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# Introduction

This eBook gives you access to an exclusive and very in depth interview with two home based online marketers who made well over a million dollars in sales in just one week. In fact, it was a little over \$1.5 million.

They talk through exactly how they set up the project, and exactly how they brought in all those sales, and the duplicatable steps they took that can be applied to many if not most other types of online business.

Through this eBook you get access to the entire audio and transcript, plus some unadvertised bonuses.

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# Exclusive Interview - Transcript Part 1

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**Louis Allport:** My name is Louis Allport and today I'm speaking with Jeremy Gislason and Simon Hodgkinson. And the reason I'm speaking with them today is that quite recently, just one of their websites made well over one million dollars in just seven days.

More specifically in fact it was a little over \$1,600,000 and in today's interview I'm going to be finding out exactly how they did it and very importantly what actionable points you can take away from today's talk to start building your business to that level too.

Now if your business isn't anywhere near that level yet, it may sound quite out of reach. However, both Simon and Jeremy built their web businesses from the ground up using proven tactics, importantly, duplicatable tactics, and we'll discuss those too.

So, good afternoon Jeremy and Simon and thank you very much for taking the time today for this interview.

**Jeremy Gislason:** Afternoon Louis.

**Simon Hodgkinson:** Hi Louis, good to speak to you.

**Louis:** OK, so before we begin, would you mind giving a quick guide to your backgrounds?

How long you've been running web businesses? How long they took for you to build up? And if you're happy to share how many sites each of you run or maybe we can focus specifically on the main sites you run and how you came together to develop the project that made over seven figures in a week?

**Simon:** Yeah, no problem.

Well for me I started playing around on line in the back end of the 90s. 1999-2000, something like that. And I've been marketing full time on line since 2003.

With regard to the products and the sites, I have around 200 products that are actively sold in the market place in different niches, mainly relating to business, marketing, copywriting things like that.

I have over a hundred domains that I own, but probably around four key sites that I operate, the rest are sales page or membership type sites and with Jeremy, I think we have around 7 sites that we operate between us as well as those.

**Jeremy:** Yeah, while Simon was getting started then, I was kind of getting started around that same time too.

I basically haven't worked for somebody else since 1997 and I've had my own off line business for about 10 years now, which we just closed down this year so I can focus on the main business here.

But I kind of got started on line, just dibbling around, around 1999/2000. Nothing too serious and started getting more into it around 2002/2003 started really getting into it.

That's when I started meeting people and hooking up with different companies and getting to know a lot of the launch and JV partners I've had, and programmers and things like that.

And one thing led to another and at the end of 2004, beginning 2005 I launched SureFireWealth.com which is the main membership site I run outside of the projects set up with Simon and it was around spring/summer of that year when I met up with Simon because he's a very great product creator and I need a lot of products for my site and I've been hunting around buying as many products as I could and every time I buy something I always find out who made it and things like that and research it, and his name kept popping up every time on the best products.

So, eventually it was natural for me to contact him and we just started emailing off and on and one thing led to another and "Hey, do you want to promote this?" And I said 'oh sure' and 'hey I've got this, do you want to check it out', 'yeah, sure'.

And we just kept building up that relationship up gradually through the summer and found out we had a lot of things in common. We have the same lines of thinking, so we said 'hey let's do a project together'.

I think we decided to do it around the Fall of 2005 so that was about two years ago. I would say, almost exactly two years ago when we brain stormed the Marketing Main Event. And the rest is history I guess.

**Simon:** Yeah, that's it; I was going to say I think the first time we did something really together was when I had a product called Niche Power Pack 3 which was probably April or May of 2005 and I think Jeremy was number 1 affiliate on the promotion of that.

And I think it was in the month or two after that we said 'look we can create better quality products or packages that are out in the market at the moment'.

I think round about that time there was a lot of fire sales and the quality of the products inside those wasn't very good and we thought 'well we can run a sale. We can put a big package of products together but we can do it with better quality products and help people more'. So we started talking around September 2005 and that led then to MarketingMainEvent.com.

**Jeremy:** Yeah, exactly what you said there Simon.

Louis, we really wanted to do something good for people so to say. And we were just getting tired of the so called 'crap' going out there and we really wanted to do something revolutionary and really change the way things are done and raise the bar of product creation and membership sites so to say.

So we really wanted to do something big and also be proud of it. We're very proud to say that we created this site or we created this product. A lot of these products out there, they're going for 7

bucks, 10 bucks, whatever, and I'd be embarrassed to say I'd created it. So we really wanted to do something good for people and that's how it evolved after that.

**Simon:** I was going to say, I think it was the 5<sup>th</sup> or 6<sup>th</sup> of November 2005. We did it in a very short period of time, the first sale we had. But I think one of the things that helped though was that I'd created an awful lot of products and I'd got products that were sat waiting to be released and we put those together and thankfully, the system that we used to run the sales was a custom built membership system that Jeremy uses to run SureFireWealth.com and we implemented that into MarketingMainEvent.com and launched that.

For us that was a turning point I think. That sale ran for 10 days, we had very little time to do a pre-launch on that and I think we generated somewhere in the region of \$170,000 in that 10 days.

There was about 10 products or so in that site and I think we both recognized that people needed more than just 10 products to sell. So I think it was a couple of days after that sale finished, a lot of people would be thinking 'well we just done 6 figures in 10 days or so' but we weren't really satisfied with that because we knew people needed more than just a product.

They needed to be shown how to sell them and to sell them more. And I think it was probably mid November that we registered MarketingMainEvent2.com and I think we were a little bit enthusiastic and we went up to Marketing Main Event 7 or 8.com but we basically thought 'right ok, we've put this together, we'll get feedback from people about what they liked and didn't like about the package, how could we help them sell more of it, what sort of things could we put together that would teach people how to sell things with re-sell rights or to set up their own memberships sites'.

So what we actually did is in the January of 2006 we actually put a survey together and it was quite a big survey. Jeremy has a big member database and I have quite a big list and what we did was we put this survey out there.

We just asked people to be honest and just be open. There wasn't really any incentive for somebody to come along and make things up, but we were asking things like how much do you earn on line? Are you happy with that? What sort of products do you like to sell? What sort of things are you bad at in your business?

And we got over 3,000 responses to that particular site. And those responses really shocked us. There were an awful lot of people that weren't earning any money.

We often hear the 99% to 1% it's not the 80/20 rule, the proportions are far stacked against you if you're trying to make money on line. And what we decided to do at that point, was rather than just go straight into Marketing Main Event 2 was to create a site that we called the 'secret audio sessions' and really the whole concept of that site was to cover all the basic areas of marketing that over the two or three years previous that we worked on, affiliate marketing, membership site creation, a mind set that we thought was important as well.

For people to get the right sort of mind set to be in business and make money on line. The response to that site really blew us away, the secret audio sessions. That launched in March or April 2006 so it was a couple of months after we got the survey.

We basically sat down together on Skype and we looked at all the questions and we really just opened up and said 'look, this is what we do. This is how we make money on line' and just went through everything.

And in two months that site - we promoted it to our own lists and other people started to promote it as well because it was great value. We offered I think it was over 3 hours of audio on that site, and people can go there now actually, if they go to [audio.marketingmainevent2.com](http://audio.marketingmainevent2.com), they can actually get a free membership there.

But within a couple of months we had 11,000 members in that site and there's an offer there to get more contents because we wanted to make it free but obviously it was quite bandwidth intensive and it costs us money to put it up there so we put a low priced offer to get additional audios when people subscribe.

I mean that site really is something that we promoted back at the time and now, I was checking the stats a couple of days ago, it's actually got over 18,000 members in that site and it's generated somewhere in the region of \$50,000 and it's effectively a free site.

Obviously, that then helped Jeremy and I -- also people became more aware of us and what we were doing and because we were being very honest in what we did, there was no smoke and mirrors behind there. I know the name of the site's called 'secret audio sessions', but basically we let all of our secrets out in those audios and that also started the ball rolling then for Marketing Main Event 2 which we launched in June 2006.

And that really, compared to the original one because people had become more familiar with us, we built that trust up with people. The pre-launch for that site alone generated somewhere in the region of \$100,000 compared to the Marketing Main Event 1 where we'd done \$170,000 in the week, MME2 generated somewhere in the region of \$200,000 in the first day.

We'd gone through 6 figures within an hour of launching the site. And again, we didn't want to have it open permanently, we wanted to set it up, pull the members in and then close the doors behind people and then everybody that's in is like family in effect.

And that ran for 10 days. Now in total that brought in around 950 new members. I think that generated something in the region of \$650,000. so between those two sites from November 2005 to June 2006, we'd done very well with just those two particular membership sites, and I guess probably somewhere in the region of a million in sales, direct sales and affiliate promotions and various other promotions as well in that short period of time.

I think what we did after that, and Jeremy will tell you as well, people saw that we'd done \$600,000+ in that short period and I think a lot of people see the graceful swan swimming on the surface and think 'you did that in 10 days' and in reality, we did that from the good will that we'd generated from the first sale and the fact that we'd spent 6 months preparing for that.

But we basically got inundated with people saying 'how did you do it? How did you put this sale together?' The thing just went crazy. We were getting multiple JV requests everyday, people wanting to promote stuff for you and just people saying 'I'd love to be able to do what you guys did. How the hell did you do it?' And what we decided to do was, we wanted to put that information out there again, so we created another learning product which was 'Marketing Explosion' and we basically covered the information that we'd done to launch those sites.

We gave people the sales copy that I'd written for the first two sites, and the information about building residual income. We limited the release of that because we didn't want it to go all over the place and we did that as a physical product.

It went out on a data CD and I think within a week, we'd sold 500 copies and I think that was from Jeremy sent an email to his members and I sent an email to my list and it was just phenomenal, the response and feedback that we got from that where people were saying 'great information. We really like the information'.

Then we started getting emails from people saying 'I've listened to what you've done, I've had some sales myself in the past and it's the first time I've ever done \$10,000 in sales in a short period of time'. Or a couple of guys that are now doing very well on line that said 'thanks to you guys I broke 6 figures' and that really is reward for us because it's nice to know that you've helped people like that.

We did it as a limited CD and a lot of people said 'well can we have it as a digital download, can we access this on line?' so we actually set up MarketingExplosion.com as a membership site, and I think since then, just from people finding the site, because we haven't really actively promoted it since, that now has another 800 members in there.

So I guess in total now, that's probably sold 1,500 copies of that training material. But again, I think if you share information with people, you're not scared to give people good solid information it builds that level of trust so you don't have to publish PayPal stats on your website.

You see these guys that have got 'this is the proof of how much I'm earning' and all the rest of it. That doesn't really wash with me because it's easy to fake those. But if people actually get to know you, and see what you do and follow what promotions you do I really do think that helps to build a bond with customers.

From that point which was June 2006, again the intention was to go with MME3 and make it within 6 months and it actually didn't turn out like that. We went from June 2006 with a plan to do MME3 in the winter or the fall of 2006.

It actually took us a year to put it together for the next sale. Because what we wanted to do was more of the same, but then we thought 'what can we do? We've given training, we've given products. What can we really do that's really going to blow people out of the water?' And we decided to give people the software that we'd used ourselves to run all these sites; the membership system software.

And really that was the jewel in our crown. Without that we really would not have pulled in those levels of sales. We really could not have managed those sales without that particular software.

But it took almost 12 months to bring that to commercially viable software. We added different features, and Jeremy and I sat down and thought 'ok if you could have the ultimate membership management system what would it include?'

And we were just throwing all these ideas up in the air thinking 'right, we want it to have this, we want it to have that', and it just grew and grew and grew.



And our programmers probably thought we were insane because everyday we were saying 'right now we want it to do this and we want it to do that' and in my opinion, the software is probably the most powerful membership management and web business management software there is on line.

So that became the core product for Marketing Main Event 3. We launched that on June 5<sup>th</sup> and we learned from all the previous sales and all our past experiences with membership sites and we did a proper pre-launch and we built up the interest and obviously when we started telling people that we were going to give them our own software, that started generating an awful lot of interest in this sale.

It was a fantastic sale for us. We sold in the 7 days that that ran, 1,600 memberships in the 7 days and that generated in sales it was over \$1.6 million. The site now has over 1,700 active members. It's actually closed now; I mean that was it there was those 7 days. We wanted to give people the chance to get in and then ultimately what we'll be doing is selling this software on its own basis which will be a little bit later this year.

So I suppose, I probably gave you a little bit more than you wanted there but coming up to November 2005 we are 2 years into the project shall we say and if you include the integrated promotions that we've done on various other affiliate promotions and off-shoot sites and things like that, because Jeremy and I are 'no rest 'till we're dead' kind of thing.

Basically we just want to keep going and creating more products. But of the things that we've worked on I'd say that we've probably generated over 3 million in sales in that 2 year period. So to go back to what you original said, we spent 30 days selling memberships to our sites and generated over 3 million in sales but it wasn't an overnight success, it took 2 years to get to that point. Or 18/19 months to generate those sort of levels. And I'm going to stop talking for a bit now and let somebody else have a go!

**Jeremy:** Yeah, well said Simon, I think you covered a lot of ground there. I just want to add a few things if I can Louis?

Real good point there what Simon just said how the actual sales were only about maybe 30 days or so for the whole project. I mean the actual selling time. The first one was 10 days, the second one was 10 days and the third one was 7 days.

And then in between we had Marketing Explosion which basically, most of our sales came in about a week's time and then Secret Audio Sessions which has been ongoing. So the bulk of the sales only came in in about a 30 to 40 day period. But that's the only thing people see. They don't see all the work that goes on behind the scenes. They don't see the 18 hour days for two years. Putting it all together, the team of 10 to 20 people we had working with us to get everything accomplished and with any business you've got to have planning.

I think that's the reason so many businesses fail. They're not planning and they don't really know what they want to do. They don't even know what they're doing at the time they're launching something and I think that's where a lot of people falter.

You've got to have the mind set when you start a business and when you're in business, for long time thinking. You can't just say 'ok, I need to make some money quick. What am I going to do? Ok I'm going to write an e-book on how to make a million dollars with adsense'. Or 'I'm going to make a video about how to do this and that'.

If you don't know what you're doing in the first place, don't do it. You need to figure out something you're good at or what you're passionate about or whatever and then just do it. And as you progress on that maybe you can start making products or services or coaching or membership sites or things like that.

You've got to plan long term. When Simon and I started this project, we could've said 'ok, we're going to have a big fire sale' and then The End.

And that's what most of the people around us do. And we said 'we don't want to do that. We want to put something really high quality together, really really over deliver to people and really make people happy'.

That was our goal. And if you can do that to your customers, you're going to go very far in business. But so many people don't. So you've got to plan. And a lot of people have the mentality where they're thinking ratio too much where 'Ok, I spent x amount of hours writing this book so I want to make x amount of dollars and I don't want to give this to anybody for free'.

A lot of people really think scarcity and you've got to think in terms of abundance and over abundance and really over deliver on things and it'll all come back to you ten fold.

We've been going on 2 years now and from the beginning we had thought of this long term. So that's one key in business is you've got to plan, plan long term. Two years ago we had no idea what Marketing Main Event 2 would be. We had no idea of course what Marketing Main Event 3 would be. We just knew that there would be something down the road.

And as we progressed we changed. So you've always got to be ready to roll with the punches, go with the flow when you're in business. When you're an entrepreneur.

And another thing is, back when we started together back in 2005, the first one, we had some credibility. We had been established but we hadn't been around for 10 years like a lot of these so called Gurus and stuff have. We weren't seminar speakers or anything, we weren't famous. We hadn't written any books. I mean Simon's got a publishing company so he's got a lot of products out and a lot of people recognize that but if you look in the whole entire world, we're pretty small only ten, twenty thousand or a hundred thousand people had ever heard of us in the entire world.

One thing we didn't have on the first one that we have a lot more of now is branding and trust. We had some but not as much as we have now. I remember trying to get a lot of JV partners involved in the first one and a lot of the really big guys that probably everybody's heard of, didn't even want to talk to us really.

So what we did was get together a lot of our close guys which are kind of mid range marketers, they do very well for themselves but a lot of them aren't making millions and millions a year, but they're doing very well on line.

We got a lot of those guys together and we all got together and came through and made a really great product and they really helped out with sales. And then we went from there into more of the branding and trust because when we made the Secret Audio Sessions, yeah, the goal was to build a membership database and earn a profit, I mean that's the ultimate goal of any business; to turn a profit but we also wanted to help a lot of people and really get that trust out there and we were giving people over 3 hours of solid content where we talked a lot of stuff about business and

marketing and list building and affiliate programs and JVs and product creation and all kinds of stuff. And it was totally free.

People just have to sign up, take 30 seconds to sign up and go listen to it. And then we had an upsell where they could get another 3 hours, so in total they were getting over 6 hours of solid content from us. Now if anybody goes in there and listens to all 6 hours of that audio they'll be able to take that and really improve on their business. The ones that do it.

And the ones that do it have been. So many people just listen to something or they take advice and they don't actually take action. But that site was there for several purposes but one was to get people to trust us, understand us and say 'hey, Ok these guys understand what they're doing. They're not a bunch of frauds, they're not scammers they're not trying to take my money they're right here. They're talking about what they've done, not about what you SHOULD do, they're talking from experience'.

And one thing I really don't like is when people try to teach something that they've never actually done themselves. I really try not to do that myself. I always try to do it first and then tell people later how we did it.

That's how we did the secret audio sessions. After that you see me planning, branding, you need trust and of course you need marketing in your business right? So without marketing it's kind of hard to get sales.

Another thing the secret audio sessions did was it helped with our marketing, for Marketing Main Event 2. It was a stepping stone between the first one and the second one and we now had an established database of people who knew who we were and maybe liked what we were doing and who were maybe anticipating the second one.

So we had a lot more build up to Marketing Main Event 2 than we did in the first one. Not only did we have the original Marketing Main Event members anticipating the second one, but we also had the secret audio session members anticipating the second one and we also had our own membership databases and lists of customers.

We dropped a few seeds here and there and when you're in business, if you've got something coming out in the future, start planting the seed early. If you look at the movie business, the movie business is really really good at this.

Why do they have previews? Because they want you to anticipate the movie that's coming out in three or six months down the road. Every time you go see a movie, what do you see for the first 15 minutes? You see previews of movies that are coming out in a couple of months.

It's big business, because in the movie business, the most sales are usually done in launch weekend. The first week or two is when they have the most sales. So they really want to get people built up with anticipation and then 'Boom'.

I mean that's just one industry that does pre-launches very successfully I think.

The recording industry also does that very well. If you look at record companies, they do pre-launches for records coming out very very well. They get tons of publicity on the radio, interviews, concerts, everything, and now on the internet.

So when you're in business, look at around at what other businesses are doing, even if they're totally not related to what you're doing.

But take ideas from them and apply that to your business. Harry Potter, they had pre-sales of book 7, which just came out this summer. I actually ordered it a year ago. So here I am, a customer, I ordered something that's not even written yet, a year in advance! Why? Because the author had trust.

She had already made six books before that. She had credibility and it was a quality product and I knew it was going to be good because I had read the other six.

So, if you've got some kind of project or product going like that, you can easily have pre-sales in your product or in your launch. And if you can apply pre-sales or pre-launch material into your business it will really really help you with your marketing. And nowadays we see a lot more videos being used; we used a lot of audios.

The pre-launch for the first Marketing Main Event was basically nothing; we set up for two weeks a squeeze page or something. The second one was a little more in-depth and we didn't go all out or anything, we didn't have a lot of videos or audios and stuff, we kind of had a squeeze page and that was about it.

The third one, we started using multi-media more. Simon did some really great videos. Taking people inside the software and he didn't try to sell it, he just showed what it did. It's kind of like stepping into the drivers seat of a Porsche and saying 'hey, you can do this' and 'you can do that' and while people were seeing that they were thinking how they could use that to apply toward their business.

And I think that worked very well in the pre-launch for Marketing Main Event 3. So going into the third one we had a lot more trust, a lot more branding. From the beginning, the goal was to brand this project. That's why we chose to just use 1, 2, 3 and not change the name or do something off the wall.

We also wanted to make it easy to remember. If you say MME2, MME3 it's pretty easy to remember, I think. Well for me it is and I think for a lot of people. We just kept referring it to that so now everybody knows it as the MME project.

So branding your business is really important. A lot of people don't really think about it. But branding is really big and when you're trying to think of a name for your product, thinking of a good name for your product is probably one of the hardest parts of your business, if you've got a multi-million dollar business going.

There are a lot of things involved like legal name searches. Trademarks and things like involved with naming your products. And if you can come up with a really cool name that's catchy, easy to remember, rolls off the tongue nice, that will really help with your marketing. Branding is really important.

So, going in about a year and a half after the first one, coming into Marketing Main Event 3, the planning was coming out and we started planning for Marketing Main Event 3 as soon as MME2 was finished. I think we took a couple of weeks off to just get our thoughts together but then it was like 'Ok, what are we going to do for MME3?' and we started right away.

So we had a whole year of preparation and planning going into this. And we invested a lot of our own money into this project before it even went, so when you're an entrepreneur, you've got to really change your mind set. You've got to stop thinking salary, pay check, I want my money now.

It's not going to work. Entrepreneurs get paid later. They don't get paid by the hour; they don't get paid by the day, by the week, by the month. They get paid when the sales roll in, whether that's now or whether that's a year down the road. Whenever. Whenever the project is launched, that's when the sales come in. So you've got to start thinking like that if you want to make it in business.

And so many people don't think like that and I think that's why a lot of people have a hard time. Because they think that they have to start making ten thousand dollars a week, right away. And it's not going to happen. I mean for an entire year, all we did was plan, prepare, create software, create videos, audios, we did interviews.

Just tons of stuff. Tons of late nights working with our programming team and a lot of stuff going on. Testing, testing, testing, and checking. Just so much tedious work. A lot of money being sunk into the development of that software, which a lot of people might not be willing to do, but we did it because we were really dedicated to this project and this product and we knew it was going to be great for people to use and we could have said 'no, we're not going to make the software. We're just going to keep using the software for our own sites and screw everybody else, they can go buy some other cheap imitation software that's no good', which most of them out there are junk really.

I mean I have never used any of the member management site software's out there. I've bought a lot of them but to be honest, they really limit you in what you can do.

One software you can do this, and another software you can't do this but you can do this. And to really be able to do what you want in business you have to be flexible. That's why we had everything created ourselves.

And we thought we were at a crossroads when we started developing this. We were like 'do we give this powerful technology to everybody?' Because our customers could become our competitors right? They could go throw up sites just like SureFireWealth.com or eList Secrets or the Secret Audio Sessions or whatever and go do it.

But we started to think 'well, yeah, so be it. If they want to do that, so be it and we wish them success'. Because we've already got our credibility and our success going and that's fine. And hey, give everybody a chance so we changed our mind set to think abundance, opportunity, helping people out and giving people a chance rather than hoard it all ourselves and be selfish.

So we said 'hey let's give this to everybody who wants it bad enough'. So yes it was a little expensive but if you think of the cost of building your own site, it's very cheap. If you're going to build your own site from scratch, to do what this can do, you're usually looking at five to ten thousand dollars per site just to build it.

So if you buy our software, which was for sale in Marketing Main Event 3 it was only a thousand dollars. Which to a lot of people they think 'a thousand dollars, oh my god it's too expensive, I can't buy it. That's two weeks pay' or whatever.

But if you think about the return on your investment. What you can do with that software, a thousand dollars is nothing. If you can take that software and build a business that makes you a

hundred thousand a year, was it worth it? Yeah, definitely. 100%. A thousand times back on your investment. So if you can think like that, that's entrepreneurial thinking.

The mind set is really important when you're doing any kind of project or any kind of business. So you've got planning, branding, trust, marketing, sales and you want to get repeat sales because finding your first customer is the hardest thing to do.

Once you've got a loyal database of people who listen to you, who buy your products, who like your products and want more products, whatever comes out next, they just buy it from you because they know it's going to be good.

So we're really conscious of what we create, what we recommend because we know we have to over deliver to people. But now we do have a pretty loyal customer database filled up and a lot of people told us 'hey, I bought all three of the Marketing Main Events. Loved them, they're fantastic; I just can't thank you enough. Our businesses have gone crazy because of it'.

When we get testimonials like that, it's just awesome. There's a lot of things involved. This is ongoing. We've got other things coming out this fall and this winter, but there are a lot of things involved.

Another point I just want to make real quick before we go on to the next question is one thing Simon mentioned about the Marketing Explosion, now this product was originally done as a physical product. It was shipped out on a CD.

So anybody who's in product creation, here's an idea for you that we did and it worked pretty well. We took the physical product and a couple of months later we re-launched it as a digital download through a membership site and it worked very well. So anybody who has a product that is physically shipped out, whether it's a book, CD, DVD, whatever. If you can take that same product and deliver it digitally on line through a membership site and maybe lower the price a little bit, that's a great great opportunity for you to add extra income.

You can sell both versions. You can sell the on-line version and upsell the physically shipped version or you can sell the physically shipped version and give the on-line version for free or something as a bonus.

A lot of ideas that you can do there. We don't really see a lot of businesses doing that very much. A lot of people will send a backup copy on a DVD as an upsell but a full product. To be able to do both versions nowadays is very easy to do. A lot of people have broadband; you can definitely have the online versions of your audios, your videos, things like that. I think that's something a lot of people could do more. It worked very well for us.

## Exclusive Interview - Transcript Part 2

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**Simon:** I was just going to say Jeremy, if you like Louis, I can give people a URL of a course that includes videos and a report that tells you how to get the maximum amount of sales from your products by increasing the value and adding value to products and I think a lot of people could take that information and do that with it.

I'll find the URL and I'll let you have that. Either that or I'll put it in the resource document that goes with that and people can have a look at that. It basically teaches people how easy it is to create physical products because I know a lot of people think 'I can't sell CDs, I can't sell DVDs'. But it's just so easy to do it. It's unreal.

Let's say for example if you create an e-book, it takes no more than an hour extra to take that and turn it into a physical product. You don't have to have a garage full of DVDs to ship out to people. And you can use the same techniques with your own products or with re-sell or private label rights products so if I can find that URL, I'll send it over for you.

**Louis:** I've been making notes as you've both been speaking, and just to dive a bit more in-depth into your responses, I made a note about my thoughts on the Marketing Main Event name and actually this is the thought I had when I first came across the name, months, if not over a year ago.

It's a very strong name and it definitely catches your attention and as you mentioned, branding is very important, so did a lot of thought go into coming up with the name you felt would really help stand out in the market?

**Simon:** Well, one of the things that we've done since with the MME site, if you think about it, it's Marketing Main Event. When you write a sales letter, if you can talk to the person, saying 'you' in the sales letter and address it to somebody. When people think about what's important, the most important thing for somebody else is for them 'what's in it for me?' And MME it says 'ME' basically.

And it is easy to remember; MME1, MME2, there's actually, and we didn't pick up on this till probably after the sale when the first one was over; there's actually a seminar called 'the WIMME, the world internet marketing something seminar'.

Sorry whoever's listening to that, I can't remember the rest of that! But we didn't actually pick up on that. It's actually a seminar that Mike Filsaime runs and it was only subsequently that someone said 'is this anything to do with the seminar?'

We had a big page up there saying this thing is now closed and it's no longer open and somebody had come across it in one of the search engines, and it was only afterwards we thought 'oh blimey'. We didn't realize.

I mean at the time we wanted the name to say what it was. We wanted it to be descriptive, easy to remember. And like Jeremy touched on earlier, coming up with names for products. To be honest, sometimes it's easy, sometimes the name can just hit you in the face, but other times it's not quite

as easy and it is very very important, whether you're creating a membership site, whether you're writing a book or you're putting together a training course is to spend time thinking of the name.

It's incredibly important. The planning stages of things. We've talked about planning and things like that but research and planning and coming up with a name and the presentation of your product and all those things, so many people will just skip over those areas.

I've created dozens and dozens and dozens of products and I sometimes spend as much time thinking up the name of the product as I would maybe writing the sales copy. Because it's that that stays in somebody's mind.

Not everybody comes to your website and buys something straight away. To go into it psychologically, to really understand the person who is going to be your customer, you've got to know what's going on in their mind and understand what it is that they want.

And you get that from your research and knowing the market and being part of that market place. And then if you can come up with a good name for a product that's going to stick in their mind so that maybe when they're on their way to work the following morning they're thinking 'I've got to go and take a look at this MME2' or 'I've got to have a look at Marketing Main Event because it is Marketing Main Event. It's the MAIN event'. I think if people spend more time on the research side, on the planning and on the thinking about the customer. All your products will be far more successful. That does make a heck of a difference.

**Jeremy:** Yeah it definitely does. We did a lot of research for the name, a lot of planning to try and think of the name and like Simon said, we hadn't even heard, seriously, we don't go to seminars.

I haven't been to one seminar and I think Simon's been to one. The first seminar we're going to go to is in October, I'm going to fly to the UK.

To be honest we hadn't heard of this World Internet Marketing Event thing that had been going on and it only came about after we had launched the first one and we talked to people who were on those and they were cool about it, but we thought we don't want to have people getting confused, things like that so that's another reason we figured OK, we've done three, three's a good number. It's a trilogy, let's stop there.

We don't plan on having Marketing Main Event 4, 5, 6 so pretty much Marketing Main Event 3 was the last one. Now we're going to focus on the software business and our other membership sites and launching new sites to help people out.

But yeah, thinking of the name is really hard. A lot of people just skim over it and don't even think about it. We've done that before and it comes back to you if you don't do enough research. It's really important.

I think the car companies have really got this down good. If you think of the model names for cars. A lot of them are pretty cool and they're easy to remember. I have an Accord or I have a Camero. I have a Mustang. Those are names that are easy to remember. And if you can think of something that's easy to remember that would be really good for your business. There are companies out there that charge big, big bucks just to think of name. So it's something to think about.



**Simon:** So if you're a creative person and you're coming up with great names all the time, you want to set yourself up in business doing that. Jeremy and I had a bit of a brain freeze a few weeks ago when we were looking at some names and we looked into one company that charges around thirty or forty thousand dollars to create a name and a brand for you. So if you're coming up with great ideas and names all the time get yourself a website up there and start selling your ideas.

**Louis:** And often the product name is the first thing people see and it can be quite an important part of the sales process.

**Simon:** Very much so. To just give you another example of how important the name of a product is, I've sold products in the past that have performed quite poorly.

Maybe you'd send a promotion out and you'd get maybe thirty, forty orders or something like that and I know at that point some people think 'God, what's happening', and dump it and move onto something else.

In a number of instances I've basically changed the name of the product and nothing else. The sales copy stayed the same, the product stayed the same and the colors of the site had stayed the same, the name of the product changes and the sales of the product can quadruple, and I've seen that so many times to realize that now the name of a product is critical to your marketing process.

**Louis:** Early on in my on-line career, I didn't give the name as much thought as it needed and now I do. I do give it a lot of thought when looking to develop a new site.

And it's helpful if the product name or site name matches with the domain. So obviously you want to look at domain name availability and have a think about what domain you want as well.

But of course, long term, if you're going to have a site for a year or several years, the site name or the product name is how your customers or even your visitors refer or mentally refer back to the site or product, so it becomes, as you mention, a brand. It becomes how they think about the site and the product.

**Jeremy:** Exactly. If somebody's going to refer your product to their friend and they can't remember the name and they're going 'ahh, what was the name of that site', when that's your name, you've got to think of a different name if people can't remember it.

**Louis:** Yes. And just from what you mentioned Simon, if I can just dive in a little deeper very quickly, you mentioned just changing the name can make a huge difference.

If that's for information product sales what would be your suggestions for placement of the name that makes such a difference, for example, would you say it is most important that it appears in the website graphics for example, a header or banner at the top of the page and also maybe a little e-cover graphic or where do you feel it has the biggest effect?

**Simon:** Well, I've tested sales pages, and in sales pages I'm not talking about portal sites or membership sites, I'm talking about direct response sales style web pages.

So you've got your single page, you've got the long letter type format. And I've tested those extensively because I've created probably 200 sales letters to sell products like that over the last

three or four years and I test and track those pages so I know which ones are converting, and I've found it depends.

You get people saying 'does audio or video or a header graphic increase conversions?' and in reality, the answer is test it yourself and find out.

I've found personally, for my customers and my subscribers, that a header graphic, something that stands out, it's big and bold, increases conversion rates.

I've also found that the placement of an e-book cover, the virtual cover graphics on a sales page, probably just under the first paragraph, it tends to increase conversions.

I've not got the stats to talk to you about it but the name of the product I think you need in a header graphic and I also think it's to put a prominently placed e-cover graphic on the site.

I see so many sales pages, Louis that are just bloody awful. They look crap. The poor graphics, the font's all over the place, you've got to scroll left to right to read the things, the text isn't formatted properly and you just know that those guys must be losing sales hand over fist because if you think about it, with a digital product, an e-book or some sort of information product, people buy it and they're only buying it from what they've read in the sales letter or what they've looked at on the graphic and that has got to sell the product.

It's not like they can walk into a book store and pick the book up and they can read through the introduction or the foreword or flick through the pages. People can't do that on-line so the presentation of the product is very very important.

I'm not saying your site has to look perfect. Really really, super up web 2.0 style sites don't sell products. I know that for a fact. And sometimes, horrible looking scruffy sites can sell products very well in specific areas, but the key is to test and track those sales and to find out what the conversion rate is if you change the headline or if you change the product title or if you change the opening paragraph, the sub-headline, where the order button is placed.

All those different things, people should be testing and tracking. It's one of the areas that I have to admit I do not do it on every single site I have as I just haven't got the time to go through everything and test everything, but whenever I launch a product or I bring a new product out through the publishing company, that's one of the things that we do.

At least for the first couple of weeks, we test the offer price, the cover graphics, the headers, various parts of the sales copy, the guarantee, the P.S at the end of the letter.

All those things get tested and what we tend to do then is have the best performing letter during that test period and sometimes they'll stay like that forever and sometimes we'll look and if sales start to come down then maybe we'll re-address the headline on the page or change the price, or change the guarantee to see if it can be tweaked up.

Then what you find is you have like a control copy site and all those things make a difference. The people who are going to be listening to this call, they're going to be in all different markets and different types of business so I have no idea what's going to convert better for you, whether it's going to be the name or the headline or the graphics.

And the best way to do it is to test. And if you're marketing on-line and you're not testing then you are losing massive percents of your business.

You could double the price of your product and sell twice as many or you could change the name of your product and sell ten times as many, but until you start to test those you're not really marketing in my view. You need to be testing what's actually converting and until you are doing that, really it's just guess work and guess work isn't the thing that's making you any money. I'll get off my high horse now!

**Jeremy:** Can I just add something about that real quick, about your name and branding? Not everybody is going to buy your product right now. They might not need it right now; they might not want it right now.

But they might want it six months from now or they might want your product next year, when they're ready for it. And if they can't remember you, they're not going to find you. So whatever you do to make people remember you, and stick in their head is good.

Whatever you can do, because when people are ready to buy and they have to make a decision and they're like 'well, let's see. Which product should I buy? This one, I've heard their name a hundred times and I kind of know who they are or this one that I've never heard of?' So they're going to buy yours.

And obviously that's why there's commercials every five seconds on the TV channels is for branding and things like that. And I've done that, I'll be in the store and I have to pick something up, my wife gives me a list and I'm like 'ok, laundry detergent. I see five hundred brands here of laundry detergent, which one do I get?' Whatever one I recognize from being on TV or something is the one I get.

You know that's branding for the company. And that's probably why coca-cola spends millions and millions and millions of dollars just so people remember their name.

So whatever you do in your business for people to remember your name will help. One thing I like to do for all my membership sites, is every time I send an e-mail I remind people of what site they're in. So I'll put at the top of every e-mail 'SureFireWealth.com members' and then the subject and the date and then 'hey this is Jeremy, hi whoever they are. Hi Tom, this is Jeremy I've got something for you, I've got updates or I've got news for you, or I've got this new thing I've reviewed.

And then when you sign your e-mails, again sign it. Put your name there, put your .com, put your company name, whatever you want people to remember, in your signature, put it in your P.S.

By law you're supposed to have your company address and stuff like that nowadays but however you can brand yourself. I've got a logo on the top left of my sites. Every single page people see, they see this little logo in the top left 'SureFireWealth' and that's one thing that you can do on your sites if you're running like a membership style site, is create a logo, create a brand and stick it on your site prominently. Test it like Simon was talking about and whatever works do it.

**Louis:** And one final thing I thought it might be worth mentioning about product or site names, and I'm not going to say this was my idea, it was somebody else's suggestion but I've tried it out myself

and this tactic did give pretty conclusive results, of which is potentially the best name to use when I launch the site.

And that's just to run a small AdWords campaign. You don't even have to have the site up, you can just send the traffic to an existing site that belongs to someone else and just have a small advert up, and the only difference between let's say three or four different versions of the ads is the title, the headline text.

And the headline text is going to be what you're considering for your product names. And maybe the one that gets the most clicks over a period of time is the one that seems to grab the attention most so that maybe a good candidate for a product name.

**Simon:** Yeah, that's it. That's a good idea. And again I suppose if you have a high traffic site. I think the downside to that is, while I think it's a good tactic, it's not necessarily addressing your target market which is your existing customers or your subscribers.

So if you have a site that has heavy traffic, like a membership site where it's the people that are already familiar with you, it's a much more targeted thing to maybe build an ad on your own site and put it up on your own site so the people that are actually members of your site click on it.

And obviously they're going to be your best customers. So I think that would work as well. I think if you just went on the AdWord side you'd maybe get more people that are not specifically aware of you or your products so it's worth testing both options. Again, test both options.

**Jeremy:** Yeah I've done what Simon said there a lot and something that our software also does is, on your log in pages for your membership sites you can have something called featured product right next to the login.

Because the log in page is usually the page that gets a lot of traffic if you have a lot of members. And repeat traffic is the people who are already members.

I've changed the headline and the description and even the image of the product and left it up for a couple of weeks and I'll change it then leave it up for a couple of weeks and it's pretty interesting what people will click on more. It seems like 'well I thought they'd click on this one' but no they actually click on this one more so it's very interesting.

**Simon:** That's it, and I was going to say, it's often at times sometimes the things that you think will get the least response that actually surprise you. So that's why it's so important to test.

I've written sales copy in the past and I thought I'd buy this myself, this is so bloody good, I'd buy this myself. I mean it's my product and I've written the sales copy for it, and it just doesn't sell because you haven't tested or you haven't tapped into what your prospect's thinking of, or the main need.

And that's why sometimes it's worth going through sales copy to find something. A hidden benefit if you will. Something that maybe you don't think is the primary benefit of your product but look at those and then try siphoning those through your headlines.

And you'll find that some of those things will appeal to your target market even more so than you perhaps think. So that's why if you're not testing you are not making the amount of money that you could be and it's not that hard to do.

**Louis:** Sorry, you've just made me think of another question. I don't want to get too side tracked here but I feel it's important to mention – you stressed the importance of testing, how can someone start testing, I'm not talking about which aspects to test because you've touched on those previously, for example, graphics, placement of graphics, headline and so on.

And product name of course. How can someone actually set up testing on their website? They can obviously do it manually by changing the page every few days if they wish but what would be your suggestion for a way to do it that allows people to do it easily and also gives fairly definitive results?

**Simon:** Well I've looked at various ways that you can do testing. And if you go to Google and type in 'split test software' you'll find various types of split testing software. There are different types on the market.

Now if it's someone who's just getting into this, I'd probably suggest going somewhere just basic A, B split testing software script. It's easy to install, it's easy to look at and understand, and you're not getting right into the real complex stuff with the algorithms and things like that.

Just go for simple A, B split tests. I mean there's software out there in the market place, things like Movar and there are lots of software. I actually have some software (I can give you the link to it later on) called Split Test King.

I use this a lot on my sites to test up to five components on every page. Because it's important as well when you're doing the testing to understand the concepts of testing as well.

Your traffic's got to be consistent; it's got to come from the same place. Let's say for example you advertise on Google, and you get traffic from that and you get traffic from a JV partner, that kind of traffic isn't necessarily going to be the same. So it's important when you're doing the testing to try and get consistent testing.

I'd recommend people read up on different ways to use split testing software, and the different kinds that are available. Split Test King is a very simple and easy to use script that basically allows you to use tokens in the sales letter.

And those tokens can be snippets of html, so it could be the headline, it could be the opening line, it could be the graphic, it could be the guarantee, and you can actually rotate it.

And what it will do is when the person lands on your sales page it detects which particular sequence of tokens are on that page. When they then get to the order page, or for example let's say split testing squeeze pages or landing pages, you basically put a snippet of code into the landing page or into the thank you page on your site, or into the members welcome area, and it then reads which snippets or which tokens were collected from the front page and it will then keep a record of how many sales came in under headline, A, B, C, D or E, or under which guarantee you're using or which color graphic.

And if you do the simple testing and things like that you've at least taken a positive step in the right direction without going into all the really complex stuff.

If you just do the simple stuff well, for example if you create a new product and you're going to promote that to your list, I think if you have an A-Weber account you can split the emails so test the emails that you send out as well so you can test the headline to see what gets better open rates or what gets better click throughs.

So you can do that very easily with something like A-Weber.

And then on the actual page itself, send some of your list to a specific page and then some to another page and it can be very easy to do. It's just a little bit more time consuming, but what you might find is it might take you an extra day of going through the results and just checking things to see which one has performed best but let's say for example, if you've got twenty thousand people on a subscriber list, and you send five thousand of them to a page that converts at 2% and five thousand of them to a page that converts at 4%, well the simple maths is send the remaining ten thousand subscribers to the page that converted at 4% and you'll double your sales.

And it's those sort of things that people should really be thinking about. It's not always who gets the most traffic wins. In fact it's the opposite sometimes. It's who gets the best conversion wins. And the best way to do that is to do even just simple tests. Just simple price tests or headline changes and things like that.

**Jeremy:** Yeah, I just want to add one thing there, whenever you're testing, you never want to test more than one variable at a time.

So if you're testing the headline, everything else should be exactly the same on the page, and only change the headline, or one word or whatever.

If you're testing the guarantee, only the guarantee should be the variable on your test. If you're testing the price, only the price should be the only difference. Don't try to test multiple variables at the same time. It gets too complicated and you can have the wrong results come in.

**Simon:** I was going to say, people can do that with a multi variate testing software but that's sort of going into the higher end and it starts using algorithms to calculate percentages and I think for a lot of people who are just getting into testing it's probably a little bit too much.

But you can do multiple tests, but you need software to do it. It's not something you can sit down with a pen and paper and work out which one worked best for you.

**Jeremy:** That's the thing, and there's so many variables when you're testing such as where did the traffic come from? What kind of visitors? The demographics.

If you put all those things in there, are they your loyal customers or are they non-targeted visitors? Are they coming off of a pay per click campaign? Are they coming from your affiliates? You have so many variables involved so you've got to really think about everything you know.

**Louis:** And of course, you've got to run each test for a useful amount of time to get results which are statistically useful rather than running it for too short a time with too few visitors.

**Jeremy:** Right and another thing about the time is you have to think about the season. Is it the middle of August when a lot of people go on vacation? Or is it the middle of August when a lot of people are on vacation, or right before the holidays when a lot of people are in buying mode. There's so many things to think about.

**Simon:** And again, even down to the day, once you start to look at those things you'll begin to see patterns when more of your subscribers or sometimes even just two or three percent differences or half a percent differences can mean a lot.

Days to send emails out to your list. Should you do it on a Friday night when everybody's out and they've all gone out partying over the weekend or should you do it on a Monday morning when everyone's going back to work and when people are sick of Mondays and think 'well ok I'm going to buy this'?

Should you do it mid week when you've got peoples most attention?

There's all different times and once you start looking at all the numbers I mean I know it sounds pretty boring and I must admit sometimes it can be but it can make incredible differences to your sales.

So you can get exactly the same amount of traffic coming to your sites and make a few small changes to increase the conversion rates and you don't have to then spend more and more time driving new traffic to your sales pages.

You can keep the traffic just as it is. Make those changes and you're automatically increasing your profits without doing any extra work over the long term if you will.

That's a great little tool for people to get started with. If people go to [www.splittestking.com](http://www.splittestking.com) that's where they can find that and you can actually rotate up to five different sales pages at the same time. Anyway that's all people really need to know about testing. I'll not harp on about it too much I guess but it is very important.

**Jeremy:** Yeah, just one last thing there that a lot of people don't think about is your sales funnel. You can also test your up-sales and your bump ups and things like that.

And it's something we hadn't done for a long time but we put an up-sell bump up, you know when people say 'hey I want to get the full package deal' they click on that they see a second or third sales page that says 'hey, you're making a great decision but we've got an even better deal for you. We'll give you this and this and this on top of it. Just click here. All you have to do is click this box and say yes I want this added on to my bill'.

And what we found out through that is ten percent of the people, and this is very very steady, it's not just like for a week or two, this is like for the last six months, exactly ten percent of the people who say 'I want to buy your gold membership' say 'I want to buy your gold plus membership'.

And what that does is it adds a lot of revenue to your bottom line of things that maybe would never have happened if you hadn't done it. What you can do is take your other existing products or your other membership sites and add them on.

If somebody's making the decision to buy your product, well you have a lot of people that you can call the Neiman-Marcus shoppers, the ones who want to buy the best or most expensive thing you have to offer, and you've got a limited amount of those people coming in every day.

You've got the so called K-Mart shoppers who just want the cheapest thing they can get and then you got the mid range people who are the majority.

But then you have the really high end people who say 'I'm not satisfied with buying your cheapest product. I want to buy the best thing you have to offer me'.

And when you lay it in front of them you're going to get a certain percentage who will take you up on that and that can easily add five, ten twenty whatever percentage to your bottom line. And if you test that, that can really be helpful too.

**Louis:** So if we can return to Marketing Main Event, this interview, the real focus of course is Marketing Main Event 3 because that's the site that made over \$1,600,000 in a week but as you say there was a build up to that -- Marketing Main Event, Marketing Main Event 2 all over the period of around two years or so.

Do you mind detailing the offer of each one, and why you feel each offer works?

I feel it might also be worth mentioning the fact that none of these offers were particularly inexpensive, so obviously you had to present a lot of value and actually convince people it was money well spent so how did you put the offer together and how did you present that?

**Simon:** Jeremy, do you want to cover that one? I can just tell you Louis the price points on those sites MME1 was \$297 MME2 was \$697 and MME3 was \$997. Jeremy do you want to just go through some of the things that were in there?

**Jeremy:** Sure, well I think for the first one, one of the key selling points of the first Marketing Main Event was that we had a lot of membership passes in there to other membership sites that were inclusive.

So when they bought Marketing Main Event, they got basically a free pass into all these other paid membership sites.

I mean these are sites that if you go to their sites it's a paid membership site and some of these sites cost \$20 or \$30 a month. Some of them cost a couple of hundred dollars a year or whatever they cost, people basically got over a thousand dollars of actual cash value, that's what it would cost you in real money not just inflated value hype.

There was actually over a thousand dollars cash you'd have to pay if you wanted to join all these membership sites that you got included with the Marketing Main Event for only one low price.

I think that was a real, key selling point. Yeah, we had a lot of new products that people could resell, it was a real combination of things that a lot of people hadn't done before, and our JV partners really came through on that and a lot of people offered some great stuff and it was really a big joint venture.



But for the second one, I think some of the key selling points on that were things that we had integrated into the site, such as the JV offer zone, member to member offer zone.

These are tools that only the members could use with each other, and they could basically post their own JV offer to the other members, and those people would get an e-mail automatically every day that an offer was made, and they could go and talk to the person about their offer and become their affiliate or help them launch the product, or people could do a special offer – sell their product at a special price just to MME2 members. I think those were some key selling points.

**Simon:** I was going to say, Jeremy, on that second one, one of the big questions, or one of the big things that we got from the survey was people saying “how do you go about creating a JV with somebody, what if I haven’t got a list to sell a product to”.

And I guess for a lot of people listening, those will be two key concerns. People see these JVs going on in internet marketing and think “no one ever invites me to do a JV” or “if I send an e-mail out, people don’t reply”, so we saw that as a definite area of real concern for a lot of people out there.

If somebody’s only got a few hundred people as subscribers, if you send an e-mail out to a few hundred people, you’re not going to sell an awful lot of products, so it was what can we add to this membership site that makes it different.

By this time, as Jeremy said, in that six month period we had a lot of people copy us and start putting membership passes on the sites and that works well for JV partners and it works well for the site owners, and it works well for the customer, but a lot of people had done that after we had the success with MME1, and our software itself allowed us to give our members the opportunity to create a private JV network between each other, and also to put a special offer together, or to sell their own products to the membership site as a whole.

So if you didn’t have a list of maybe five or six hundred people, you could send a special offer to the entire member database and make sales. So those were two areas of concern for a lot of people that we addressed in MME2.

**Jeremy:** Yeah, definitely. Good points. And we took those ideas from the survey that we had done and we took feedback, and we also took some other ideas from the survey for reselling products and I think another key point of MME2 was that all of the new products we had created, we created instant reseller URLs, so basically all people had to do was put their PayPal e-mail address in their profile field, click save, and they instantly had this new link right next to the download link for the products with the resale rights, and they could just use that link to promote.

That’s all they had to do. They take that link, drive traffic to it, make sales. That’s all you had to do. Everything was handled at our end. Here’s what happens. The visitor goes to their link, they see the sales page, the sales page is modified and automatically sticks that person’s name on the page and it automatically has their Pay Pal e-mail address embedded, so when they click the order button, it goes to a check out page, which kind of gives them an overview of the order, they click “yes”.

When they click “order” it goes to their PayPal account and the sale goes directly to them. And then, after they make the payment, they go to the download page which is handled by us, so on the download page their customer goes through and downloads the product, but it’s all on our server, and it’s all handled by us.

And that was another thing we wanted to do, we wanted to make it easy for people to resell products because that was another thing that came up in the survey, that it was real difficult for people to upload all these resale products, and how do you do this, and how do you do that, blah blah.

So we tried to cover that. So those are some key points. And then also we had a lot of great products involved and we had some contributions from JV partners, things like that.

For the third one, there was just a lot of stuff in there. I think the Mastermind series was a great part of MME3. You know, we did a lot of interviews with people, including yourself, and people got to get a lot of good information and knowledge to help them with their business.

Another thing was the training. We had hours and hours of training videos in there, how to resell products, how to take this and do this. There was lots of training for people to help them. But no doubt about it, the key selling point was the software. People were getting our membership site management system, it's all CMS based and then it's very awesome, very powerful software that people got, and that was definitely the key selling point.

Once you got MME3, you get access to that software on top of everything else. So it was just a real no-brainer, you got this software that's now being sold for several thousand dollars for just a fraction of the price because it was launch price.

What we really wanted to do is get the software in the market, get a lot of people using it and really start live testing it and make sure we really worked out everything, every issue that came up we wanted to work out and it's just impossible to do that by yourself because there are just too many variables in anything that you're just not going to run across in testing.

Even though we had 20 Beta testers of that software, but there's no way they could come up with every single variable, so what happened was we instantly had 60, 70, 100 customers using the software all at once and, yeah, we sure found out what was not working real quick.

Our support desk got about 4,000 tickets in the first month, I think, which were all handled and it was very, very helpful because we got all the issues worked out.

Yeah, it might have taken some time, but hey we got everything worked out, the programming team did awesome, everything that came in they looked into, they researched it, fixed it.

A lot of things were just customer problems or maybe they had used the wrong posting, or maybe they did something wrong, maybe they installed it wrong.

So we have a lot of videos being made to help people out, but as far as sales points, getting back to the sales points, in a nutshell, the first one was all the membership passes for one low price, you know, just the huge package; the second one was the networking; the third one was the software. So each one was pretty unique I would say in what it offered, so they were all different.

We didn't do the same thing three times, if you know what I mean. So we did something different, we tried to be new and fresh every time. And we also raised the price every time. You know, we went from 297. At the time we were thinking "hey, you know, 297, let's hope it sells" and it did. And then we said "well, let's push it, let's go up" so we went up to 697. And the third we were like "there's no way we can sell this software at 697, it's much too valuable" and we were thinking

maybe 1997, 2997 but we wanted to get it in the hands of as many people as we could in one big hit, so we went for 997 and it sold very well.

**Louis:** And actually an important part of your offer was, for all of them but if we focus specifically on Marketing Main Event 3, is the scarcity aspect, the fact that the offer was only available ever for one week to new customers.

Do you feel that was a really important part of it, and why did you choose to present the offer in that way, which could potentially lose you future customers? Why did you choose to present things in that way?

**Simon:** Well, I think, I know people use the scarcity principle to sell products, but we actually have physical limitations as well, and while we could have let it run for a little bit longer, and I know for a fact we'd probably have done another 100,000 plus in sales, at least, just from people e-mailing at the end of the week saying "I didn't get a chance to get in, I missed all the e-mails, I missed the promotion, can I buy a membership" and we said "no" because we wanted to be honest and stay true to what we said.

So selling using scarcity tactics does work but the reasoning behind that is that we only have limited resources if you will, we've got a support team. You know, there are two of us working on the marketing side of the business, but behind us we have a programming team, we have a support desk team.

But we didn't think we could handle massive volume. If, say, for example, if it would've been five thousand people bought the software instead of sixteen hundred, seventeen hundred people, then the amount of support would've gone up and the problem is that, okay you can always hire more support people to handle it, but those support people need to be familiarized with the software; those support people need to be trained how to respond to customers, how we wanted them to respond to customers.

So all that takes time, it takes resource, and we knew that, if, I think specifically on the second one because we didn't have the same numbers of support and programming people behind us, we sort of set a figure in our heads which was a thousand members, any more than that and the service that we'll deliver to those members wouldn't be as good as we want it to be.

So that's why we capped it. We said it'll run for ten days, we'll sell a thousand copies. If it'd sold the thousand copies in a day, then it would've just been shut, and we know for a fact that people would've been aggrieved that they'd missed out on the offer but you've got to think about the customer, you've got to think "well, if I can't support those customers, I've not delivered a good product or a good service to them", so you've got to be aware of the limitations that you have.

Now on MME3, obviously we'd got more people and we knew we could handle more customer support, more membership issues, because there's always things that happen on a daily basis that you need to have support staff for, and it was a time factor as well.

I mean running a big launch like this is tiring, you put an awful lot of work into it and at the end of the ten days on the second one, Jeremy and I were both basically knackered and just didn't want it to keep going on and on and on.

Now the money's nice, but not if you're in a coma because you worked yourself into the ground. But on the third one, we knew we could handle more people, you know, we could look after more members, and we had a target figure in our mind, and the target figure we had for that sale was a thousand to fifteen hundred, and we broke through the fifteen hundred I think with a couple of days to go before the end of the sale, and we just sort of thought, well because JV partners were still bringing sales in, it's a fine balance, because if people are getting sales in, their making commissions, you don't want to pull the rug from under their feet, but equally you don't want to sort of not be able to support your customers properly.

So it was, yes it was part marketing tactic, but to be honest the majority of it was based on the fact that we could handle fifteen, sixteen hundred people and now, going forward, okay we may have lost some sales in that, but I think we delivered better, so for the longer term, we have sixteen hundred happier customers than if maybe we'd gone for two thousand or three thousand, and had half of those people dissatisfied because they didn't get good service.

So I think you've got to be aware of what you can actually do, I mean it's okay to say "get support staff" but if the support staff don't know the product, they aren't familiar with your support desk system, they don't speak to customers how you want them to speak to customers, you may as well do it yourself, so it's very important to do that, it's not always about the money, because, like we said before, this particular software will be sold on its own, that's our long-term project, and we didn't want to start that ball rolling with five hundred, a thousand, dissatisfied customers because they weren't supported properly.

**Louis:** Okay. If we focus on Marketing Main Event 3 specifically, I did notice that for at least several weeks before Marketing Main Event launched, there was a prelaunch area, and initially, I believe this may have been up even a few months before the actual site went live, there was a short preview message there, on the front page, and as the launch date came nearer, you started offering samples of content.

Could you offer your thinking behind the approach and which elements of this prelaunch and building of anticipation really helped make the launch so successful?

**Simon:** Well, I think the actual page, the prelaunch for the Marketing Main Event 2 and Marketing Main Event 3, once we closed the doors on MME2, the sales page became the prelaunch page for MME3, was actually up for a year.

It was up between June 2006 through to the beginning of May 2007, so that was like passively collecting subscribers from people who'd heard about the sale, and I think in that year's period, just by really having "don't miss the next event", we had around three thousand people who'd subscribed to that list, and that was sort of backlinks in the search engines, and people that'd promoted may be the links were still up there, and all those different things and people coming, just interested in what had happened.

But during the prelaunch phase, which I guess started at the beginning of May for the actual sale in June, we had about 10,000 people join that prelaunch list and we did various things.

We didn't really go to town about it, but we actually had an offer where people that were signing up to that list could stand a chance of winning one of ten what we called golden tickets, so they actually got a complete membership to MME3 as an incentive to put your name down on the list.

But we also gave free content and we rotated that content, but one of the things we used as well was a reverse opt in on the squeeze page and the promotion page, and we didn't sort of force the opt in on people, so in reality we could've maybe put more than 10,000 people in that list, but what we got was 10,000 people that were very interested in the product, interested enough to, you know, not just come for the content but put their name down on the list because they were interested in more content and to find out more about the product.

So that worked very well because it made the list, I think, more targeted than just people coming in for the freebies. And one of the things we used was snippets of the Mastermind audio sessions that we created.

Now, the Mastermind sessions were part of the MME3 members' products and they got the resell rights to these audio recordings and we basically, Jeremy and I, interviewed and spoke to people in all different aspects of marketing.

So we had people like Ted Nicholas on copywriting, Mark Joyner on mindset and business building. Mike Filsaime, Richard Butler, Joel Comm, all these guys, and yourself, Louis, you know we interviewed you about video production and creation.

And what we did, we took little snippets of all those audios and we actually gave those away, because we knew that what would happen was that, because not everyone is interested in, say, copywriting or AdSense or things like that, so it would appeal to the broadest selection of people interested in different areas and that worked very well.

The bottom line, is that we did our best to move the free line across, we wanted to give good value in that prelaunch period, so that built up the anticipation 'cos people are thinking "I'm getting these 15 minute interviews, I'm getting audio content", I think in total the audio content was over an hour.

Then, as Jeremy mentioned before, we'd got the videos. And the videos I created to show people the software, for instance, didn't really hammer the sales pitch at people.

Basically what I wanted to do was show people what this thing did and how comprehensive it was and how it covered all the different aspects of marketing, because while it's a membership-building system, it does far more than build memberships, you can create article content, audio and video content, it runs your affiliate program, it tracks sales pages, you can use it to place ads, there are so many different areas of business it covers, you can run any kind of web business with this software.

People were naturally curious to find out what it did, so basically, like Jeremy said, it was like get in the car, I'll take you for a drive sort of thing, so people wanted to see more videos then they started thinking about what they could do with the software, so it put that seed in the mind of all the different business options that they had with it.

And then we had special reports as well. We also, and this worked quite well, I've not seen many people do this before, when people did go through that reverse opt in process, we also offered them free access to the Secret Audio Sessions site, so they also got another three hours of audio content as a sort of a thank you gift, and obviously that site has the upsell.

We also put in a link so that people could get onto Marketing Explosion, which is like a low entry point. So all those things sort of got people to see more of the products that we did.

I mean those two links on the thank you page, for instance, must've generated I guess \$10,000 in sales, just during that short period, but also people who went on to listen to the other audios again, back to what we were talking about earlier about building trust and branding yourself for people, they got to find out what we were about and we proved we knew what we were doing, so it worked well on the anticipation of the sale. All those different aspects, they altogether, cumulatively, worked really well.

**Jeremy:** And anybody can do what we did, or do it better for their own business.

For anybody listening, just think how you can move the free line, how you can build up more trust, how you can get your affiliates to promote your squeeze page or your prelaunch page.

One thing we did is have affiliate links for the reverse page and our JV partners could promote that and anybody who came through that, and on launch day we sent the e-mail out to that list, and that person's link was in that e-mail, so everybody that they sent through that decided to opt in and then during launch they got e-mails, instant sales right there so we were helping them out too.

So if you can do that for your business it'd be really helpful and then something like Simon mentioned that helped pay for the prelaunch where we had 10,000 in sales just by having a couple of links on the thank you page, for additional products that we offered.

But what we really want to do is build up that trust, we wanted people to listen to those other audios and listen to those interviews and listen to those things that we had already done and get those products and really figure out "hey these guys are for real and I want to buy MME3".

**Louis:** So if we can talk a little about traffic generation, we've detailed that initially you had your prelaunch pages which obviously you turned into the very strong offer when the site actually went live, so you had a very strong offer, you had strong sales copy to present the offer and of course what you needed next is targeted traffic, and of course you already had some targeted traffic from the prelaunch visitors that'd come and opted in, so that was one area of traffic for the actual launch, but would you mind describing the tactics, the strategies you used for getting traffic to the launch, and actually if we could also touch on as I understand an important aspect of the launch was also the affiliate program.

I believe it was an invite-only affiliate program, rather than a public affiliate program, and with an affiliate program what did you find helpful in actually building up a successful affiliate base so that a lot your affiliates, a lot of your launch partners actually promoted the offer on launch day or even before launch day to bring in a lot of sales within just that week?

**Simon:** I'll cover the traffic if Jeremy wants to go through the affiliate information.

The traffic simply came from different places, we have our own lists and if we pool those lists between us now, you're looking at 100,000 plus subscribers of our own on there.

Obviously we had existing members, we've got people who'd come in through MME1 and MME2 and from the different sites we'd created together and our own membership sites as well.

So we'd got all these current members and former customers and subscribers of our own and then we just talked about the content that we gave away, the audios and videos and reports that JV partners could send people to.

Some of our JV partners, if you look at the top partners we had, if you combine the subscriber bases, you're looking at well over half a million people, so the traffic there is substantial.

And then we used press releases, we used PR Web to release press releases relating specifically to the software because we recognised that the software wouldn't just appeal to internet marketers, but to any business owner online who has a web business of some kind, so we wanted to reach out maybe beyond the internet marketing community as well to the small business, SOHO and SME type business, so we issued press releases that targeted those people a couple of months in advance of the sale.

And then also our affiliates, we had people that joined the site and became members and then promoted themselves as affiliates, some existing affiliates as well.

We noticed traffic came in through pay per click, now Jeremy and I didn't use pay per click traffic but we know some of our affiliates did and they created specific landing pages and where people created articles about the membership and things like that.

All those things brought in traffic and as you say in a big launch that's something that is important, but I think it's not just relying on it from one particular source, it wasn't just from JV partners, it was our own.

It wasn't just from affiliates, it was from the press releases. So all those different things and I think the more areas people look at to drive traffic to their site, the more traffic they'll get.

It becomes almost organic in a way. I don't pay for advertising so, I know people aren't in the same position as us, they don't have 100,000 subscribers they can send an e-mail to, but maybe people can do swaps with other marketers.

Maybe if you know somebody who's got a list the same sort of size as yours, you can run some sort of joint promotion with them to increase your subscriber bases and things like that, or run swaps in other people's newsletters, you know, you promote something of theirs.

And there's all different ways of generating traffic and you don't need money to actually bring that traffic in. Over the years, I've created products that bring traffic back to my sites, reports that bring traffic back to my sites, all of those have referral programs built into them.

Traffic these days, I don't really worry about a great deal. It's a nice position to be in. When I first got started, traffic was the be all and end all, you must get traffic, you must get traffic, but I think when you start looking at conversion rates and increasing your conversion rates, just consistently putting good stuff out online, the traffic finds you and it's just one thing less you have to worry about.

Jeremy, do you want to talk along the affiliate side of things, getting people to promote and stuff?

# Exclusive Interview - Transcript Part 3

## [Access The Audio For This Part Of The Interview](#)

**Jeremy:** Sure. For everybody listening, when you set up an affiliate program for your product or your site, setting up a good program is definitely something you need to plan out.

We could've gone either way with it. You can go the open affiliate program where there's just an open link on your site or your page, where anybody can just go sign up as an affiliate.

Or you can have private invites where only the people you invite can sign up to be an affiliate. You could have a private landing page or you could keep it more private and manually set your JV partners up, which we also did.

Ultimately, you need to figure out what's best for your product but for us it was a high end product, it was a really powerful software and we just felt how can somebody really promote this well if they haven't actually used it themselves or seen it themselves, and in order to do that you've got to give review copies out, you've got to give review access and, additionally, the sale was only open for seven days, so you want to get the most bang for the buck.

Do you want a thousand affiliates who're each going to send you ten visitors, or do you want 50 or 100 really good people who're each going to send you a couple of thousand visitors. You have to think about that.

Since it was a seven day sale we said we're going straight to the top on this one, we only want the best promoters, the most respected list owners, we wanted people who we knew could move products, that was the bottom line.

So we had to give them all review access. Again, here's something a lot of people might have a hard time dealing with, the 80:20 rule also applies for reviews of your product.

If you give 100 people a review copy of your product, you'll probably be lucky if 20 or 30 of them promote it, and out of those 20 or 30, you probably only have five or ten who do it well, so you've got to stop thinking scarcity and think abundance and just give it out to people.

We went the extra mile, we actually set up sub domain review access to the software, it was the Beta version, to a lot of people and a lot of them we didn't even hear from again, they didn't say thank you or anything, so okay we tried.

A few others had some questions, we went back and forth and maybe they decided whatever, some other people really liked it and they said "well the time is bad for me, I got something else going" so it didn't work out, so you've got those issues.

Then you've got the people who really go for it, "wow, this is great, this is awesome, I'm going to promote it hard".



And then you've got a lot of people who're just "yeah, okay, this is my promo for the week, I'm going to send that out and that's it".

So you're going to get all types when you have an affiliate program and the important thing is to just work with everybody, and the ones who really show interest, you work with them even more one on one and we talked to a lot of our guys, the top guys on Skype, MSN, E-mail directly, answered all their questions, etc, etc, and really explained things to them.

Another reason to keep it private invite is, dealing with software, especially high-end software, you've got other things going on too, you could have possible hackers, you could have people who want to pirate it off or things like that, so you've got security reasons too.

So there are other issues involved there too. So again, you've got to think about what's best for your product and for your launch.

If you're just launching a \$20 e-book maybe you'd want to have an open end affiliate program where anybody can sign up and promote it, for example like a ClickBank product, anybody can sign up and promote any of those products, but if you've got high-end, you probably want to do more one on one, individual things, ship it to them. Physically ship product to the person, whether they promote it or not, hey it's an expense for your business.

All your review copies are just business expenses anyway so if you can define those good guys who can really make a lot of sales, you're going to have to go through a lot of others who maybe can't.

And of course we had a lot of established relationships anyway and a lot of guys were asking us when MME3 was coming out and when can I promote it and we'd tell them a few more months guys.

So once you've got something going, you get people coming to you asking if they can promote it.

Those are a lot of the background for that. Another thing we did to motivate the affiliates, especially people who we know can move products, for some of these guys it's really not a big deal if they do ten or twenty thousand in a week in commissions for some of these people, or even fifty thousand, so we really wanted to do something extra for some of these people so we had a contest, a sales contest to make things interesting, and it's not only the prize money, it's the bragging rights.

A lot of guys get competitive. Simon and I get competitive too, you just want to win. Just because there's a contest, I want to be number one, that's it.

And a lot of good marketers are like that, kind of friendly competition, I guess it's the same thing in sports, if you're playing softball on Sunday, you want to be in the winning team.

So even if there's no meaning involved, you just want to win. So we put a contest together and we tried to raise the bar, the top sales dog, the first place, the person who got the most sales, got \$10,000 cash, which is probably equal to some product launches.

There are product launches that only do ten or twenty thousand in sales. So just to have the prize of ten thousand was kind of raising the bar.

We'd been in a lot of product launches and we've never seen anybody offer anything that high.

We've seen like Rolexes or maybe two or three thousand dollar prizes, I think the biggest one I saw was a car which was bigger than ours, but there weren't a lot that matched the prizes.

The second place was five, and the third place was 25 hundred, and the fourth place was a thousand.

We paid out twenty thousand cash in prizes to our top sales people. We just felt it would be something to get people motivated and it worked because what happened, something very very interesting happened at the end. Do you remember, Simon?

**Simon:** Yeah, that's right. Just one thing to add on the competition stuff for people listening to this.

If you're running a promotion and you have an affiliate and JV competition, it can discourage some people that think "I can't compete with Joe Blow marketer" or some big name guru.

So if people see some big name guru's promoting your offer they think "I'm never going to sell as many copies as that" so what we also introduced was random prizes as well, so it was people on specific days, or anybody that'd made more than two or three sales got a chance to actually win some of the competition prizes as well.

So it's important to do that, not just say your top three guys get all the money because generally those top three guys are going to be people with bigger lists than some of the other guys, so you've got to keep it fair.

Obviously you've got to put a big juicy incentive there, and like Jeremy says so rightly, the bragging rights and just the fun of the competition, I think when people get to a certain level, sometimes it's not really about the money, is it Jeremy. Sometimes it's just about beating one of your mates.

**Jeremy:** You just want to beat the other guy. And that's what happened in MME3 because the leader through the entire week was Andrew Fox, and the guy was phenomenal, he was just racking up sales.

The first day, he just blew everybody away. But right behind him was John Delavera and his partner and they were doing very well too. So it was competitive between them for a while and we talked to them on MSN and things "how many sales has he got" - "you're a couple ahead, keep it up, good job".

It's just the competitive nature really comes out and other people who're maybe number three, four, five are e-mailing and Skyping "where am I at, I've got 30 sales, where's so and so at, I know I'm ahead of him, how many sales am I ahead of this guy".

Because we posted results every day, as soon as the results went out, Skype would be all lit up with people going "how many sales am I up". And then boom, next thing you know they've got second e-mails going out, third e-mails out, so that really got people to send multiple e-mails to their lists.

Another guy did some really interesting things with video, he must've sent an e-mail every day for the entire week and he did really well, and I think he ended up fifth or sixth. He did a great job and it was because of that competitiveness of trying to beat their mates.

I mean, the guys who were ahead of them and behind them were all friends, they all get along fine, it was just real friendly competitiveness, but at the very end Ewen Chia, he e-mailed me a few times, "like okay I want to win this, what do I have to do".

"Well you need to make x amount of sales" and the next thing I know he's like boom, the guy's right behind Fox and then Fox came in and he's like "where's Ewen?" and then he sent another e-mail, and then Ewen would come in, "hey where's Fox" and then he'd send out another e-mail and I think in the last four days, Ewen sent out an e-mail every single day and just kept climbing and he finally beat Fox, I'm serious, in the last hour of the competition, he pulled ahead by like five sales or something and, again it all boiled down to the competitiveness, it wasn't the money it was the competitiveness, but the result was probably an extra hundred or two hundred sales because of it.

So if you can do something in your program or your launch to get people really competitive in a friendly way, it'll really help your sales and, of course, the main thing is you need a product that people really like or really believe in, are really happy to endorse it to their customers.

That's one main reason our top guys were promoting, people like Andrew Fox and Ewen and all these guys, and John, they're very picky when it comes to promoting things, just like we are, and they wanted to make sure it's a solid product and we delivered so it's a really close working relationship you need with your JV partners to really have a successful launch and it's just a real combination of all those things.

**Simon:** I was going to say, those top three guys, their results were phenomenal really. Andrew within two or three days had broke six figures in sales, and then John and Jean-Philippe were right on his tail, they came through I think it was about another 24 hours later, they broke six figures in sales.

Because we expected at least somebody to do over six figures as a JV partner because it was a very big offer and it'd got a lot of good advance promotion and things like that so we knew somebody was going to do six figures, and I think when Andrew did it in two or three days we were thinking "wow, who's going to catch him up" and then John and Jean-Philippe, I remember speaking to John and he was like "right, okay all out, here we go" and then 24 hours later, he's into six figures and then Ewen really, like Jeremy said, ramped it up towards the end and I think for Ewen it was just the fact he didn't want to lose the competition, 'cos the guy hates to lose competitions, and all three of those guys went over six figures in sales for us.

And then, I don't want to spend half an hour going through the list of everybody that helped us, but we're so grateful to all those people for helping us and getting involved and it was a good, fun competition.

We were sort of like jockeying people along and taking the mick a little bit, and some of the other partners were joking and calling and beating on some of the other guys, it was fun, but the important thing for us was we kept the thing updated every day, we sent them an e-mail every day, we updated the scoreboard, so people knew what was going on and it kept people's interest, and I think that's what was important, but more so, what really really helped something like that go along is when the people who're promoting it see every half an hour commissions hitting their inbox, and I think that's very important.

If somebody's gone to bed one night and the following morning they woke up and they've just made \$15,000 in commissions, they're going to send an e-mail out the day later, so you've got to have a good product in place to help them.

Your goal is to help them sell because those guys can sell stuff on their own, they've got their own lists and stuff like that, but you've got to give them the right product, you've got to have your site working, you can't let your site crash, you've got to have your affiliate links tracking, all those things and you've got to have them confident that when they send an e-mail out to fifty or sixty thousand people, that when those people click that link, it isn't going to go to a dead page or a site that says "sorry server's crashed", and that does happen.

If you're going to have a big launch, make sure all your systems are in place and they're all working. Put your site on a dedicated server, test and test and test and test your affiliate links, your payment systems.

We spent a week going over every single payment option, testing the payment options, multiple payment option testing, all those things, so that people when they did start to promote, could concentrate on promoting and not worrying about whether the sale's being tracked and all those sort of things, and that's very important and sometimes, depending on who you are, I mean Jeremy and I are very lucky as a lot of our friends are well known and well respected marketers that we help and they help us, but sometimes you may not have that list, but if you want a high level marketer to promote a product for you it's critical that you back everything up that you promise to them, that every week they have between one and 1,001 things that people want them to promote, so you've got to make sure your system works, it's reliable and that your offer's the very best it can be and that's the way in, that's the way to do it. But it's also about building up relationships over a period of time 'cos some of our affiliates that did very well on MME3 were also guys that had done very well on MME1, and some of our own sites and people that we'd promoted for in the past, and so it's all about building relationships and creating a network of like-minded friends and business partners.

**Jeremy:** Yeah. And ultimately it comes down to does your sales page convert. If it doesn't convert, people are going to stop promoting it. I mean, I've promoted things for people who I thought, okay it looks like a good product, good sales page, okay, and send them a couple of thousand people and your conversions are like point zero zero one per cent or something and you ask them what's up with sales and they're like "aw gee I don't know".

The worst thing you can see is when the person who's product you're promoting, they don't understand why sales aren't coming in, and they're asking you for ideas on how to increase conversions and that's when it's kind of like I'm not going to promote for this guy again.

And then they're like "why don't you send another e-mail out", and I'm like "no, if it didn't convert the first time, it's not going to convert the second time" so you've got to have a sales page that converts well and Simon's sales page converted awesome and everybody was happy.

So reliable product, solid product, happy customers, converting sales page, solid systems, testing, one on one working relationships, review access. It's a combination of everything, contests, a lot of things.

**Louis:** One of my last questions for you is, I think it would be interesting for people listening how this one single site, this one single promotion fits into your bigger plan.

For example, if you're happy to share this, beyond the one time sale the site promoted, what's your wider business plan for the site, how does it fit into your longer term strategy and how, beyond the first sale, which was in itself just under a thousand dollars, how do you monetize the visitors, or specifically the customers, beyond that sale?

I guess what I'm trying to say is, could you talk about your wider business plan and maybe how the site actually fits into that and why you put the site together with specific longer term business plans in mind.

**Jeremy:** Sure. Well, Marketing Main Event 3 was the end of the beginning, or the beginning of the end, however you want to say it.

It's the end of the trilogy, but it's the beginning of a new software business. MME3 was a launching pad for membership management software that we plan on growing into a very successful business to help a lot of people out.

And while the Marketing Main Event series is pretty much over, the customers who bought those products, it's not over for them, we have ongoing training for them, we have courses going out to them and there's so much in there they could probably spend the next year going over everything, but of course they have the software where they can start their businesses, they can get their businesses running.

I've already seen some pretty well known business owners switch their sites over to our software and give us feedback, they say it's just great.

They used to run their business on ten different things all put together like a puzzle and now they just use ours, it's all in one, seamless, it's great for them.

Ultimately, what we want to do is continue to build the software, create more plug ins for the software, really help people out, really give people the tools they need to really succeed and to make a lot of cool things for ourselves and also give them to our customers, so we've really got a lot of long term goals for that business and we actually have several other companies that we've started just to run our business, so we've got a lot of goals for that.

So that was kind of the beginning. It's the end but it's the beginning at the same time.

**Simon:** And I think that's important. Like we said right at the beginning of the call, Louis, it's important to have a plan. Jeremy and I have set things in motion now that will run for maybe over the next five to ten year period and the software will be one of those things and right back to November 2005, to today and into the future, all the things we've done have created that cumulative effect, where we've got good relationships with our members and customers and that's really, really important.

We've got lots of different sites, we've got a site that'll come out in a few weeks' time if people go to [MembershipMillionaire.com](http://MembershipMillionaire.com), one of the things we want to do, we've had incredible success with building membership sites and building membership systems, and we want to teach people how they can do the same, 'cos in my view there are very few other ways to create large income online than owning a membership site, there are so many benefits from doing that.

But there are so many people now that have membership sites that aren't making a lot of money and they're making lots of mistakes and that's the reason why, so we want to help people do better, because it comes down to a few things.

If your goal is to make money, to go for the one hit things and, I don't want to say scam people, but not deliver good content and not deliver things you would be proud of and things like that, ultimately you'll fail in business.

If you look at the most successful businesses, not just in internet marketing, but anywhere, a lot of them were created because the goal was right in the first instance, and that was to help other people, or to ease a problem or solve a problem, not to make money.

I think the money comes as a side thing, the more you can help people and the more successful you can make other people, you'll get success in return for that, and we both recognize that and have done for a long time, and I think that's really key, it's not just about making \$50 or \$100 or \$1,000 or a few thousand dollars, it's more than that and people really need to see that mind set.

And if you start doing that, next time you create an information product, go an extra mile and do a little bit more research and give people some of the tools that you used to do whatever it is that you're teaching them to do or add an audio to it so they might pick up something they didn't pick up in the book, and they get it in the audio.

And those people will become loyal customers because you've helped them more than somebody else, you wanted them to be successful. So I think that's very important and I know Jeremy'll want to come in on that, but that's key to any really successful long term business.

**Jeremy:** Yeah, yeah definitely. You've got to have something to be proud of selling and that's one thing I'm very, very stringent on, is am I happy selling this product or this service or this membership site, and if I'm not happy then I'll continue working on it until I am happy with it because I do not want to sell anything, I do not want to put my name on anything that is inferior, and I want my customers to be happy.

Put yourself in your customer's shoes, would you be happy buying your own product and if the answer is yes, yes, yes, then there you go and you're going to probably be successful in your business as long as you do things right.

So you've got to think like that. It's definitely how we think. For sure we've got the next six months to a year mapped out, and we're also thinking beyond that, five years, ten years down the road, and we're thinking of a lot of different things.

You've got to set your business up properly too. One thing we've learned a lot more of is the legal side and the entity structures and branding, just a lot of things that really maybe the things people don't want to talk about or think about because they seem hard or complicated or expensive.

But they're things you have to do if you want to run a proper business.

Building a team is something we've really been trying to do a lot more of this year, especially after MME3, so for the future we definitely want to keep building our team.

It's something that's hard to do because you want to find people who are good enough to do the job and at the same time be affordable for your business, and you've got to watch your expenses, but you've got to have cash flow coming in to pay for your team, so you've got to have ongoing sales, ongoing things coming on.

You've got to think of the marketing going forward, and at the same time you've got to have your team there helping you move forward.

But of course they all need salaries and things so you've really got to watch everything.

It's a lot of team building and moving forward and brainstorming and planning and a lot of things, new software plug ins, new membership sites, new services. We have a lot of things planned out.

**Simon:** I was going to say I think it's very important as well for the people listening to this that if you're just starting out, don't think you can do this all on your own.

Don't have that isolationist or island mentality. You need to find people you can work with. In our own right, prior to MME1, Jeremy and I were pretty successful online, we were making good income online, but the sort of things we've done since and promotions we've been involved in, the projects we've done together, have been far, far more successful because we work very well together, and you don't have to have someone sat in the office next to you to do that either.

Jeremy and I live I don't know how many thousand miles apart it is, Jeremy lives in Japan, I live in the UK, you couldn't really get an awful much further away from each other, but the internet gives you the facility to work with anyone in the world.

Jeremy and I speak at least every couple of days and we use Skype, our programming team, our support team are in a different country again, and it all works.

Okay, sometimes it's not as easy, I can't just go over to Jeremy's office and say let's have an hour and just brainstorm this in the office, but we've found that we don't actually need to do that.

So I think what everybody listening to this should do is think what are my strengths and weaknesses, what areas am I good at, am I a great marketer but a lousy programmer, or can I not design graphics, or am I not good with sales copy, or am I not an ideas person, and find somebody that complements you that you can work with.

Because, Jeremy and I were talking about this the other day and there are some huge benefits from working with other people, you have a sense of accountability so you move forward faster, and as Jeremy will tell you, we have brainstorming sessions, I come up with crackpot ideas all the time and Jeremy goes no, no, no you don't want to do that, do this.

And we bounce those ideas around and you create better products, you come up with better, stronger ideas and that's very important.

I think the other side to that is don't have that scarcity mind set, have an abundance mind set, like Jeremy was talking about earlier on. Over the years, we've developed relationships and made contact with some fantastic and really smart marketing people, some real expert people that really know their business inside out and it's fantastic just to chat with those people every now and again

and share ideas, and then when you do have promotions, those relationships that you've built up with people, those guys are going to want to help you because they're your friends.

One of the things that actually happens a lot is people send in requests to do joint ventures. Both Jeremy and I get a lot of JV requests. And if you think about it, what's going to happen, for instance, if a friend of ours or somebody that we know, or somebody we've worked with before maybe, says look guys here's a review copy of my latest product, it launches in a couple of weeks' time, this is all the stats, all the details, or somebody that just says hey Mr Marketer can you help me promote this, I'll make you \$10,000.

And it's somebody you've never heard of, or you've no trust or you've no history with, you've got to ask yourself, who is that person most likely to do a promotion with.

It's not going to be the person that they don't know. To get into that position, you don't have to have the biggest names in marketing promoting for you, find people that are already in your specific niche, or that you know of that are maybe at your level or a slightly different level and build up yourselves.

Get together and build yourselves into the bigger brand or the bigger name marketers. You can do that yourself. You don't have to go right to number one straight away.

And it's important to develop those networks and not to sit in your home office and think "no one's going to help me promote this, I'm never going to build a list, I'm never going to create a successful product" because believe me, it isn't difficult to do, it just takes some time, it takes a little patience, yeah, it needs a little bit of luck, but I think if you've got a web site up online, if you've worked out how to put a PayPal order button on it and you can read and write, you can create successful products.

I know sometimes when things aren't going great and you're sat there and you're thinking I'm going to give this up, there isn't a better job in the world that gives you the freedom and the opportunity and the financial rewards and I think what people have to do is just keep going and going and going and going and there's no such thing as failure if you're not prepared to give up.

**Jeremy:** Exactly. And you've got to have a positive mind set, and that's why we're working with partners and teams, it can keep you positive because once you start thinking negative, it's just all downhill from there and you surround yourself with negative vibes.

You need to think positive, keep it positive, keep it going, keep enthusiastic, even if something doesn't work, if you're positive about it, you'll fix it or you'll improve on it.

Another thing is just be humble. Even if you're making a million dollars a day, so what, just be humble about it.

Business is continually learning, new things are coming out, it's always changing, especially in the online world, new things are coming out all the time, be humble about it.

Don't get all egotistical and start thinking you're better than somebody else.



We see a lot of that, I think especially at some of the seminars and things like that which is one of the main reasons we don't go. There are a lot of great seminars out there, but there's a lot of people who are fake.

Don't partner yourself with those kind of people, find people who you can relate to and who are real and who think like you but complement you like Simon was saying.

It's probably not going to work if you have different ways of thinking and you just can't get along, so you need to find compatible mind sets is a big thing, but find abilities that complement each other and you'll really move forward very quickly.

**Louis:** Something I feel it may be beneficial to mention - obviously this interview isn't about me, it's about your business, but I just feel it's an important point about building a long term business and really a profitable business, is you mentioned earlier, for example, you can just simply sell single e-books online and that may make you 20, 30, 50 dollars per sale, but it's not really a long term business, it's just sort of skimming the surface in a way.

What I try to do with my sites, is generally when I launch a new site, I generally consider that it will be online and running for at least five years and I keep that in mind, and also I try to keep in mind, if I'm going to promote online and also offline, try and keep in mind how that can work with the site, and also what I feel is important, just to give you an example is this product which I'm developing, it's not very high priority at the minute, but I hope to launch it at some point, I feel it's a good product which people will enjoy, but just looking at it it's just one product, and let's say it sells for \$100, and let's say over a year I sell 1,000 copies, that's \$100,000, but really in the scope of a business, that's not a big deal, so I'm trying to think, can the product be the start of an entire business, can the subject matter grow to include more products.

And I'm pretty sure it can, just from research and from what I know about the market, this product can just be one product and it can lead to, of course, a continuity program for example, an audio CD sent out monthly to customers for \$30 a month, it can lead to higher end products which are related to the initial product.

Basically, what I'm trying to say is, even if you have a product idea or if you're selling one product, think of whether you can build an entire business around it to turn a \$50 customer into a \$5,000 customer over the next two years, and it can be done, and that's how you have a proper business as opposed to just really something that just makes a bit of extra money.

**Simon:** Yeah, that's right, that's a really good point, you've got to look at things like that, is it scaleable.

And one of the things I always find helps me, say when you release an e-book or something like that, is to think, okay this e-book teaches people to do x, y and z, what does it not help people do.

Let's say for example, if you create a strategy guide to how to build a list of subscribers, you can't go into everything else that's important as well, because one of the other things that's important when you're building a list of subscribers is to make those subscribers responsive to your e-mails, you know, how to write better e-mail copy, how to get your e-mails opened.

So be thinking all the time when you're creating these products, what else does my customer need as well as this. And either find that what else product, or make that what else product.

Somebody once said to me, always call your e-book volume one and volume two, and then you're automatically going to get sales on the follow ups to that.

But if you also ask yourself when you create products and you have products out there, and I'm guessing there are people already selling products online now, when somebody buys your product, what else do they need, and you be the person to sell them that product, help them all the way, from building the list, to getting traffic to the squeeze pages, to designing the squeeze pages well, to having a product in place, to having sales copy that sells that product, all the way through, what else does my customer need, and you take that single product and go out in a circle because obviously if somebody's bought that product from you, you've built up a bond of trust with that person if your product's good quality.

You've established in that person's eyes that you've not just taken the money and ran, you're a legitimate business person and you have a product, so hello Mr Customer, you've bought my book, I hope you liked it. If you didn't, tell me why you didn't like it, and take that feedback on board.

If you did like it, by the way, you might be interested to know that we have this product that relates to that book but takes it to this particular area.

And then once somebody's bought that product, what else does my customer need to know. And I think all the time you can be doing that.

And if you've got an inventory of say four or five non-related products in your business, then you would be far more successful creating products that relate out and emanate out – imagine throwing a pebble in the middle of a flat lake, and the ripple effect that goes out from where that pebble lands; well, the pebble's your product and the ripple can be all the additional products, or the additional services, or the higher end training that you offer that customer.

People often get this wrong. When somebody buys a product on building a list, let's go back to the list building example, people aren't generally satisfied with one book on building a list, they need higher level strategies, they maybe need you to send them traffic to build a list, so maybe you could partner up with somebody that teaches traffic generation strategies, or will send traffic - a co-registration company.

You've looked at building your list, but do you know how to build traffic, if you don't know how to build traffic then can I recommend my friend, John Smith, who has a co-registration leads program and I've worked out a deal with him 'cos he's a friend of mine, he's a business partner of mine and you'll get a discount 'cos you're my customer.

And equally so, John Smith, your co-registration company-owning friend and partner can say to his customers, okay I can send you the leads, they can go onto your list, but maybe you don't know how to convert those subscribers into customers, well my friend, Simon, has a great book on how to convert leads and prospects into customers and then into long term customers, and I've done a special deal with him.

Just think of all those different things you can do. You've an entire world of possibilities and options and potential business partners that you can work with and always be looking for those opportunities where you can help people more, because it will help you as well.

**Louis:** In this interview we've covered an awful lot and I really appreciate the time you've spent here.

If possible, would you mind breaking down what we've spoken about into actionable steps that someone listening can start applying to take their existing business at whatever level it may be, to potentially making up to seven figures a week, or even more, however big they want to take their business.

**Jeremy:** Yeah, sure. In a nutshell, the real quick recap is, ultimately you need a product or service that people will pay for, and then you need to make sure it's quality and you are happy selling it, because you are proud of it and you're proud to put your name on it basically.

And you leave a wake of satisfied customers who want more and more and you continue to make more services and more products and give to them and get your repeat customers.

Set up an affiliate program as soon as you can. Make sure you run your business with the proper software that's solid and reliable and that has room to grow on.

You don't want to be piecing your business together with a bunch of little things that falls apart, you need to having something robust that's solid and it can perform well.

Have your affiliate program set up properly. Test everything as you go, get everything tested. Get your legal side set up, make sure you have entity protection, even if you're just by yourself set up an S Corporation or something like that, where you have some kind of legal protection, and just more benefits for income, expenses on your taxes.

Get that covered. Get your legal pages covered, talk to a lawyer even if you have to pay \$500 or \$1,000 or whatever for legal advice and help with your legal terms and things, get it done, 'cos it can ultimately save your business in the long run from any potential law suits and things like that, and ultimately protect you and your business.

So you really need protection set up, you need security set up. Get with people who can do the things better than you can in your business.

Yes, you're going to have to pay them but maybe you can find some people who are willing just to work with you as a partner where you split the profits and you just work together on things.

That'll really grow your business a lot quicker than doing everything by yourself, so whether you outsource, you out task, you partner, you hire people, whatever you do, try to grow some kind of a team, whether it's just two people or three people, it's still a team.

You'll move a lot quicker than working by yourself. And really study and learn as much as you can, just continually absorb and look around and read books, watch videos, just see what other businesses are doing and apply things that they do successfully to your business.

We do that all the time and so many people don't notice it, but when you're just out shopping, you can pick things up about what they're doing and apply it to your business.

And there are a lot of things you can do like that to really move forward quickly. It's a continual learning experience, even if you've been in business for 20 years there's always something you don't know about something, so you can learn.

Keep learning, just keep growing, and really the mind set is very important. You've got to think positively, you've got to think in a world of abundance, and basically just really keep things moving forward and have that drive to keep doing better and keep succeeding, and you'll do it, it'll happen. So just take all of that and put it together and it'll all work out for you.

**Simon:** Those are good points I think. One of the things that I personally think people should pay attention to is learning how to write sales copy, or recognizing that you can't write sales copy and having people write sales copy for you.

Concentrate more on the conversions than the traffic, increase the number of people that buy from you then you don't have to work harder all the time or spend more money bringing in more traffic.

And listen to people. If you already have customers, or you have subscribers and you're thinking what product can I sell them next, ask them. Survey the people, find out what it is that they need, and then deliver what they actually need.

Or if you don't, research the market before you start creating products so that you know there's a demand for the particular product that you have. You don't necessarily have to reinvent the wheel. Find a product in the market place that sells well and create a better version of it, or create a version that does something different.

And those are the sort of things that you need to focus on. I'm particularly aware of when people are just getting started and think I don't need to do all these things. It's important you do and it's important that if you're starting a business, so many businesses fail within the first year, or fail to make money and it's because - what we've talked about today is all the fundamentals, we've not talked about any high tech gadgetry, we've not talked about the latest gizmos and whiz bangs and all those sort of things, it's just basic, fundamental business and marketing that will help you make money, and you can do that online or offline.

If you're delivering a good quality product and you're putting that product in front of people and you're constantly looking to enhance that service and deliver fresh products and alternatives, then you will make money online.

If you go with the mind set that it's me, me, me, me and I'm going to take money off this guy and this guy and this guy, yeah, you'll do it, and there's a saying that you can shear a sheep on a regular basis, but you can fleece a sheep only once and if you get a bad reputation, especially in internet marketing, it's a close community, if you're selling into the internet marketing community, or into a specific niche where people talk and you're delivering bad service or bad products or you're ripping people off, or you're not supporting your products properly, then word gets round fast and you'll be out of business very quick, so focus on helping the other people, helping your customers and in return you'll become successful yourself.

Don't expect miracles overnight. Like we said right at the beginning of this call, Jeremy and I have had some incredible successes online and in addition to the money that we've made from the Marketing Main Event sites, we also have many other sites as well that are generating six and seven figures a year, and while the income's great, what you need to be able to do is to look at your business and you've got to say right, okay, where can I take this business, where can I move

it forward, 'cos if you're making \$100,000 you might be happy with that, and some people will be, that's enough for some people, but if you want to build a big business and be a big successful business, you've got to look at the scalability of building it and growing it and taking it forward, and those are all aspects that you need to focus on.

**Jeremy:** Exactly. And ultimately you want to be able to take yourself out of the business eventually, that's the ultimate goal for any business, is to keep the business going even while you're gone. So if you can do that, you've truly built a successful business.

**Louis:** And also potentially would you say it's a good idea to structure it as much as possible so, if need be, it's a very valuable, sellable asset in and of itself?

**Simon:** Most definitely, yeah. I think you'll find in a lot of instances people who get rich building businesses, do so when they come to sell those businesses, and it's common knowledge that ultimately all businesses will fail, at some point you'll be overtaken by competitors.

I know that sounds bleak and it might not be in the next two years, it might not be in the next 20 years, it might be in 80 years. If you build a business that you want for the long term, that's great, but it's going to pay you an income.

If you want to make money you have to look at things like you say, Louis, like structuring a business so it becomes an asset you can sell and that's where, if you build an incredible business that doesn't need you at the centre of that business, that goes on whether you're there or not, you're the person that has set up the mechanisms, you're the person that's given the business direction and where it's going, but ultimately the most money that you can make is when you sell that business as a successful, ongoing, growing and well-oiled machine, and that's where the real, big money comes into play.

But not everybody wants to build businesses to sell, people want to build business because they enjoy that specific area, but it's just another aspect to consider as well. Make it a viable prospect to a potential purchaser and you have an asset there that could put an awful lot of money in your accounts.