awful lot else can disappear too like when to break for lunch, how do you structure your day and how do you stop the kids walking in and out the room you are in and distracting you etc.



There is also the side, which fits back into the habit we just talked about which is to set the short and medium-term objectives. If you are not strict and fairly disciplined with the way that you handle your time, then you will never actually get through those objectives and therefore the big dream will slip further and further into the future and you will never actually reach it because you are not managing your time on a day-to-day, hour-to-hour, minute-by-minute basis.

Last year we covered this in a lot of detail.

See: <http://www.HowToManageYourTime.com>

PT: Many people who work for themselves can also become workaholics too because if work is coming in or projects need to be finished and you are trying to structure your time. One internet marketer says that he never checks his email first thing in the morning because it's so easy to get sucked into dealing with problems or answering peoples' questions that half of your day has gone.



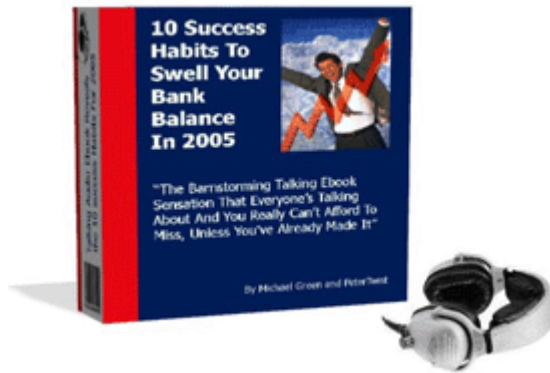
MG: I have worked with a very well known internet marketer that everyone reading this would probably know; I did some time management work with him this year. He wasn't getting to spend any quality time with his own family and his wife, even though she actually worked in the business with him, so the only time they were getting with each other was when they were working in the business!

He was working Saturdays and Sundays and virtually every single night and eventually I think his wife put her foot down and said that it had to stop. So he and I chatted, as he knew that time management was one of things that fascinated me and that I had done some work with it, so he and I examined how he worked his time and we made a plan.

The way I work is that I do certain things on certain days, even though I have all the time in the world because I work for myself, I still discipline myself. So people can download the time management book and do deeper research in more detail.

PT: Finally though, the great thing about the internet is that once you have done a certain amount of groundwork, it then begins to build exponentially and that's when you can see the success as a result of all that hard work in the beginning.

MG: I remember when I started out about 3 years ago the temptation to go back onto the computer to see if more sales had come in – I mark my sales in red when they come into the email inbox, and the temptation to check in at 3am in the morning on my way to the bathroom for some water, but then you are there for an hour! I don't do that at all anymore, but when I did it was difficult to get up the next day.



## Success Habit #4

### Be Ethical In Your Marketing

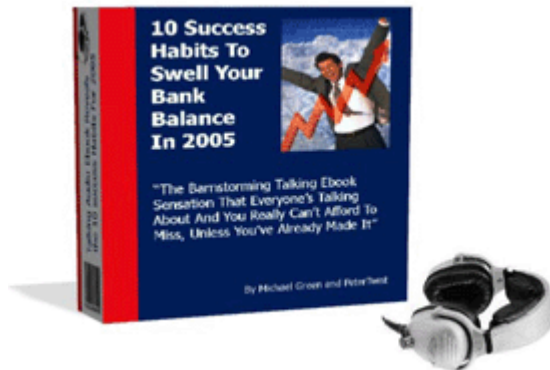
MG: People may be reading this thinking that all we were going to talk about was how to throw together some credible joint ventures or how to market bigger etc, but let me tell you that from experience and I know that you will back this up Peter, probably the most important thing to anyone marketing online is their reputation. That can only come from being a very good and ethical marketer; there simply isn't anything more important.

I have a theory about this which is that at the end of the day in order to be an online marketer all you need is a computer and an internet connections, even a dial-up and you could be anywhere in the world. You and I know some very successful marketers from all around the globe, India, Malaysia, North America and Hawaii and Australia; it's a global thing.

I enjoyed my time the most when I was on a cruise in the Mediterranean and that's when I wrote one of my toolkits called 'Create and Sell Products Online' I just had a satellite connection in my State Room and I sat and wrote the stuff, it was just fantastic, I saw sales coming in for that and other products which as wonderful.

The principle of it being such a low entry level as all you need is that computer and that connection also means that you need to distinguish yourself from all the other wannabe marketers out there and the leading way to do that is to be more ethical and honest, straight and as upfront as anyone else out there. So being an ethical marketer is really important.

PT: I think sometimes we see that people have accelerated past us, for example in my voice over world I see people who have risen to the top. I am not necessarily



saying that they have been unethical, but they have used many shortcuts, but when things start to go wrong or things aren't quite right, they fall down very quickly and that can also happen to anyone who does the wrong things in this business because word gets around very quickly.

MG: Allegedly like Joe Kumar you mean?

PT: Possibly yes!

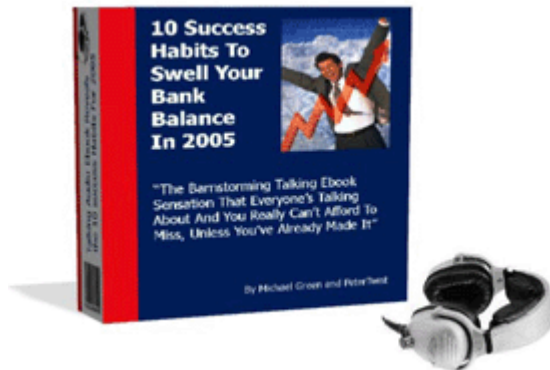
MG: If anyone is not sure about this story, jump on my [forum](http://www.howtocorp.com/forum) at <http://www.howtocorp.com/forum>

There is a search button on the menu there, enter the name Joe Kumar and you will find out what a bad reputation can mean in the world of internet marketing. Another search to do is for Stephan Ducharme on the same forum, there is a thread there that has actually run for 3 years about this guy.

PT: I have this ongoing problem with Stephan, because I did an interview like this a while back and he asked if he could use it as an introduction to one of his products and I said no problem go ahead. Little did I realize that I would be associated with the thing that happened.

MG: That's a bit unfair, it's like Tom Brokar or Jeremy Paxman over here, some journalist like that don't usually get attached in that way.

PT: Well they can, because what would happen is that people would try to contact him but then for whatever reason they couldn't get through, so they would contact me. In fact only a couple of weeks ago I had a phone call and the message said something like "Peter Twist I'd like to wring your neck" because he



thought I was involved with Stephan. I phoned him back immediately to say I would try and help him.

The point I wanted to make is that because I had been on line marketing for nearly 4 years, my reputation pulled me through that because people said that they knew me and understood the problem I had. Had my reputation been a bit 'iffy' or 'dodgy' I could have been pulled down by that.

MG: I had experiences of the same kind in that I write under a pen name on my internet marketing because of my politics and wanting to get into public service. I never made a secret of this; Michael Green is a pen name.

Some smart-Alec decided that he would do an expose on me; it's actually written in my biography online. At the end of the day because I had a good reputation online similar to what you talked about, in that the reputation pulled me through. Many others posted to my forum saying things like 'I've done business with this Michael Green, he has been 100% straight and down the line' and it comes back to the point that the most important asset you have is to be a good honest and ethical marketer.

Sometimes that can be challenging because people will write to you after they've bought your product and you know they have enjoyed using it, but they write and ask for a refund on the 59<sup>th</sup> day of the 60<sup>th</sup> refund date. You know you are being taken for a ride and suspect that they still have the product, even though you asked them to delete it, but the key here is to never get into that argument, that kind of thing is just one of the costs of doing business online where, let's face it there are relatively few costs, so you have to accept those kinds of problems.

PT: Yes, don't argue, just offer a refund.



MG: Both you and I have both demonstrated in different ways how important it is to have a strong reputation online and then if you do get attacked people will defend you.

PT: Just like when you are doing something like accounting or legal, ignorance is not an excuse for getting involved with something and a quick example of how important it can be to educate yourself with online marketing. You cannot do it for next to nothing, you must buy the books and you have to do your college education. I recently spoke to someone and reckon that I saved him going out of business before he had even started just by telling him one thing NOT to do. He was going to get onto MSN Messenger and start sending advertising messages to people and these were not even people he knew, he was going to collect strangers' names and use them.

I told him to steer clear of this approach, because through ignorance he didn't understand the damage he would cause. I made him go and speak to 4 other people about his idea and he returned saying that they had all told him it was wrong so he agreed not to do it.

MG: That's a brilliant point because it completely ties into being an ethical marketer. Many people who do not understand internet marketing or arrive at it for the first time think that it's all about how much spam you send out or how many rave, but completely untrue reviews you write about products that you have never ever seen and have been just affiliated with and so on.

Without fail, those people fail! It never ever works because it is completely see-through, so for anyone who is new to this, internet marketing is nothing to do with spamming, in fact we all hate spam and we hate people who spam. Spamming can be sending out emails to a list of people whose permission you don't have or it could be coming onto forums like mine and writing rubbish. We all know those messages; I get them deleted just as fast as I can on my forum.



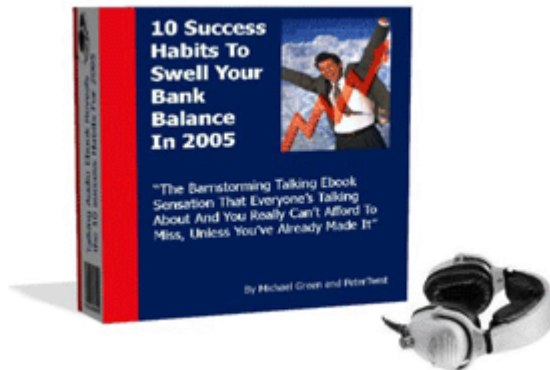
PT: People say that you can have success overnight on the internet, yes it can if you have been working for quite a while and have built up a mailing list of 50,000 opted-in subscribers, yes you can send out an email and make money, but what many marketers don't tell you is how long it has taken them to get to that point.

MG: Yes, being ethical in your marketing takes in that very point, because it means building a relationship with the people who are on your list, incidentally, to anyone who things it is not important at the end of 2004 to build your own email mailing list because they think it is all filtered out now, in my opinion you couldn't be more wrong.

PT: I have experimented with other ways of contacting my subscribers, but it all usually comes back to sending out email messages.

MG: In a way if you can achieve that point of trust with your market because you are the person who is more ethical and more honest about the stuff you write about and you build that relationship, then people will receive your email and yours will be the one that finds its way through these very heavy filters that are now with the ISPs and on peoples' own computers, yours will be the trusted newsletter that gets through and the fact that so many are blocked will prevent your competition getting through! There's a silver lining to that whole thing and again it comes back to being ethical in your marketing.

PT: I was thinking about writing an article today because I was going through my folders in Outlook and re-arranging them. Some folders say 'sales emails' others are titled 'rubbish' Whilst doing this I was going down the names of the marketers who were sending the emails and I realized that I was putting well-known marketers' emails into the 'rubbish' folders. The point is that as a marketer yourself, you want to be sure that your messages are not going into



peoples' 'rubbish' or 'trash' folders, you want to be in the 'personal' 'private' or 'must read' folders.

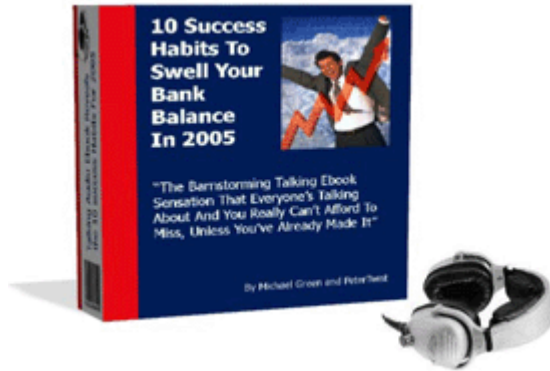
MG: If you look at the good marketers, then the chances are that if you receive their newsletter then you will read it or skim through it. I know who those people are, for example I will always read or skim through what Rosalind Gardner writes, I always read what you write, or Martin Avis, Harvey Segal, Yanik Silver and I wouldn't read most of the others and in fact I unsubscribe from others and that's a very useful time management tip that we covered in <http://www.HowToManageYourTime.com>

PT: Someone told me that eventually this would happen and it's a fantastic feeling, it's when you get an email from one of your subscribers saying that they have seen or read about an offer. Firstly they ask what I think of it and secondly they ask for my affiliate link as they want me to get the commission.

MG: That is just amazing and again you are the ethical marketer, so people are coming to you and asking you for that information, so it's about being trusted out there and understanding that your reputation is the most important asset that you can have as an online entrepreneur.

PT: I discovered from being in radio that you sit in a room with a microphone and you sometimes wonder why you are talking to these four walls, but then someone comes up to you and comments on something you mentioned weeks ago on a program and that is quite scary. That can also apply to internet marketing because you will be amazed to find out how many people are watching you and are on your mailing list, just keeping an eye on you, so you must have the faith to know that is happening.

MG: When you are sitting there in your own room with no one else around and you think that you could be spending time with the family or watching a game,

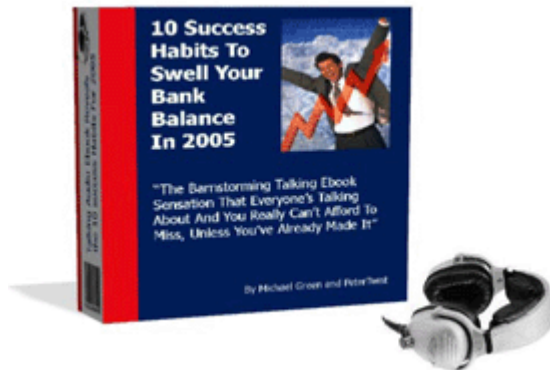


whatever it is you could be doing, but you are writing your newsletter and wondering whether or not anyone out there cares about what you are doing. But eventually you will get the feedback and realize it is worthwhile.

PT: So don't take any shortcuts in doing that.

Whilst going through all of these points I must make it clear that we do not always adhere to them, Michael and I are learning and trying day by day too.

MG: Yes I think you would have to be a Saint!



## Success Habit #5

### Be Consistent

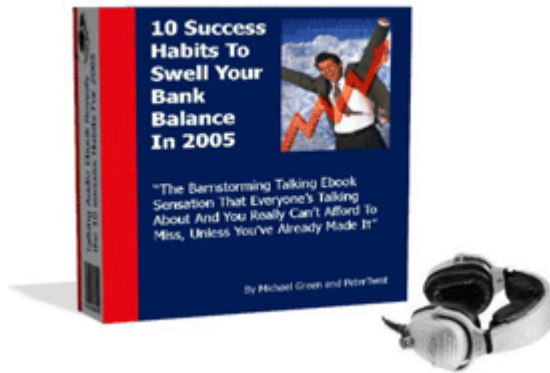
PT: Now this is my middle name as you know Michael...

MG: Yes being consistent in your marketing! This causes people real problems and I think it just comes down to having a plan and sticking to it. So let's look at the reasons why people don't stick to the plan that they have set themselves.

Coming back to my experiences with my 10 apprentices that I took on this year, so many of them would say things like "Michael I know we are supposed to speak this afternoon, but I have to admit that I haven't quite done what it was that I agreed that I would do 2 weeks ago, can I have a little more time?"

I would write back and not make them feel too bad to say that life sometimes just intervenes like that and it's true that life does have a tendency to get in the way of what it is you are trying to achieve! All the unexpected stuff and to a certain extent that can't be helped. What people need to do is to try to get consistent as far as is possible and there are ways to do that, many examples being in the Time Management ebook.

One technique is to set a time when you are going to do whatever it is you are going to do, and that day or hour or however you are arranging it, come what may happens at that time. A good example is that I publish a newsletter that readers may be familiar with and receive, if they don't, of course I would recommend it! This mainly consists of the best posts on the 'How To' forum; it is called '[Top Posts](#)' I prepare it on a Thursday, sometimes on a Friday every single week and I am now onto issue 91 right now, which means I have done it 91 weeks in a row. That is a discipline that is helped by the fact that I now know there are people out there who are expecting to receive the newsletter. Now I am



not saying there would be a riot if it didn't go out, but I am saying that in my mind it gives me sufficient motivation and determination to get it out each week.

I think that kind of consistency has certainly helped my marketing effort tremendously because it is building the relationship, it's dealing with what we talked about in habit #4, building relationships and being ethical, but it's a tremendous effort to take something on like that and to do it every single week.

PT: What is good about what you do there is that you have a launch pad because of the content being generated on your forum so that must help too?

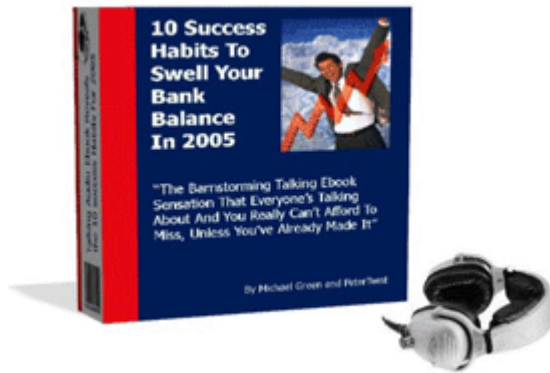
MG: That's right, I hate these newsletters that are just re-hashes of other peoples' articles, where is the content from the newsletter owners themselves?

PT: Last week I read that [Martin Avis](#) had done a poll with his readers where he asked if they wanted more or less personal content, more or less business content or was the balance just right, most of his readers said it was just right. When you read his newsletter you think "What has Martin been up to today?" He'll write that he went to the cinema last night etc and people do like that kind of content. His newsletter is [Kickstart Daily](#)

MG: It's almost like an email blog really, if you enjoy soap operas, you'll love this!

PT: He bought a PDA recently and he went through his entire trip up to central London, what he looked at, what he bought and that's great.

MG: Yes, really building relationships and I bet you that when he recommends anything to his mailing list, they all listen; I bet his conversion rate goes through the roof. Talking about [ezines](#), this is interesting because of the discipline of me, Martin Avis and yourself comes through producing our own newsletters.



I can't stress enough for people who think that email marketing is dead have lost the plot, because actually in many ways it is still the hottest way to make money online.

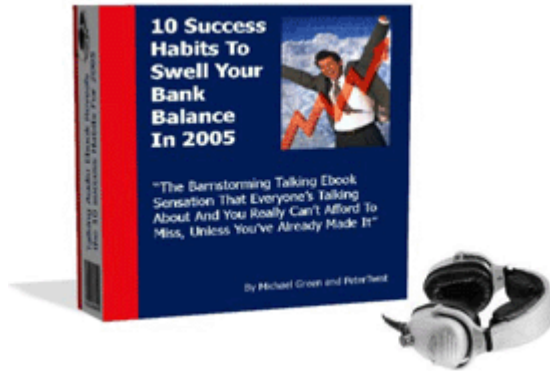
A few years ago I produced a toolkit called '[Easy Ezine Toolkit](#)' and I updated it just this week and there was actually very little to update because most of the principles remain the same. There were one or two things like dealing with the spam filters etc, but the basic principles which were true three years ago which are all about building the relationship with your customer are still true today and the '[Easy Ezine Toolkit](#)' just summed them up perfectly. I sat down thinking I was going to spend a day re-writing it and it took me just an hour at most.

PT: Many people worry about what they can talk about in their newsletter, so they use this canned copy from others and even I did that in the beginning. I began by promoting other peoples' products in that way until somebody came up to me and asked what I did, I replied by saying I was in the radio and TV business so they said "Why don't you do an online radio show?" I had never even considered it because it was what I did most of the time!

MG: The key there is to actually do what it is you do and talk about whatever it is you do, even in the case of Martin Avis when he goes to the cinema or buys a PDA, let people into your life a little bit and shy away from just publishing other peoples' articles, they can be fillers and it's a good way to start off.

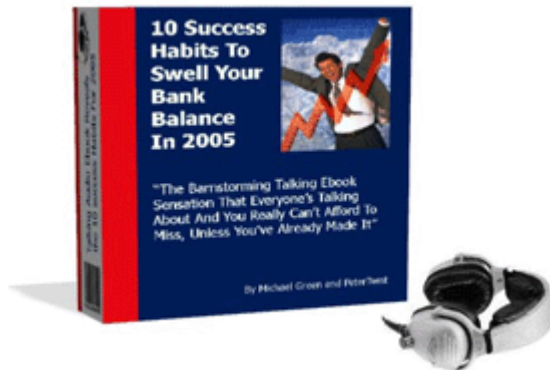
So be consistent in your marketing, so structure it so you have something to aim for each day or each week.

PT: Immediately, if you agree to do a weekly thing, you are breaking down what you are putting together and then at the end of the year you could take the best



of what you have written about and create an ebook, which is something everyone says they couldn't do.

MG: You don't even have to be doing an [ezine](#), it could be a membership site or your discipline in creating new products or in marketing other peoples' products or whatever it is going to be.



## Success Habit #6

### Don't Be A Perfectionist

MG: One of the biggest problems that certain people, not everyone, as some people are not enough of a perfectionist in my view, but certain people have a problem that they cannot release whatever it is out into the marketplace until they feel it is absolutely 100% spot-on perfect and that is a recipe for never doing a thing!

PT: I am also doing a mentoring course in 2005 and I was talking to one of my people today and told him that the first message I ever sent out was sent back to me within an hour from a nice lady in Nevada who had corrected all the grammar! She obviously had more time than me.

As UK marketers, we have a problem with knowing whether to use American or UK spelling.

MG: For any other UK or non-US marketers out there, use US English – just use the version of English which suits your target market, what they are using and that is the very simple rule, especially in the case of internet marketing-type products. I actually sell many non-internet marketing products, like [Instant Movie Making](#), [Policies For Email](#), [How To Make A Speech](#) etc. You write in the style of your marketplace, don't write in your own style unless you are trying to establish personality and you might do that in your own [ezine](#), but for example on a sales letter for products like [How To Create and Make Presentations](#), I have written it in US English because that is the largest marketplace.

People in the UK, Australia or other English-speaking countries are much more forgiving of seeing US spelling, whereas I did once write something in UK English and I remember someone in the US sending it back to me thinking it had



genuine grammar errors or typos. She didn't realize that there is another way of spelling these things.

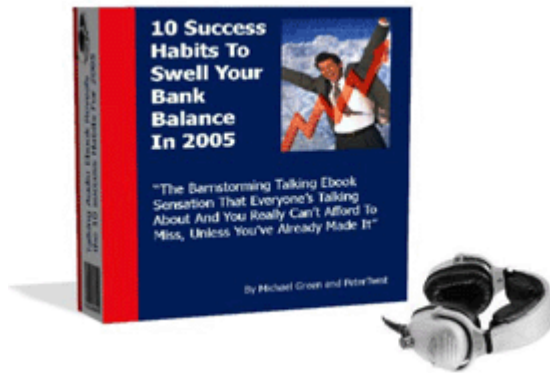
PT: Yes our US friends like it done the way they do it.

MG: If that's your marketplace then that is the polite thing to do.

PT: The other place where I see people hesitate is in writing their sales page; I have spoken to many people who never get to the end of it because they worry that it won't be right.

MG: Well I can understand where people are coming from because there's a point on virtually every product that I produce and I have [20 products](#) out there now and with virtually every single toolkit that I produce, there has been a point where somewhere towards the end of writing the sales letter I suddenly have a moment where I think "You know what, is anyone going to buy this, everyone will laugh at it, is it going to flop" and so on. This is human nature, even for those who consider themselves to be extremely confident, if you don't have any kind of doubts in your mind at all then you are probably an arrogant pig, but other than that you probably have unrealistic views of yourself. You must have some sense of, or some notion of the possibility that some things may not go to plan.

I have one apprentice who I have spent most of the apprentice course trying to convince them to move on and stop worrying about whether the Ts have been crossed and the Is been dotted. Not that I think that things should be bad quality as I said before, but it becomes a physiological barrier for some people who deliberately put this ideal perception in place. I believe that it's because they can't stand the fear of failure or the possible prospects of failure but of course you will never know unless you get something out there whether it's going to work or fail.



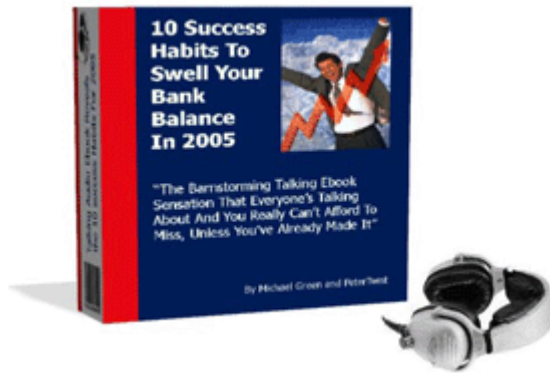
In my other life I have a print company and when you print a brochure and it's wrong, boy can it be expensive, tens of thousands of dollars down the drain, sometimes hundreds of thousands. Online it just isn't like that and as you say, if someone in Nevada tells you there's an error in your email or ebook, you can simply correct the error, post it up and it's done and no-one else will ever see it.

PT: When it comes to writing a sales page, because I am the kind of person who likes to complete things, even by the end of the day, so what I like to do with a sales page or ebook is to try to sketch the whole thing out from beginning to end with just notes or scribbles, but by getting to the end, I can then proceed to fill in the blanks. I think many people as you say get a quarter of the way through because they are trying to perfect it up to that point. When I used to edit a lot of videos, it's normally best to try to get to the end quickly so you can see how it flows and the pace.

MG: I must just mention this story, people familiar with my writings will have seen this; a chap on my mentoring program by the name of [Martin Jones](#), he had an industrial accident eight years ago and is completely blind. He has been the greatest inspiration to me this year because he sits down and writes one, two, three, four hundred page manuals on any subject under the sun and he does it that fast because he can't see what he is typing, so he is not worried about the pagination or the page spacing or whether the bullet points are looking as pretty as they might do when someone else has gone over it, he just writes!

PT: He just lets it flow straight from his brain onto the paper.

MG: It's incredible and I have never seen anything like it before, one of the subjects is '[Earn From Bar Tricks](#)' another is 'How To Seduce Women' Just think of this guy, completely blind just sitting down producing these online toolkit manuals and he has just endless amounts of optimism, enthusiasm and doesn't

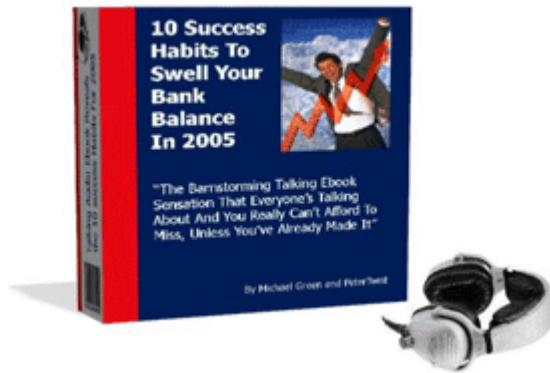


let the fact that he has never seen Windows, he has never seen an internet browser, ever and yet he browses the internet all the time. I went to his house, (because one of the things I did in the mentoring program was to actually go and meet the people wherever they were in the world) and his computer actually read out what was on the page, so fast that, although it was in English I couldn't understand it. So because he wasn't worried about the perfection side, he churns stuff out.

You can hire proofreaders, you can post it online and people will come back to you with comments too.

PT: Someone said to me that we are all walking in line, some ahead, some behind, don't dismiss your own talent and think you are at the bottom and not capable or worthy of success.

MG: Yes, perfection sucks and an example like Martin Jones shows that if you can put aside the desire to have the document perfectly lined up on the first draft, then you will probably get it finished faster.



## Success Habit #7

### Customer Service

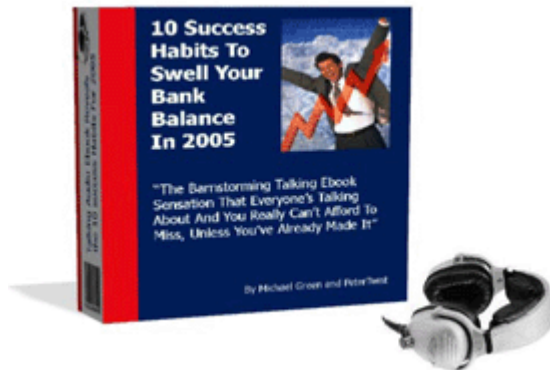
PT: The customer is always right

MG: This is one of those very, very important principles. Those people who do not offer great customer service are the types who are here today and gone tomorrow and we have actually already named a few who have already done this big time and of course there are many in-between. For example, people ask you questions so you must reply, not instantly, but within a reasonable period of time, you have to come up with strategies for handling customer service.

I can remember people talking about this before I was really busy online thinking that I looked forward to the day when someone actually writes me an email asking me a question. Well, it's certainly different now!

PT: I tend not to have any spam filters because I worry that I may delete an email by mistake which could be from someone who either has a question or a complaint and if you don't get back to these kinds of people that's a big problem and can make things ten times worse.

MG: It's just so important to be on top of the customer service side. People will buy products and then will say things like they couldn't get signed up or there was some kind of computer glitch along the way. Well these things happen and if you deal with them real fast then they will be absolutely loyal to you for life and want to come back and use your services, but if you are slow or fail to deal with it, you will lose that customer forever and they will probably go off and tell a whole bunch of people about it.



PT: Especially in the internet marketing area as it is quite a small area, but as you say it could be in any area, you could be selling flowers over the internet and you haven't delivered them on time or they have turned up rotten. Many people are ten times more likely to talk about a bad experience than a good one.

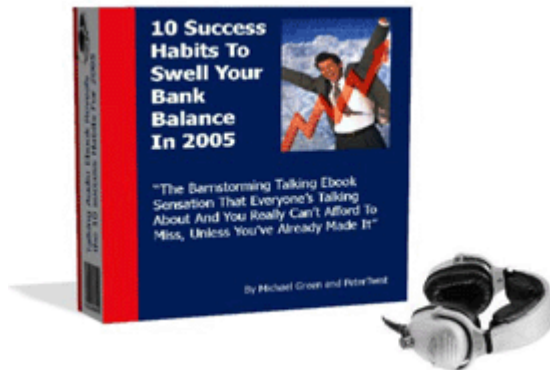
MG: The real key here and why it is so incredibly important online is because people are ultimately or immediately suspicious of a website and getting over that kind of trust factor on the internet is much harder than when someone can walk into your store and buy the flowers straight from you. So if that's what you are selling then you need to be giving outstanding customer service, better customer service online than you might need to in an offline business. When you don't respond straight away when someone has called your offline business, you don't immediately assume that the business isn't there, but if you don't respond immediately with your online business enquiries or prospect enquiries, they are going to imagine that the whole thing is a scam, so that is really important.

PT: When it comes to websites, many people still don't adhere to this, even with new laws coming in, is to put a contact number, an address, even just a mailing address, just something so that people can contact you.

MG: Yes, on virtually every single product that I have produced or page that I have ever put up, I put my address and telephone numbers at the bottom.

PT: If can't see the name or address of the person who is running the site or the company, then that's a no-no for me straight away. Before I buy anything from a site I will email customer service or technical support with a question and if I don't get a reply then I just won't buy. If they can't reply to the question, what will their customer service be like after buying something?

MG: In another conversation with one of my apprentices in Australia, a guy by the name of [David Chandler](#) who has come out with a product called '[Stock](#)

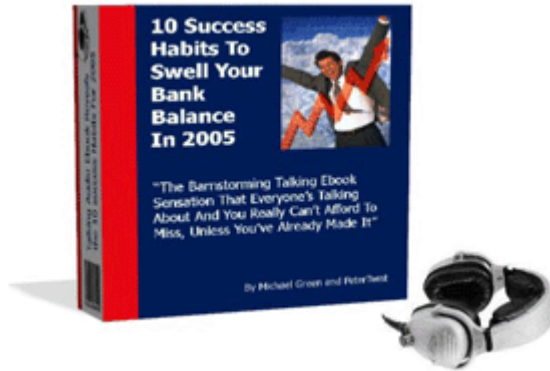


[Market Genie](#) all about options trading online. Although not the most experienced person online he has just gone about it in a really structured way, one of the things he was finding though was that he was getting a lot of customer service calls prior to people purchasing, so he asked me about it. He thought about putting up a 'Frequently Asked Questions' page or 'FAQ' I replied that he could do that, but I said I didn't think it would dramatically reduce the number of pre-sell questions because I reckoned they were calling him to check he was a real person who actually existed before going ahead and spending \$200-\$500 on his product. That is just a key point here; people want to know that you are real and you can't shy away from that, you must let them know they can get in touch with you.

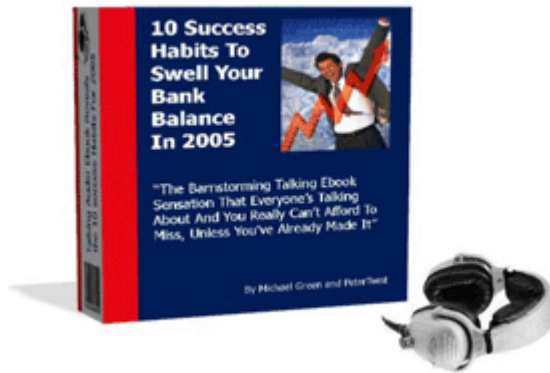
PT: Although we are working in the online world, why not send your customer a follow up email or phone them, it's amazing what you can achieve by doing that.

MG: Some people get this and others don't. Another apprentice called Lisa Preston has just released '[The Complete Brainstorming Lab-In-A-Box](#)' a brilliant name and it has been selling like hotcakes since she released. I think what she has done which is very smart is to collect peoples' physical mailing addresses rather than just their name and email and every person who purchases her product gets sent a postcard, personally written with a sign-off on it, something like "Thanks for your purchase, really appreciate the business etc" It's one of the oldest tricks in the book, no one is going to be sitting there going 'wow that's a good idea' but most people in internet marketing would not think of doing that or certainly wouldn't do it even if they thought of doing it. So, just a brilliant idea can make so much difference.

Incidentally, Lisa has been online now full time for three years and up until last month she had only sold \$97 worth of products, now she has sold thousands of dollars from this one brainstorming product. What she didn't understand was how to put all the pieces together.



PT: I had a product finished which didn't even have a webpage up for it or ordering process, so I emailed 4 of my best customers and asked if they would like a copy. Within an hour they had all ordered from me, so again look at that follow up process and really look after your paying customers.



## Success Habit #8

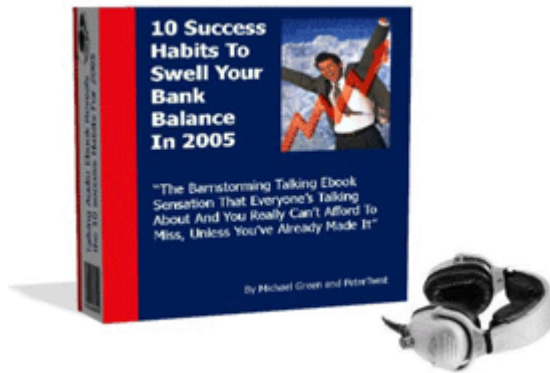
### Leverage

Leveraging everything you do is so important in the online world as well as everywhere else, this means doing something once and then getting paid over and over for the same work. Examples of this can be any product that you put together; you might only write it once and update it occasionally, but you then get paid forever on that. A lot of information products that are online, just like books and publishing mean that you can get paid every time the book sells, so if you can make that same idea work online using leveraging power, then you will have it made.

These days having the digital product which even the direct marketers didn't have in the past is wonderful, in the past they still had to go to the fulfilment house or produce physical books and materials. Now, you can have your digital product sitting on the server and whether it is downloaded once or a thousand times it doesn't disappear or degrade in any way, and you are getting paid each time.

I have campaigns on Google or Overture going back even further that I haven't touched in three years. Now people reading might be thinking that I should be tweaking these campaigns and looking at them, but the reason I haven't gone back on the Overture ones is because I have Grandfather rights on the click charges which means that back then a click was 1 cent or a really good deal and if I make any changes to any of those keywords then I would lose those good deals if I amend the ad so I have just left them running.

That's a great example of ads, which are online which just sell the products every single day for me. My first product was '[How To Write A Newsletter](#)' which became my signature product and anyone wanting to write a product offline or



online would find this product useful, well I have keyword campaigns set up three years ago which are still selling today which I have not touched in-between.

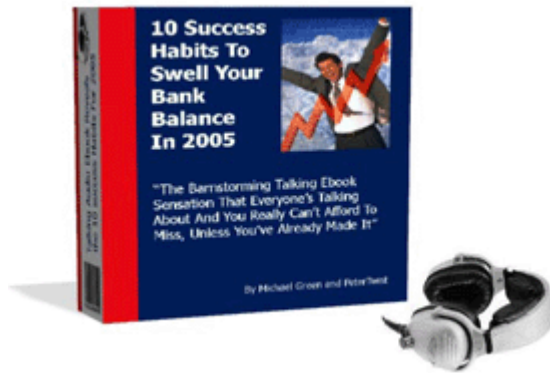
PT: I know this is going over stuff, which people may have heard before, but as an example, this recording and ebook which we are giving away now, we haven't sat down and scripted it, then recorded it, this transcript has come from the recording.

So it hasn't been as though we have been racking our brains trying to think of what to write, it will all come together when we transcribe the recording.

MG: And it's like so many things in life, I say don't go off and doing something which you know nothing about, you will spend a lot of time researching the product and it will never be all that convincing because people can read between the lines, they know if you know the subject, but if you are talking about something that you know, ideally something that you know and you love, then that will come through.

It's probably blatantly obvious to anyone reading this ebook that we love this subject, internet marketing gets us going and we are on fire for it. I wake up in the morning and the first thing I do is to look at the computer, sometimes the light from the screen is so bright that my eyes haven't even adjusted. The first thing I do is to stare at the inbox to see the red lines come up because I know they are sales.

Just in case people still can't get their heads around leverage, this has been going for years, just look at the publishing industry, the record industry and the movie industry. I remember being envious of authors who could sit almost anywhere in the world with a typewriter and once they had written the book they got a royalty every time a copy of the book was sold.



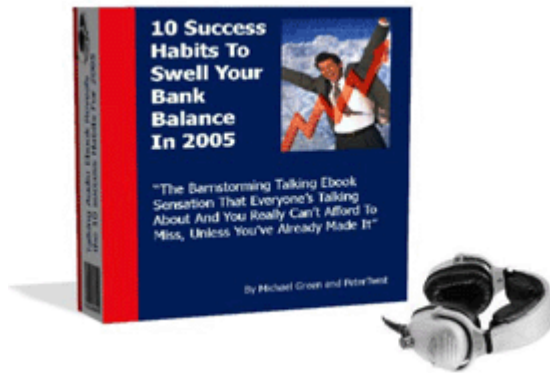
If we can go back this far, how many vinyl albums did you own and when Compact Discs came out, did you go and buy CD copies of those albums? Are you replacing your video collection with DVDs?

MG: Their income goes on and on. My brother is a minor pop star in that he used to be in Big Audio Dynamite which was years ago, but he still gets royalty checks for whatever record he helped produce or played in all those years ago, that is incredible, but very similar to internet marketing.

You know, anyone who is using Google Ad Sense out there is sent a check each month even though they never even looked at the site which has been earning them money, I guess it feels like that.

PT: I remember seeing an interview with singer Gene Pitney, who like many other singers wrote many songs too. He mentioned one of his songs which was really a big hit, and said he could live off the royalties from that one song. So we are not saying that everyone will get rich, but you must get away from the mindset where you feel you work in a linear way and get paid the exact amount of money for the number of hours you worked. If you can understand that you can do something once and get paid for it many times over, then you are on your way.

MG: There are two ends to this equation if you like; at one end you only do it once and you can carry on getting paid for it, but generally, not always, the amount you are getting paid will tail off over a period of time. So you have what I would describe as an attrition rate at the other end, but if you stop doing anything you will probably always earn some money, but you will stop earning big bucks. So you always need to be putting the effort in at the front end, but probably on something else and it builds up and builds up, but you will have an attrition rate.



PT: In the internet world, you may do something which is not immediately to earn money, you and I have done things which have gone 'viral' the object being to collect subscribers.

MG: Yes, this ebook is a brilliant example of something which doesn't have a financial reward for doing it, it's a subject that we love (which I think we have established) and it's a pleasure to do it. People now sign up and end up staying on our mailing lists from other peoples' mailing lists who have given it away.

So it's really important to understand how all of these different elements are tying together, because some people think there is one silver bullet and it's not.

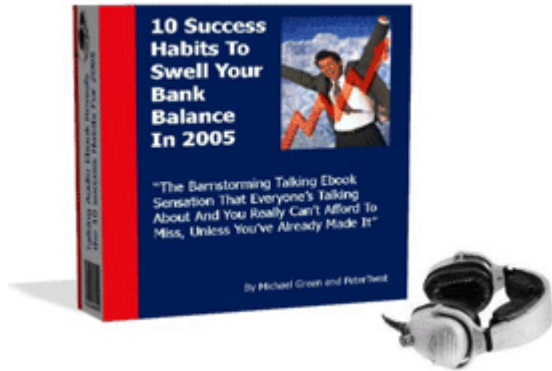
PT: And if we do all of these habits, the money will follow.

To finish up about leverage, I had an email from a subscriber who was waiting to download my latest radio show because he wanted to transfer it into his mp3 player and listen to it on a long drive through Arizona. The thought of spending half an hour to record a radio show which is to be heard over and over again all over the world is astounding.

MG: Peter, you have actually cost me money this week, because I have just had an adaptor fitted into my car to house my iPod so I can listen to your show and other material whilst driving!

PT: I use my PDA to listen to teleseminars in the car too.

MG: And here's a bonus point which is get yourself an education, just because we are making great money online doesn't stop us from listening to what everyone else is doing, always soaking up the information in the car which is



usually dead time rather than listening to the radio. Listen to stuff, which is going to broaden your experience and teach you new tricks.



## Success Habit #9

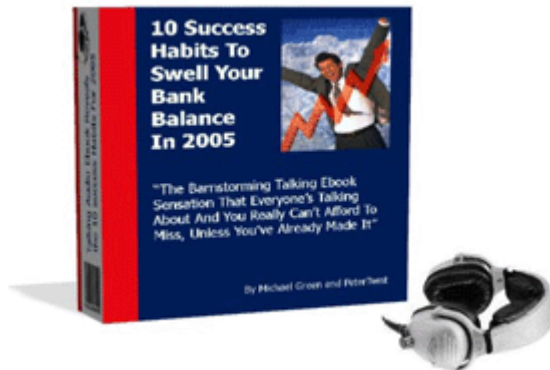
### Joint Ventures

PT: Now we move on from leverage and this will blow your mind even more.

MG: So this is taking everything we have already talked about and let's say that you are out there and you are being moderately successful and perhaps like my apprentice, Lisa Preston, where she has got to the point where she knows her product is selling, she is happy with her conversion rates. The next thing to do is to take that product out and do joint ventures with it.

Now, many people think that joint ventures are just affiliate programs by a different name and I used to think that too, but I would argue against that now. A successful joint venture is more than just saying "Here's my affiliate link, why don't you send something out to your mailing list." You really need to have the person committed to it because they will write much better copy for you if they really believe in your product. One great way of doing this is to take your product, stick it on a CD, even if the product usually downloads, send it with a letter to the individual, the marketer and ask them to promote it after having actually seen it.

I had a huge box turn up this week from Yanik Silver; it's a new course coming in at around \$1500 a Workshop at Home Copywriting Seminar. I love it and have been watching it; this comes back to what I said before in that I have made hundreds of thousands from internet marketing, but it doesn't stop me sitting down and taking time out from an otherwise busy schedule to learn too from other people and listen to other people who are in this marketplace. I can see from this where the trends are, get new ideas and so on.



Now, the fact that Yanik sent me that in the mail, am I going to mention it? I am sure I will promote it. That is joint venturing. Joint venturing is not sending you or me an email of which I must get twenty to thirty per day saying "My name's Bob and I would like to do a joint venture with you etc etc." We have talked about customer service, but where I think those are just round robin emails, I don't even answer them at all, but even those that are directed to me, I have a '[Type Pilot](#)' which is an autoresponder-type response which goes out to say I am really busy etc.

PT: As we have already mentioned this ebook is an example of a JV because we will be selecting a limited number of ezine owners who can offer this free to their subscribers.

MG: Yes, hand-picked and it will involve telephone conversations at the very least. Faxing is a very powerful way of doing this. You only have so many ways of contacting people; email, fax, phone, you can visit or you can write. Those five ways as far as I know are the best ways to do this. Now there are twists on that, you could have somebody you know contact somebody for you and so on.

So the most common way is via email, the best one is NOT to email.

People can check out [my DVD](#) which goes into detail about doing JVs. See: <http://www.HowTo-JointVenture.com>

I reckon by using this approach that you can take what you are already doing and times it by 50 if you get the hang of joint venturing.

PT: Again, we are not just talking about internet marketing, here in the UK, after attending one of my seminars, a group of people got together to produce a series of audio CD's all about investing in the UK property market.

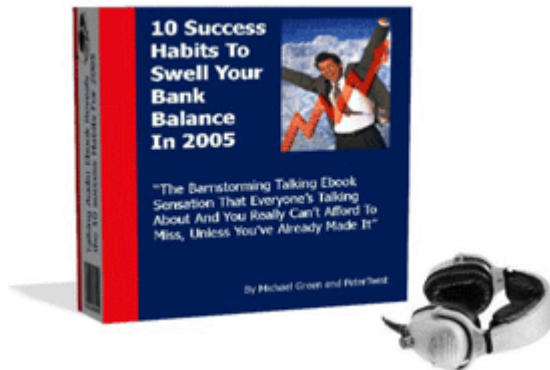


MG: I think this is one of the biggest lessons that is rarely followed and I think the people who are the most to blame are internet marketers and it is to learn your internet marketing skills and then use them to sell stuff which is not how to sell internet marketing products. Now, we all have some products along those lines, but looking at my product range, only a few are in the internet marketing category. All I am doing each time is to use my internet marketing skills and applying them to products outside of that arena.

PT: Something that is normally mentioned at the beginning of anything to do with internet marketing which is so obvious, but it won't be obvious to some people and that is to find the market first before producing your product. In producing your products, you have looked at the marketplace first to see if people are searching for that information?

MG: Yes and I actually said it at your seminar that I never trust myself or my own instincts, as much as I trust the market place, market research everything you do.

PT: So that lady in Arkansas, who is just about to write a book about crocheting, just check out the market first. Even though your relatives say you are wonderful and your product is great, check the market place first.



## Success Habit #10

### Make Yourself Accountable To Someone Else

MG: I have certainly seen this with my ten apprentices this year is that the reason many of them have been failing up until now, some of them with considerable levels of technical knowledge and experience, some of them very experienced in marketing too. They have been failing because there has been no one at the end of the line saying something like "This needs to be done by next Tuesday." Just that concept of making yourself accountable.

There is a flip side to this too, unless you are very fortunate, almost everybody will have somebody around them who is, rather than persuading them, dissuading them and that is a killer. It's very hard to work against somebody who is in the background questioning everything you do, "Why are you bothering, is this ever going to make any money, how many hours are you going to spend in front of that computer?"

If there is someone amongst your family or friends who doubts you, some people will excel from that, but most will find it off-putting and hard to rally against. If that is the case, then you probably have to rely on products like this, where we are giving away many of the secrets in order to re-inspire you, re-invigorate you and re-motivate you.

PT: I think it's also important to try to get the mastermind idea going too; for example with people who you work with, but again you must be very selective to choose the right ones.

MG: Again the easiest way to do that is to come to the [How To Forum](#) to explain your situation and ask if there is anyone else out there who would like to do a weekly phone call where you get together and kick some ideas around. All of a



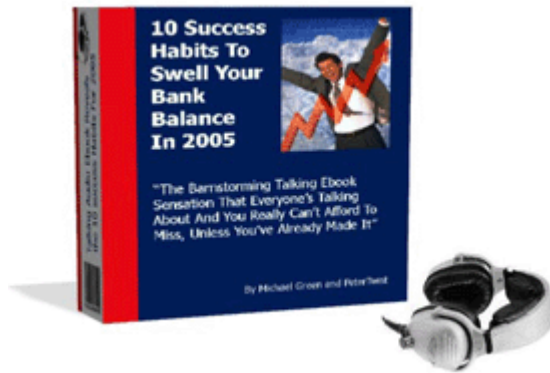
sudden you will find that your own timetable will have meaning because you know there is somebody else waiting to see the produce of your work at the end of it. Doing this gives all of you a target.

PT: The bottom line is money coming in from what you have done, but that may not happen immediately, so remember not to just set money goals.

MG: Yes, think beyond the money and sometimes that's hard for people to do, but it's just like a good sales letter; here you don't really think about the features, you talk about the benefits. So you don't say that the product has 17 features, you say the product has 17 benefits to you as the customer, including the fact that you won't need to drive so far or work so hard and so on. You put it into beneficial terms.

PT: Again it's easy to see successful people, but many of them say that it usually took a number of years to become an 'overnight success.' Many successful people don't tell you the full story, so it's easy to believe that many people were born with a silver spoon in their mouth. Many people get put off when they make their first mistake, but they don't realize that every single successful person or say 99% have had huge failures and made huge mistakes, but they learnt from the mistake. Of course if you keep making the same mistake you won't get anywhere, so you must look at mistakes and learn from them.

MG: If you can find somebody beyond yourself and make yourself accountable to them, it is human nature that we want to impress people. You may think that you are not like this, but I bet you are. Everyone wants to do things in life to get recognition from other people and that's one of the reasons why money is not ultimately the most important thing in life, even though mistakenly people think it is, but more so, people want to be appreciated by others whom you respect. So ideally, if you can find somebody who you respect and want to work with, perhaps by looking at one of the [forums](#) and getting chatting with somebody,



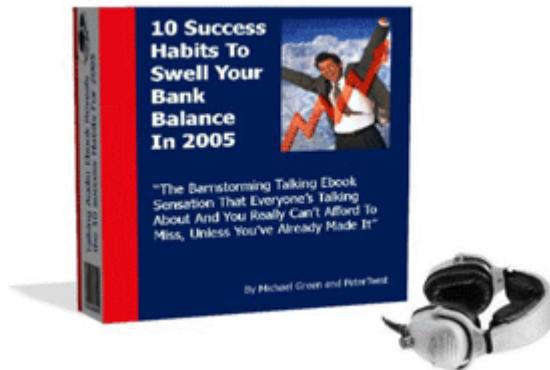
then that person's approval of what you do is likely to mean more to you and it will pull you on to succeed.

PT: I remember an expression by Brian Tracy and I hope the ladies don't take this the wrong way and it's called 'Fake It Till You Make It' which isn't what people may think. I am not saying hire a flash car for the day and wear suits you can never afford, but just try to get yourself into that successful mindset. A couple of years ago I took this too far because I got into a lot of debt as I believed my success was going to happen, but unfortunately the credit card company didn't have the same idea as me. I think you can make the mistake of believing in yourself too much financially, but believe that you are worth what you are doing and worth more than what you have today.

MG: Well I hope that 10 Success Habits to swell your bank account in 2005 has been helpful.

PT: Let this be a starting point for you, it's now time for you to go off and do your own research, look at Michael's products, listen to my radio show. I hope that we have given you some kind of framework to work with in the year 2005.

MG: I get emails about this once a day, from someone who has been trying and struggling online or has been looking at it for a while, they say something like "Is it honestly true that you can make really good money online?" They have just come to that point where they are just not sure whether to believe it or not anymore. Well the answer is yes, it is honestly true and to try to quantify this, it is quite possible to make \$100,000 or even \$200,000 a year online, \$500,000, \$1 million. I think that from then on you need to be employing staff and worrying about premises and so on just to handle the physical side of the business, so I would think that the cut off point is probably around \$1 million before you need to get into those other overheads and expenses.

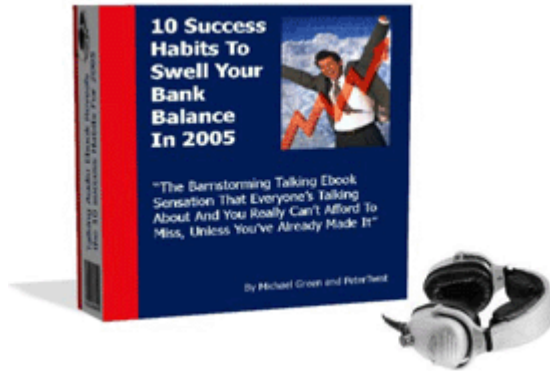


Now, unless you don't think that's a lot of money, maybe if you are working in the City or Wall Street and that's just your average bonus, then it isn't in which case this may not be the thing for you. But if you do think this is a lot of money, that you can actually not have to do full time, I do this part time with two other things on the side, and make very good money as hobbies go, then the answer is absolutely yes, you can make very good money through internet marketing. I would add that you don't do that by following what everyone else is doing, but you do it by learning from what everyone else is doing, there's a subtle difference there, don't jump on the bandwagons, but do take the time to educate yourself and learn about this stuff.

Don't just promote internet marketing stuff to a bunch of other internet marketers, use the skills you have to promote to markets that are outside of the internet marketing arena.

PT: You mentioned Wall Street, from the City in London are two very well known UK marketers, Gary Vurnum and Richard Grady. They were both involved in the financial world, but they got tired of the pace and the commuting, so yes money is important, but I wonder how many people in that world are reading this and thinking that they could earn a bit less money, but have much more time to have a better life?

MG: The flexibility is just second to none; if I could just bottle that moment where I was on the cruise that I mentioned and seeing orders coming into my inbox and spending half an hour a day. Now people may well be thinking that when they go away on vacation that they don't want to be bothered with taking a laptop and 'working' but again it's a mentality, this is not for everybody and perhaps some people are trying to do when they shouldn't be. If you are the kind of person who doesn't think its fun to earn money while at sea and wouldn't want to take the laptop away with them, this may not be the business for you.

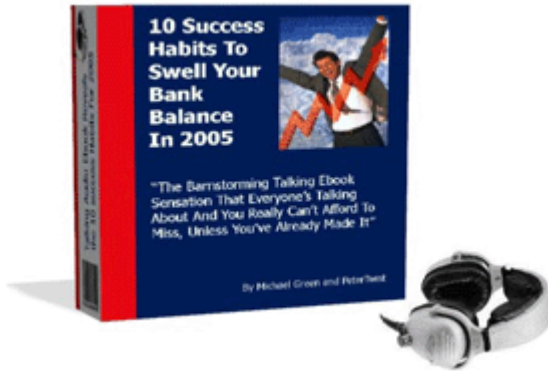


PT: So would you like to spend your year working for a boss you don't like, doing hours you don't like, living for that two-week's vacation per year?

MG: There is the exact difference, because I am not doing those things and because I don't have a boss I have all this flexibility all the time. I don't mind whether I take a vacation or not, because I am having a great time every day of my life.

PT: An example is when I drop my daughter off at school, wives say that their husband's never have the time to drop off their kids, he may well be earning ten times more money than me, but he's never there. The final word I have written down here is balance, pay your bills but look after your family.

MG: Get the balance right and it could mean a bigger bank balance too.



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