

THE **BANNED** WEBINAR



Michael Cheney



Omar Martin



John Thornhill



Dave Nicholson

Banned Webinar

Michael Cheney:

Let me just explain a little bit about what this webinar is and how it came to be, and then we'll each hand round and say a little bit about each of us because I know some of you may not be familiar with all of the internet marketers that we've got lined up for you on this very special, free, bonus webinar.

The first thing to say is that initially we were going to do this webinar and it was going to be about traffic, we were also going to be talking about product launching, and you may have been promised this webinar as a bonus for buying a product from one of us on this webinar. What we decided was rather than restrict the content and just talk about traffic or just talk about a narrow area of product launching, we all got together because we're part of a kind of mastermind group and we speak on a regular basis, a daily basis in fact, we thought well wait a minute why don't we all get together on one webinar and just share as much internet marketing knowledge and money making information as possible in the time frame that we've got.

So that's how this 'banned' webinar came about. Now why is it called the 'banned' webinar? Well the banned webinar actually first came about because we said look, let's talk about the places we've banned from on the internet, maybe we'll all have time to go through that, how to avoid getting banned from places, but it's really gone beyond that and we're really now expanding it. The most exciting thing about this webinar is the fact that you can ask

questions, live. When we give you the go ahead you'll see on the left hand side of your screen, underneath the section where it says 'about the speakers' where you have the link to each of our blogs so you can check us out and learn more about us, underneath those links there is a section that says 'ask a question'.

So when we're ready we'll give you the nod and you can use that little box if you click where it says 'ask a question', you can submit a question to us and that comes directly through to us, and we will answer as many questions about internet marketing that you have, in the allotted time. We're looking to run around 60 minutes or so, we'll see how it goes because we're going to play it by ear, normally when a bunch of us get together it's difficult to shut us down and stop us talking, so we'll see how things go.

First off let's give you an introduction. If you don't know much about myself my names Michael Cheney, I've been doing internet marketing probably in a kind of effective way I suppose for the last 6 or 7 years. I've launched many, many products during that time, probably close to 20 product launches. I used to have a job working for Exxon Mobile doing the 9-5 cubicle slave day job, that was my first and last ever job and I quit that to set up my internet marketing business many moons ago. Now I'm a full time internet marketer and I help lots of other people follow in my footsteps and set up their own internet businesses.

Let me now hand over to our next speaker for this evening, one of our other panel of four that we have tonight, which is Omar Martin. Welcome Omar.

Omar Martin:

Hello Michael, hello everyone. I want to thank you, Michael and everyone, and the rest of you guys, for putting this together. As you know my name is Omar Martin and I've been an internet marketer now for quite some time, I consider myself a business owner that uses the internet as a tool to reach his audience and deliver products.

My training, my actual education is in medicine, I was a New York city paramedic for many years, and after 9/11 I kind of decided that I didn't want to do this anymore and I went in to sales, which eventually led me to internet marketing. Now myself and my wife run a 7 figure business from our home in Florida, and we have multiple web properties, we are also the creators of IM Trustworthy which is a website you may be familiar with.

I'm very fortunate now to count myself amongst these great minds you see here on your screen. I look forward to inputting some of my experiences and helping you guys succeed.

Michael Cheney:

Cool, thank you Omar. Let's now here from our next panellist, which is Dave Nicholson. How are you doing Dave?

Dave Nicholson:

Hi everyone, hi Michael. My name is Dave Nicholson if you haven't heard of me before, I've been marketing online for quite a few years now, I'll not go into how many, but yeah I am getting on about. I've been marketing online for quite a few years, it's been my full time job for quite a few years, and I actually love it. I love the lifestyle and I love the work, I find that I do have to pry myself away from my job on a night time just to spend some quality time, but I do love my job. I love helping other people at the same time.

I used to actually work in a car plant, it was a big car plant it was called Nissan, and it was Nissan in Sunderland where I used to work, and I must admit it wasn't the nicest job in the world. It was a very hard, very manual labour job, and basically I used to work there with John actually we used to work side by side, and brainstorm ideas with each other all day long. Our bodies would be doing the job but our minds would be totally elsewhere trying to create products, trying to create ideas, to get us out of the day job 'nightmare' we called it. So fast forward quite a few years and I'm now here doing this full time, and I love it to death. That's basically a little bit about me.

Michael Cheney:

Cool thanks Dave that's awesome. A little bit of stuff there I didn't know, I didn't know you and John used to work together, so that links us right in nicely over to our final panellist. JT the man himself, no not Justin Timberlake someone far more famous, John Thornhill. How are you doing John?

John Thornhill:

Hi Michael and hi everyone. I don't think I have to say anything because I think Dave's covered it all, yeah we did used to work together at the Nissan car plant, I tend to just say car plant but it was a Nissan car plant, actually not too far away from my home. I basically got started on eBay and it was actually 2002, which was ten years ago now, it was November 2002.

To cut a long story short, that's how I discovered selling information. Back in those days I never knew of coaches and teachers and people you could go and learn from, I basically struggled for about two to three years until I finally discovered information products and started making money. The big thing happened for me when I started making money, but then decided to start teaching others how I was doing it. I was doing ok, but when I started to teach others obviously people wanted to pay and buy that information, and that is when things got really big. I became successful enough to quit my day job in 2006, and I've been full time ever since. I absolutely love what I do, like Dave said, I love the lifestyle, and the rest as they say is history. So you know I keep doing what I'm doing, I keep creating information products, and I also teach others how I run my business and how I create this information products, and that's it about me.

Michael Cheney:

Cool thanks for that. Ok so this is how we are going to play this. At the moment we've got just under 50 people on this webinar, we've had a couple of people submit questions already even though I said do not submit questions, but that's fine. I'll just mention to you guys, Brian says that he's a bit disappointed he thought that we were forming a band so he's a little disappointed that we're not. I wouldn't rule that out Brian, I'll just say that, I know some of us are meeting in a few weeks so I wouldn't put it past us to record some sort of musical number. Someone who has just joined is asking how much have they missed, you've missed that basically each of us shared the quickest way to make a million dollars in seven seconds, we shared that right at the beginning of the webinar, so sorry you missed that.

So yeah hello to everybody, here's how it's going to work. We've got an absolute armoury of stuff that we could share with you, between us, we've not actually calculated but we've probably done easily I would say \$10,000,000 in sales between us, easily I would reckon. We could easily just launch into a 60 minute session here talking about internet marketing, every different guys product launching, traffic, everything, just you name it we've got it covered. However what we thought was, rather than preaching to you and trying to second guess what you want to know about and where you are in your business, what we're actually doing on this webinar is something very special.

We're actually turning the tables to you, and we're inviting you to ask us a question about internet marketing. So what you need to do to that is it's basically first come first served, we're going to take as many questions as we can in the next 45 minutes or so. How you ask these questions is very simple. You need to go back to the link of the webinar, so actually look at the screen, on the left hand side underneath where it says 'about the speakers', there's a little thing that says 'ask a question'. Click on that, there's a little box where you can type your question and click send.

So just put your first name in there, ask your question, and click send, and we will get the questions. When those questions come through, depending on how many we get, we'll probably take one at a time each or we may reach all want to chip in. Speaking for myself here, when there's a hot seat session and somebody says 'can you help me with x,y,z', and somebody goes up and answers the question I always think yeah but you've not thought about this, or you've not thought about that, so this is your opportunity to get help direct from some of the leading minds in internet marketing. So to ask us a question right now, go on the left hand side of your screen there's a little box, just type your question there and click send and that will come directly through to us, and we'll start reading these questions out and answering them.

Let's just take the first question that's come through here.

Brian says "how long did it take each of you to be able to quit your day job, and how many people were on your list when you did that?"

Ok does anybody want to take that up? I'm more than happy to dive in, anybody itching to dive in on that one?

Omar Martin:

My answer to you Brian, I'm going to caution you that in my experience I would not set it on a number of subscribers and say 'well hey when I reach this amount of subscribers I'm going to quit my job and that's it'. For me, when I started doing this I knew from the very beginning, from day one I knew I wanted to create mortgage paying, life changing, perpetual income. I didn't start doing this because I needed an extra thousand dollars for Christmas, I did this because I wanted to replace my job and have something solid.

Now we're all adults, I personally don't want a one hit wonder I wanted to build something of value that was going to pay me every single month, something that I could depend on. I wasn't a 21 year old kid I couldn't afford to lose my house, I had a family to support. So for me what was important was to see consistent results, and after a few months of doubling the amount of money that I needed to pay my bills I started seriously considering leaving my job.

For me personally that journey took 18 months. I started making money within the first few months by going through John Thornhill's programme, I was actually one of his students in his first coaching program, but I needed to make sure that I did everything in triple hit, I needed to make sure I had solid consistent recurring revenue coming in, and I took it in stages. After, what I found though once I had that money coming in I eventually quit my job permanently once I reached the \$30,000 per month level.

I only needed about \$8,000 per month to cover my bills, but once I reached \$30,000 per month and once I had done that for three months in a row I quit my job, and in the fourth month I had my wife quit her job. Then something beautiful happened, because yeah at that point I was making \$100,000 a year, but when I quit my job and my wife quit her job and we were both able to work our business full time, things just exploded and that's when it turned from a six figure business into a multiple six figure business and we started making \$500,000-\$600,000 per year. So the whole journey to quit my job took me about 18 months, and now here we are five years into it ready to do our first million dollar launch. Since then we've made \$3million online, so the journey is slow, it requires patience, it isn't going to happen overnight. I actually detest when people say 'click this button and you'll be ready to quit your job tomorrow', I'm going to caution you to be careful. Build something solid, have a business plan, and measure your success. Have some good facts before you quit that job.

Michael Cheney:

Good answer Omar. I'm glad you emphasised that because a lot of people do, even now, they still kind of get drawn in by the 'make money overnight, instant riches' ideas, so as you see it's a business, it just happens to be on

the internet. Somebody asked me this on Facebook they were saying 'what's the quickest way to make money, I need to make money within two weeks',

My answer would be get offline. Get a job, ask for a raise, sell some stuff that you own, internet marketing isn't like a magic button where money comes spewing out of the computer. It's a business and as such you need to devote time to that business, it needs to be structured, you need to have systems in place, processors, you need to test things out, you need to develop a network of contacts for suppliers, for partners, it's all those things that a normal business is.

To answer your question specifically Brian, how long did it take me personally to be able to quit my day job, well I worked in that job for about two years and as I was saying it was my first and last ever job. After that two year period I walked away and was basically a full time internet marketer. I was making money before that but not actually as an internet marketing, I set up a consultancy business for search engine optimisation and it was kind of weird because I was travelling around Scotland in my car telling companies how to get ranked on search engines, and I didn't really fully understand that actually I could be teaching people this across the world by selling digital products. When I made that realisation, that's when things really took off. I thought why am I going around charging high amounts of money to just a few people locally, when I could actually be charging less money to an infinite amount of people, almost, on a global basis, and that's what kicked it off for me. So John, Dave do you want to tackle this one as well?

Dave Nicholson:

Basically, I'm talking from scratch here, from being on a production line at Nissan pretty much working my nuts off without any intentions of making an online business, I would say it took me about two years of starting to make money online, I had the idea which me and John brainstormed, we put the systems in place to try and make money online, but the process was very gradual for me. I was working a very, very hard job, I didn't have a lot of time to invest in the business, so I did what I could and I kept working away at the day job, then when I got home from the day job then I'd work until I went to sleep at night time. I remember some nights I would say I had maybe three or four hours sleep, I learned that your body cannot go for a full week without any less than 4-5 hours sleep otherwise you start slurring your speech and all sorts, but as I said it took me about two years to build up enough funds.

My challenge was in order to make the same amount of money that I was making at my current job, so once I got to the stage where I was making the same amount of money as my current job I then thought to myself well hang on I've got lots of debt and stuff, so I wanted to pay some debt off, so I kind of hung around another six months when I was making some good money. I paid most of my debt off to give me a little bit of leeway when I left the job, because it's a big step leaving your day job, it's not something to take lightly. It's a big step, but if you've got the guts to take that step I would

definitely recommend it because your world just opens up when you start working for yourself.

So as I said about two to two and a half years before I was making a good amount of money, enough money to take the big plunge.

John Thornhill:

I'll jump in as well. I just want to cover a little bit about what Omar and Michael were saying about being careful about quitting your job. What I'm thinking with the internet is a lot of people believe that there is some sort of magic button out there, or because of the copy you read on a daily basis you believe you can actually be making money in a short space of time, and it's just completely not true.

To be honest it took me six years from getting my first computer to quitting my job. For a couple of years I was trying various different things, nothing worked, this was back in 2000 actually. I discovered eBay in 2002, now when I first discovered eBay I was selling things like cell phone accessories and all sorts of different things, discovered information products in late 2004, quit my job in 2006.

So from actually discovering information products and learning how to create information products, you're looking at about eighteen months to two years. So I think we've all got about the same time frame, but what I want to get across which I'm sure Omar was saying but I want to really emphasise, you are building a business. When you really want to quit your job it's not something you can just mess about with. I was like Dave, we both worked on the same shift on the same production line, there would be a certain shift where I'd go home at 1am and I'd be working until 6am on my business. I actually remember, just to quickly recap about money earning and subscribers, sometimes I was going to work and I was earning a month's wages by the time I was going home, and I still didn't quit my job because I didn't really have the courage, I just always thought something would go wrong.

Then I started getting hassle off my boss, basically where we worked was very strict if you made a mistake, we would do something like half a million operations in one night, and if you made two or three mistakes in a week you were getting the boss on your case. I just remember I went home and said to my partner Tania, I said look I don't want to work there anymore, next day I walked in with my notice.

I went in with my notice, handed it in, I worked my month's notice, and I always remember I bought a big fat cigar which I smoked the day I walked out. I went home, lit that, and I'll never forget that day. June 3rd 2006, one of the best days of my life.

Dave Nicholson:

Can I just jump in there John and say, me walking out that factory, I've still got this mental picture in my head of the factory as I walked out of the gates for the very last time, and that I believe was the happiest day of my life so

far. I went through twenty years of working in this state, twenty years of a really hard job, and walking out as John said is one of the happiest days of your life, when you actually see the day job disappear and you start working for yourself.

Michael Cheney:

Ok guys lets crack on. Just to give you an update here we've got about 10 questions come in since we started answering the first one, so let's get through these. This next one is kind of a common one that we get asked all of the time. I like to call it the 'underpants question', if you are starting out from scratch, I can almost hear the shivers down everyone's spines here on the panel as this question comes in, but let's see if we can address this one quickly with maybe one tip from each of us.

The question is, "what is your best recommendation for how a newbie can get started?"

So John, go for it.

John Thornhill:

I can answer this question in ten seconds. Find a mentor. I didn't have a mentor and I struggled for about four years, if I could find a person I could go to I would have quit my job much sooner. Was that less than ten seconds?

Michael Cheney:

Not bad, I'll give you that. Omar do you want to chime in on this one? You've got to see if you can beat ten seconds.

Omar Martin:

I can beat ten seconds. The answer is, ditto.

Michael Cheney:

That's going to be hard to beat, Dave?

Dave Nicholson:

Ditto.

I'm sure I beat him there mind.

Omar Martin:

For me I just want to add one thing, that is a loaded question. I recently turned somebody down, they actually offered me \$10,000 to come and just watch me work for one day. I told them that would destroy them because what I do today in my business, based on the experience I've got from the struggles I've gone through, is totally different than what I did on day one. It is the struggles, it is the creation and the building of the business that makes you strong, that makes you successful.

If you were to crack an egg and take the bird out, it would never be able to fly, it would die. It is that struggle of cracking the shell and getting out that makes him able to soar. So my lesson to you is to learn, to sail fast, to move forward and charge forward, a smart man learns from his mistakes but a brilliant man learns from the mistakes of someone other than him, and that is why John's advice is something that we will all agree with.

Learn from someone that has done it, but don't ever be afraid to build it yourself. You cannot, you can't just walk into a successful business situation unless you have a few hundred thousand dollars in capital to literally buy an existing business, and even then you have to, (mic interference). So again to tell you what I would do if I had to start over is totally different to what you need to do if you are starting over for the first time, because if I lost it all today I have thousands of people that could help me put it back together.

I could call Dave Nicholson, John Thornhill, Mike Filsaime, I could put together a product with all my resources and everything that I know, that I've learned over the last five years, within thirty days I'll have a couple of hundred thousand dollars in the bank again. You haven't built those networks up yet though, you don't have that stuff, you don't have that knowledge and experience, you just don't have that, so what I'm doing is totally different to what you need to do to start today. I don't know if that makes any difference but that's why it's a loaded question, and it really tells me that the mentality is incorrect.

The mentality that you have it 'well what can I do quickly to make money fast', you can't, if I taught you what I'm doing right now you'd fail because you haven't gone through what we've gone through. That doesn't mean that you have to take as long as we did, you can learn from our mistakes and do it faster, but it doesn't take away the reality that you need to go through the experiences, you need to build your business. We can't crack that shell for you and bring you out because you would die, you wouldn't be able to fly.

Dave Nicholson:

You hit the nail right on the head there Omar. What I was going to say is the reason I agreed with you and John and the fact that you need a mentor in order to step forward quickly is basically because back when we started back in the day, when I said it took me two to two and a half years that was two and a half years of trial and error with no tried and tested methods.

There was no big coaches out what took me by the hand and let me through everything step by step, back then it was you had to learn, feel your feet step by step, doing everything trial and error. So like I said I spent about two to two and a half years doing everything trial and error, but the fact that I did everything trial and error as Omar has just said, made me find my feet and made me the person I am today.

I have learnt everything from scratch, I've been through all of the crap ways to do everything, I've been through the longest ways to do everything, I've done them the short ways, but now I've got a perspective where I can look upon it from any angle. So I can now see the bigger picture in everything.

Michael Cheney:

From my point of view definitely you've got to get a mentor, I know it's not always easy and that answer always get thrown out, I remember hearing that answer when I was first getting started and thinking 'well yeah but I don't have thousands of dollars'.

There are cheaper ways to get hold of mentors and connect with people, you're on this webinar for example or listening to the replay or whatever, you're close to guys that know what they are doing and have got that experience. Something that I kind of found helped me get started is really shifting your mindset, because when I first started out I would ask myself this question, many you're the same, and it's 'how can I make as much money as quickly as possible?' In fact I used to repeat the question 'how can I make one million dollars as quickly as possible on the internet?', and I know a lot of people have the same question.

Whenever I asked myself this question, I went through about two years asking myself this question, I didn't make any money online, but when I changed the question that's when I actually started to succeed. What I did was I changed that question because it was the wrong question to ask because it focuses on the money, which is incorrect I believe, it focuses on me which is also incorrect, and it focuses on instant and something super fast. The right question I asked myself is rather than how can I make as much money as possible, I asked myself 'how can I help as many people as much as possible'. So it doesn't focus on the money, it doesn't focus on me, it focuses on other people. It doesn't focus on speed, it focuses on building long term relationships.

Now conversely and somewhat irrationally and illogically, when you actually do that and you focus your entire business on that question 'how can I help as many people as much as possible', you actually start making money quickly. It's very, very bizarre, but if you go after the money you won't make money.

I know Mike Filsaime has also spoke about this at length at some of the events, but don't chase the money. If you're going after something just for the money it's not going to work, go after something to help people because you are passionate and because you are interested in it. So that's kind of a tip for you and something that really helped me, when I put other people first it really started to pay. In fact the late and great (mic interference) had a great quote and that's that 'you can get anything you want in this life as long as you help enough other people get what they want first', and that's been essential to my whole business philosophy.

Once I heard that quote I was like that is genius, don't think about what you can get, about how much money you can make, how big a house you can have, how many fast cars you can have, think about how can you help as many people as much as possible, because when you help people they'll get interested in you and the money will follow.

Ok let's take the next question here.

Dave Nicholson:

Just to butt in there whilst you're reading the next question, I think that anybody listening right now, that last stint that Michael has just said write it down, circle it in big red pen and put that at the top of your list in things to do in order to build you business. I just wanted to highlight that point there, it's a very important point it's been one of my biggest (mic interference) right through my business building so I just wanted to let people know that it is really important so it's something you really should highlight.

Michael Cheney:

Yeah as you say it is important, it's always at the back of my mind and it was obviously really sad to hear about Rick passing earlier this week, but yeah for me it's just part of who I am now but if it's knew to you, that idea, that concept or even that quotation, just write it down and put it somewhere you're going to see it every day to remind yourself. If you do this for you, you're going to fail, karma will come and get you. You've got to do it for other people and help other people.

Next question, this is from Ronald. It's fairly general so I don't know how you guys want to answer this, maybe you could give us a bit more information Ronald. 'We've put together an info report on how to use a smart phone or tablet for making a movie trailer, can you give us any advice?'

I don't really know what type of advice you're looking for, so I don't know. Does anybody want to field that or do we need a bit more info on what type of advice he wants?

Omar Martin:

I'll jump in on that one. My advice to you is create a business plan, create departments that will attack every angle of that business plan, make sure you have a marketing department, a research and development department, a sales department, a product delivery department, a recruitment department, and if you're the only person in your company then guess what? You're working in each of those departments.

Make time in your business plan every day to work in every one of those departments, are you getting the theme here? The theme is run it like a business. You can fill in the blank, whatever products here, it doesn't matter what product, what niche what angle, the key is have a business plan. Make sure you know in advance how much it's going to cost because it's going to cost money, so if you need to raise capital, if you need to get loans, if you need to bring people on board depending on what you're going to do, all of this is a formula that you put together based on your business plan.

So my advice to you regardless of what the eBook is about is to make a business plan and if you don't know how to make a business plan then that's the answer to your question, go figure out and learn how to make a business plan. If you don't have the money or the capital to do that to your business plan then the next step is to raise capital, so the point again is to run it like a business. That doesn't mean you can't do all of this from the spare bedroom

in your home, it just means the sooner you start looking at it like a business, the sooner it's going to start paying you like a CEO.

John Thornhill:

What Omar said there is absolutely spot on. We are in a privileged position as information product creators, you could probably do everything for very little, even free, you can create an information product for free. You can write a report for free, you can create a sales page for free, you only really need hosting and an auto responder to get going online.

That's what makes this type of business different to almost any other business in the world, you can start on a shoe string budget and you can literally create money out of fresh air because an information product is digital in nature and it's such a privileged position to be in. I think it gives everyone a level playing field, anyone can do this, and regardless of how much money you've got anyone in the world could do this.

Michael Cheney:

The barriers to entry, as you say are just so low with doing business online. Yes there's obviously got to be a big commitment on time, but from a money side of things, how much does it cost to get a McDonalds' French fries? It's not much money where you can just get a domain and get a website to spend some time and get that knowledge, and you can start selling a digital product. \$100 you could probably get an entire thing set up if you know what you're doing and you're following a mentor and putting in the miles to learn the stuff.

Ok so next question. This is maybe something that we've addressed already, but it might open up a couple of more areas. This is from David, he says 'what are the skills necessary for a newbie to master in order to 1) get going and 2) make good money?'

Do you guys want to chip in a little bit on the skills side of things, any particular skills you think people should be paying attention to? Obviously there's thousands of skills in internet marketing but anything you want people to be particularly aware of?

Dave Nicholson:

Well one skill I would definitely recommend is because you're working online, you're going to be working online most of your time, I would definitely recommend that you start learning the skill of HTML editing. We've all done HTML, but we all do it quite a bit. I would say that we each do some kind of HTML pretty much every single day, that's just throwing that out there, but I know I personally do but that's just me and I quite like HTML. That's one thing I'd definitely recommend if you just want to get ahead and get going online, that's one thing you've got to be used to messing about with a website, creating a website, listing a squeeze page online, that's something that's going to help you out immensely in your online business. That's just one little skill there's obviously a lot more.

Michael Cheney:

I would go a bit left field and say forget the technical side of things and forget the internet. Yes you run an internet marketing business and ultimately it's going to be about putting things online and selling digital products, but before all of that it's about you as an individual. I think probably one of the most important things that you need to master to get started to continue to get momentum and to achieve whatever your goals are and achieve success, is discipline, self discipline.

People often ask me, I don't know about you guys, but when you tell people when you work from home and that you run your own business they are always like 'I could never do that, I'd be at home and I'd just watch TV all day', and it's like well that's why you're stuck in a job. That's why you're going to work a day job and fulfil someone else's dreams for the rest of your life, and I'm going to fulfil other people's dreams by helping them and my own dreams as a result. You've got to have some discipline, it's going to take a little bit of extra effort, you're going to have to cut down on watching Grey's Anatomy, you're going to have to cut back a little bit and get less sleep, get up earlier, go to bed later, miss out on some family time, miss out on some free time, that's what is going to pay.

If you're not prepared to do that then it's probably not for you. So I would say for me one of the most important skills you've got master is that discipline to be able to get on and do stuff and actually make some sacrifices. Especially in the early days when you're kind of just learning and getting going.

John Thornhill:

Just one little thing I think you've got to master as well is product creation. Obviously what we do is we create and sell information products, and that's what I think a lot of people think to themselves, 'I could never, ever create an information product', and that's where ultimately people start failing.

They end up buying into products that maybe don't really deliver or products where its thousand of other people own the product, that sort of thing. I think if you really want to be successful online you have to learn and master product creation.

Believe me it's not as hard as you think, with a little bit of research and a little bit of practice at what you're doing, learning product creation that's one thing that you have to master. There's many product creation courses out there. Start with a simple report if you have to, start with just building a simple squeeze page, start with a simple product you can offer for free. Once you master that then take it to the next level, create something you can sell, put an affiliate program together, but if you don't master product creation you probably will struggle in the long term.

Dave Nicholson:

I totally agree with you there John. I know most mentors or coaches will have some kind of product creation modules within their course, and like I say it's one of the most important things, it's something you need to be able to do. Some people think they can just wing it and think they can just build a list through various other techniques, and just promote affiliate products all of the time, but that won't work in the long run.

Anyway I was going to say Michael, the discipline thing there that rings home with me because every single time I tell somebody what I do, they always say to me 'that must take some doing, getting yourself out of bed on a morning and building the momentum to work all day long'. Every single time I get that same thing whenever I tell anybody what I do, they are all astounded that I work all day, I get up early on a morning, I don't have to get up early on a morning but I do, because I love my job as I said earlier on.

To add another little point to the question, one thing is you need to stick at it. A lot of people will get a bit overwhelmed with one kind of phase or one step or another doing internet marketing, and they'll think 'I've tried that for three hours now and I can't do it, I'm giving up'. Don't give up, that's another thing. Write that down on your wall right now beside you in big black marker and circle it with a big red marker, and don't tell anyone I told you to do that, but write that down. Don't give up. If you can keep going when you're building your business, work through all the thick and all the thin and keep going. That is a massive thing in order to get you to where you want to be. Don't give up.

Michael Cheney:

Top comments there Dave again. If everyone is listening, by the end of the day you're going to have a room full of good things on your walls, but it's all going to help you and in the long run you're going to make enough money to redecorate your house. So it's all good, and if you don't I'll give you Dave's cell phone number.

So we'll move on to the next question. I know you've not had the chance to chip in on this one Omar but we've got the same number of questions we had about twenty minutes ago, so they are coming in quicker than we are answering them.

This one, I'll tackle it first then Omar you might want to chip in. This one is from Cheryl and you say 'at times I get so very discouraged about the online stuff, what are your tips and secrets to push through the negative self doubt?'

Ok so this is a bit kind of left field again it's not how to build a blog or what's the best widget, but I thought it is some of the most important stuff, the personal stuff, how you actually deal with yourself mentally and how you actually motivate yourself is really important.

If you don't have that motivation, if you don't get that momentum, if you don't have the energy and enthusiasm to actually sit down and get this stuff

done, it doesn't matter what you do. You could have the best business plan in the world, you could have the best strategy with everything laid out for you step by step, but if you can't get motivated to spend time to do it, it's not going to work. So in terms of overcoming self doubt it's difficult I'll be honest with you.

For myself, when you're just starting out, you do have these little question marks in your mind and you do think 'well is this really possible', 'is this really true', 'have I got what it takes because I see all of these guys online and they are so successful, they know so much and have been doing this for so long but I'm just starting out'.

Really one of the things that can push you through all of that is you need something to push you and you also need something to pull you. So what's going to pull you through that is goals, having goals and targets you can aim towards. Not necessarily financial, although that can help, having other goals of things that you want to achieve, places that you want to go, the type of person you're going to become, maybe things that you want to own, and getting pictures of these goals and putting them up somewhere, writing dates on them so that you can see that and think yes I'm doing this to help people, I'm doing this to change people's lives, but also I'm doing this so I can improve my own life and this is the new life I'm aiming towards.

That kind of pulls you through all of that doubt, through that negative self doubt, so you can think this is why I am doing this. When times are tough, when you're struggling, when you're up against the hurdles, you can look at those pictures of what you're aiming towards and think this is why I am doing it. That's kind of pulling you like a magnet.

You also need something pushing you like kicking you up the backside also so you've got this dual force acting in unison, which is far more powerful than just aiming towards some cool stuff that you want. That pushing is looking back at where you've come from, or like the worst case scenario what might happen if you do fail, and you think well if I do fail then maybe I'm going to end up back at that job, or maybe I'm going to have to own up to my family that I've wasted my time, so kind of turn it around.

Turn the negativity around and use it as fuel. By actually putting something out there, for example putting out a goal and telling your friends and family, making it public and saying look this is what I'm going to do, I'm going to prove everyone wrong and I'm going to make enough money to quit my job, I'm going to make my first thousand dollars by March 2013, whatever it may be, putting that target out there and making it public is something that is going to push you forward.

That's going to push you because you realise if you don't do this you're going to look stupid, so that kind of pushes you forward and then you've got the goals and the targets pulling you as well. So that's my kind of tip on getting through the negative self doubt. Anyone else want to chip in on this one?

Omar Martin:

Yeah Michael I have a couple of tips for her. First of all I want to tell you something. There's two kinds of people, there's doers and action takers, and there's people that don't. I knew long before I found internet marketing, I knew that I was unhappy with working for someone else and I knew that I was going to be successful in regardless of what I was going to end up doing

So if you were to ask me ten or fifteen years ago, 'what are you going to be doing in ten or fifteen years?', the last thing that would have crossed my mind is 'I'm going to be on a webinar with three other internet marketing millionaires teaching people how they can start an online business'. That would never have been on my mind, but I definitely would have told you that I was going to be financially independent, that I was going to be happy, and that I was going to be successful.

So it really comes down to you and which type of person you are. It's important to remember a few things, like to remove self doubt you've got to get angry. You've got to get angry at things, anger is the best motivator, so you can be unhappy for life but until you get angry about your situation you're not going to change it. So what kind of things do you want to change in your life? Do you want to have a better place to live, do you want to provide better things for your family, they don't necessarily have to be financial.

There's four F's, four things that motivate people; freedom, family, fame and fortune. So which one of those things motivates you? You need to make that the thing that makes you angry and causes you to take action in your life. The other thing to keep in mind is you shouldn't judge you by they and them.

Sometimes, especially when we are just starting out, we look at they and them and those on the internet that are a lot further ahead than us, and we see them as our competition, and we say 'how can we ever be as big as them, how can we every do what they do? they have all this equipment, they have all this technology, they have all this experience'. Stop trying to judge you by they and them, because they and them, they also had to go through the learning curve and everything that you're currently going through.

So the one thing that I did for me is I simply out worked everybody. There's a lot of things that make the difference between an entrepreneur and a hobbyist and for me I saw these guys building websites and I thought, how on God's green Earth am I ever going to make a website, they're making videos how the hell am I going to make videos, if that is what's required of me then I don't know if I am going to be able to do it, and there's that doubt creeping in, so I set my goals in front of me, I got angry about the fact that I couldn't do it and I took action.

The one thing that I can't teach anyone is the one thing that you need to master if you're going to remove self doubt and that is, work ethics, I could

outwork anyone so it didn't matter how good there were at what they were doing right now in comparison to me, I was going to work longer and harder than them until I figured it out, so if you keep the Blinders on to they and them, focus on YOU, realize what motivates you, realize right now what it is that gets you angry, and create smart goals.

A lot of people make the mistake of just creating goals, your goals need to be smart, they need to be specific, measurable, obtainable, realistic and timely, take a goal right it down, make sure that goal addresses something that makes you angry, then right beneath that goal right down S M A R T and next to that identify how it is a smart goal, For each one of those points and don't get judged by they and them just make sure you work harder than everyone and I assure you that self doubt goes away when you use those things.

Michael Cheney:

Awesome, awesome answer, and yeah you've got to be specific with the goals you set and I know that it's difficult when you're starting out, I mentioned it before that I wanted to make a Million Dollars or whatever, or I want to make a Million Dollars as quick as possible, you might think that's pretty specific, but it's not, what does that mean, if you have a target of wanting to make a Million dollars, then it's not specific at all, it's actually very vague.

Do you want to make a Million Dollars cash, do you want a Million Dollars in the bank, do you want a Million Dollars in assets and equity, what specific date do you want that money, how are you going to make that money, so you know really specific, instead of saying "I want a new car", be specific. What model? What make? What colour? and the date and time, that is also important.

When you were saying that about smart goals, divide them into different areas, you know, short term goals, the next 3 months, easy cherry pickings that will give you a self esteem boost also have 6 month goals, 1 year goals, 5 year goals and 10 year goals. Review it periodically, sometimes I look at it and think, why did I even put that on there? You know and I rip it off and think oh well that's pointless I don't want that now, I wanted it at the time but I don't want it now. It's not a failure, it's not that I've given up or anything, but it's just that I have become a different person since I set that goal, so I am going to rip it off and not strive for that anymore.

Something else about goals and we will maybe move onto the next question is, that you can also have a Goals Achieved board, so yes have a goals board and a visions board, and it has become quite popular with movies like that The Secret and that kind of thing but also have a Goals Achieved board, so when you've achieved a Goal, move that onto the achieved board. Then you can actually look back at it when you're struggling and dealing with difficult times and you can look back and say, look at those things I have already achieved rather than always aiming forward and just facing the future.

Omar Martin:

Yeah Michael, I would just like to add something, something that all of us, all four of us presenters here on this call today are good at, that uses focus to master is we can reverse engineer success, we can take an idea in our head look at it in our mind eye and then reverse engineer how to get there and once you have that laid out, you can reverse it and check every step and say I've got to do this, this and this to get here and it will take this long to do this and you're creating a timeline and that's what I meant about making measurable goals, if the goal isn't measurable and every week you can't look at the goal and see the benchmark and see where you're supposed to be and then say oh well, I didn't hit this so I have to re-do that and let me extend this goal or move that goal, if you can't measure your progress then it is truly not a goal it is just a dream, until you create a timeline for that goal, until you're able to reverse engineer your ideas and put deadlines on it.

You know we do this on micro scales as well as macro scales, so I am doing a project with Dave right now and we have know when we want to launch so we look at the things that need to be done so we have to finish the software, finish the videos, we have to say how long will it take to do this, we have to put a date on that goal and is a series of small attainable goals that form a timeline for the main goal, every once in a while, every week you have to check your progress and remember, just because you didn't hit the goal, doesn't mean the goals changed, it just means you have to move it, unless you're following a measurable timeline.

That is the reason why corporations have quarterly meetings, they review their goals, did we hit our goals, no, well let's bring them up, why did we miss them? Oh well we were supposed to have this done by this time and it didn't get done, why, didn't it get done? Well it took longer to do this, I never found somebody to do that and now we have something to work with and now we can create a better goal for the next quarter. You have to run your business like that you can't just say, well I am going to make a Million Dollars by this year, without reverse engineering that.

I literally used to extract numbers and think, well if this guy mails, I know he has this many people on his list and after this many, and the math was all wrong because I didn't know what I was doing but I tried to guess how much money I was going to make by when if I had this many affiliates and you know. So you see I think of these things strategically, by reverse engineering what I was trying to accomplish.

Michael Cheney:

Cool, brilliant thanks Omar, Ok so we've covered a lot now on Goal setting and the next Question is from Steve McNelly, and that is; How to decide which products to develop and market? I am going to spin the bottle of internet marketing genius here and oh it's landed on John Thornhill. So how do you decide which product to develop and market John?

John Thornhill:

Firstly I think your subscribers are telling you what sort of products to create, people who contact your support desk are telling you, you may find over time, let's look at some of the questions we are being asked tonight you know. What would you do if you had to start over? stuff like that, you may get repeat questions, the question I used to get a lot was "how do I get traffic?" You can run a survey to your subscribers, if you've got a list you can ask them what they want you to teach them, that is actually how my very first coaching program came about, because I asked my subscribers if there was anything they wanted help with and it turned out they wanted help with getting started online and that's how my first coaching program was born.

Simple Traffic Solutions, a product I've just launched came about because in a recent survey I ran, asked "what are the things you need help with most?" There were 5 or 6 options and one of them was traffic generation and the top result was traffic generation, so I knew that my subscribers wanted me to teach them traffic generation. But you know if you haven't got a list you can't run a survey, you will find that when people start contacting you, certain questions will keep coming up, and for me that is how I do it, of course you can go and research the marketplace and go and do research, niche research, keyword research, but I prefer to see what my subscribers are asking me, So repeat questions, repeat support tickets, surveys, and things like that should give you enough ideas about what to create.

Dave Nicholson:

Cool John, ok I'll just jump in there Michael, I'd just like to echo pretty much exactly what John's just said, you know, you need to know what your subscribers want, there's no point in you just trying to make up a topic, and then hoping your subscribers like it you know, you need to find out what kind of subscribers you have, you should be targeting your subscribers on a particular niche, so you then need to find out what part of that niche they are interested in, and you also need to do some research, you need to keep your eye on the ball, you need to know what's hot and what is going to be hot in a few months time.

I remember when the Facebook like pages were just about to come out we created a product that builds like pages, when Facebook timelines came out we made templates for them, that's the kind of things I want to get across here, be ahead of yourself you know, look into the future, not that you can, but try to see what is going to be hot, what is going to be a hot topic and if you can get on it quick so you've got I prepared for whatever it is going to be, and as soon as it has happened and it's launched and it's out there you've got a product, that's going to be hot, it's going to be really hot, so it will sell, so that is my input. Find some hot topics and niches and make sure you do your research and keep ahead of time.

Michael Cheney:

Cool, thanks guys. Anything you want to add on that Omar?

Omar Martin:

Guys I totally, totally agree 100%. Let your customers dictate what you do, don't create things based on what you think is going to work, use metrics, use data, create what the market needs. Personally I think one of the biggest problems that people have is traffic, but I literally think that they create that problem because they are creating products and then looking for traffic. The reality is instead of creating a product and trying to bring the traffic to the product, what you should do is find the traffic and then create the product for the traffic.

If you do it that way, if you do your research and find where the traffic is, find where are people aggregating, where are people looking for something, where is there a need? If you find that need first and then feed that need, you'll never have a traffic problem. So the key to knowing what to create first is to look for the traffic, find the traffic, find the money, follow the money, do what the market demands instead of what you think is going to work, because just because you're an expert in something that doesn't necessarily mean that it is a profitable niche that you're going to make money in, so do your research.

Michael Cheney:

Yeah that's it. It's basically a choice between do you want to do a Frankenstein or do you want to do the weightier model. Frankenstein locks himself in a laboratory for six months creating something that's going to be a great idea, you release it into the world without any, you've been in total isolation, you release it into the world and it's a monster and it tries to eat everybody and everybody hates it.

That's what most people do when they try and make a product, they think 'I've got a great idea, I'm going to lock myself away and do this then release it', and it's a Frankenstein monster and a total nightmare. The better way to do it is to go out, find a hungry crowd, ask people what they want, give them a menu like John did with his survey, and then actually build what they want.

Now I've taken that to the other extreme, to a total extreme before. I've surveyed my list and said look what do you want a product on, they came back with an answer, I then said ok that's what I'm going to create the product on, I'm going to involve you in the product creation. I got them to choose the colours, the logo, I got them to vote on the logo, I got them to choose the name of the product, I got them to tell me what they wanted in the creation of the product. What happens when you do that is they feel ownership of the product, they think yeah this is great I'm actually being a part of the creation process and then what happens when it goes live and it's launched, it's the perfect product. Not by chance, but because they've designed it by chance and they really want that product. They feel like they

are part of it, they helped create it, they helped design it, they helped chose the curriculum. So don't do a Frankenstein.

Right next. Next question, this is SEO just to kind of give you guys a heads up. I'm not an SEO specialist, I can easily say something about this but if you are any way an SEO savvy feel free to dive on in this one. Yes I might have had a search engine optimisation consultancy way back in the day but I haven't touched any of that stuff in years. Anyway here's the question let's see how we get on with this one.

This one is from John L, he says "I've lost two websites that were bringing in about £1500 a month', which I'm guessing is around \$2,200, and he lost them in the BMD update, I've got no idea what that is, "they had unique content and despite stripping them back and effectively starting again, they have not re-emerged. Would you abandon them and start with a new domain and website, or is there something you'd do to get them back? Any ideas fellas?"

John Thornhill:

I know nothing about SEO, very little, all of the traffic I generate doesn't involve the mighty Google, and that's actually one danger of SEO, it can disappear overnight. You can spend years mastering SEO, get tons of sites ranked, wake up the next morning and they've all gone. That's one big, big risk with SEO and that's one of the reasons I actually stay away from it.

I'd rather generate it, I know traffic is going to be coming to my site tomorrow, I know it won't go away because of the way I drive my traffic, so unfortunately I can't advise whether to give up the sites or not. I cannot answer that question, the point I'm trying to get across is sometimes that's a dangerous game to play.

The same thing happened with eBay when eBay banned all digital products a few years ago, overnight lots of people lost their business. You've heard of the Google slap, people lost their Ad Words business overnight. If your business relies heavily on something be it Facebook, Google, eBay, Amazon, it's a business that's ultimately doomed to fail. You need to make sure that you are in control of your business, not a company you have no control over.

Omar Martin:

I can add to this. Personally it's difficult for me to (mic interference) that someone who is making £1500, \$3000 that's quite a bit, per month from two sites, solely on SEO, that is asking now 'well how do I get them back up?' If you are talented enough to do that then that is quite an achievement. Personally I advise 100% against building a platform dependent business, because all you've done is created another boss for yourself.

If you think that you own your business when your business depends on Google, or if you think you own your business when your business depends on Facebook, guess what? You don't. You do not make the final call, Google makes the final call, and that's why I will never run a platform dependant business.

I actually did a webinar on this, I tell people you want to build your hut by the river, a lot of people are like well I'm going to build my hut in the desert because it's cheaper real estate out there so I'm going to live out there. Yeah but then you've got to trek miles and miles every day to find water. Why not just go and pay the extra money and build the hut by, you know whatever it takes to build your hut by the source or water.

We kind of create these problems for ourselves, you create a platform dependant product and it's kind of like, if you were to open a restaurant where are you going to open it? Yeah you're going to make more money quicker if you open it in the mall, but what do you do when that mall closes? You have no control over the days that the mall is open, you're making business decisions that is actually not you making the business decisions, someone else is making the decisions for you.

So I would totally advise, there is a reason why the makers of (mic interference) also make cream cheese. They diversify. I wouldn't build a platform dependant business, so at this point the repair kind of thing that's a tough question to answer from a bunch of guys who really don't focus on the thing anyway, but I would just caution you to stay away from those kinds of platform dependencies in the future because you simply have an unreliable business. What if that was the sole way you were providing an income and supporting your family, and then all of a sudden it's gone. Now what? What do you do now?

Dave Nicholson:

Yeah Omar you've just bridged on what I was going to say there. I reckon you should stick with your SEO sites, but use them as one of your income streams. As Omar said you can't just rely on one single platform, you need in this business to have multiple income streams, you need to have multiple payment processing, you can't just stick with one particular style of things like SEO and hope that is going to be fine forever. It won't be, I guarantee there will be something that goes wrong here, there or everywhere.

If you've got multiple income streams from diverse and different methods, then if one fails you can build on the other and you can keep creating multiply income streams. So that is my tip to you. Stick with the SEO one by all means, but update it as best you can, get it working again. I'm sure you'll be the expert in that field so you'll know more than any of us how to get it working again, but use that as just one of your income streams. Don't rely on that, build on it.

Michael Cheney:

Yeah exactly. You can probably tell from our responses I'm sure we've all had examples where we've been, whether it's Google slapped or Facebook whacked or YouTube twatted. The thing is we've all been knocked down and punched by these things, so if you haven't got multiple channels you are going to struggle with that.

Ok just as kind of an addendum to another question someone has just said 'I like the hungry crowd thing but where do we search?'

Just to give you some really quick answers because we need to move on to the next question, we've still got a whole bunch of questions to get through. So where do you search for hungry crowds? You can search in places like the Warrior forum, you can have a look in the Warrior forum special offers to see what people are buying, see what is getting a lot of comments, if a product is still for sale and it's still being bumped on the Warrior forum specials offers that means it's probably still selling for really well and if it's in there for months that means it's going well and people are still buying it, therefore that represents a hungry crowd.

You can also go to the ClickBank marketplace and look on there, you can search by gravity, you can search by popularity, and it will basically give you a lot of indication of what type of information products are selling right now. Of course you can join other marketers lists and see what they are promoting, if you see a lot of people promoting something chances are it's doing well. If you see products being promoted again maybe after a couple of months of the launch, chances are it's selling really well.

That doesn't mean you create the exact same product, but it does mean that that is a hungry crowd. That's a product created on X, Y, Z, so go and create a product on X, Y, Z because the chances are there's going to be something like that. You don't want to be spending hours and hours and weeks and weeks researching, it's a gut feeling you need to know the marketplace. If you don't have a gut feeling it's because you don't know the marketplace well enough and you need to go and spend some time in the places I've just mentioned.

Omar Martin:

Michael let me just add one thing there. I have a little formula with that for research because your question was where do I find a hungry marketplace, you want to find the buyers themselves. You want to find who exactly is going to buy my product once it's done, and it starts with marketplace research so ClickBank, PayDotCom, Commission Junction, find out what the top selling product is and that will give you an idea of the niches.

Then you take these niches and you put them into the Google key word research tool and that will give you hundreds, if not thousands, of key words that are associated with that type of product. Then take that key word, the ones that are the most highly sought out, and you're going to put it into the search bar and add the following words to it.

Things like, let's say we came up with the key word 'basket weaving' for the niche being sold on the marketplaces, then I'll take 'basket weaving' and put it into the search bar with the following words, I'll search for 'basket weaving forums, basket weaving blogs, basket weaving solo acts, basket waving swaps, basket weaving groups'.

I would find all those different places and if I found a bunch of forums and a bunch of blogs I would become a member of those, I would start establishing myself as a personality and eventually an authority in there. Find what the problems are and go and research and solve the problems.

Once you have a product that has created those solutions, you go and put them in front of the people that have the problems. You already have the traffic, you created a product for the traffic and you went about a process doing it. You didn't just go without any rhyme or reason, you have specific buyers that are interested in what you've got and you've gone through a research process, and you've established yourself within that place where your solution is going to be welcome. You're going to have people thanking you for bringing them something to buy because it's something they need. So that's a process that's served me well.

Michael Cheney:

Thanks for putting a bit more information on that.

Ok so let's take the next question this one is from Jeff. Jeff says 'As SEO is really a pain right now with all of the Google updates, is it better just to concentrate on paid traffic? What's the best paid traffic now other than Ad Words?'

Well my kind of two cents on this, I hate paying for stuff and the guys here will really vouch for it, I don't have a one foot tall Christmas tree, but other than that I am a bit of a tight wad.

Omar Martin:

I'm going to jump in here and talk about paid traffic because I think a lot of people might want to know of the mistake I made. Learn from others mistakes that's a brilliant tactic. The mistake I made, it took me a while to realise that paid traffic, especially the way it is nowadays, it doesn't really serve the little guy. It doesn't serve the guy that's just starting out and I'll tell you why. It's not just about creating an ad for an offer and putting a link in Google and paying for the clicks, there's a lot of things to contend with nowadays that we didn't have to contend with four or five years ago.

Even four or five years ago when I tried my hand at it, I didn't do it properly and over the weekend I got billed over \$3,000 on my card and that was just money I couldn't get back. So there's laws in place for that not to happen now, however the reality is you can't just run one ad, you've got to run twenty ads. You've got to split test all of these different headlines and of all these different sets of copy, you've got to link to landing pages and then offer pages, then video pages, you've got to do all kind of things to truly figure out what's going to convert.

Then once you figure out what's going to convert then you've got to put your money into that. So in reality you need hundreds, you need thousands of dollars to really figure out what ad is going to work, and for the little guy, you're struggling to work with the first hundred dollars right so it doesn't serve the little guy who doesn't have a bunch of money to invest with. Let's be honest if you're doing this you need to track your links, you need to track your links, you'd really have to have good metrics in place and if you don't you're just foolishly investing.

You wouldn't do that in the stock market right, so to me personally I'd rather take \$2,000 over to a table in Vegas and have a good time and blow it, because at the end of the day I didn't get into this to track spreadsheets and metrics and clicks and run multiple ads, and have that stock trading stress upon myself that's not what I wanted to do. That's kind of what paid traffic has become to, and it's competitive, it's not a platform that's going to be based on your talents, your techniques or your work ethic, it's literally competitive.

So you're actually competing with other people and you have to contend with things like negative SEO, where people put negative things out there to knock your site down so that your ad doesn't come up, because there's actually people out there running ads against you. There's actually people out there doing negative affiliating to your pages so that your ad doesn't show above theirs, there's so many different things and tricks that people are using that I just don't want to deal with.

So for me, PPC in any sense, I have done some Facebook stuff and even lately that has become very saturated and a lot more expensive than it used to be, and again your ad has to be approved by them, and of course they aren't going to approve the high converting cool headline and images that you're using, they want it to be user friendly. So why deal with those kinds of issues?

Michael Cheney:

Yeah exactly. That's what I find ironic about these places, I've dabbled as well I've probably spent I'd say about \$20,000 – \$30,000 on paid advertising over my lifetime, probably a bit more actually, but what I find ironic is they're all about money, Google is very quick to take your money. You can spend about \$100 on Google in the drop of a hat, but when it comes to your site and what they're looking for when you advertise with them, they don't want you to say anything about making money.

Heaven forbid if you're talking about making money or trying to get people on your list, they don't like that stuff, and it comes back to what we said before about you don't give control of your business away to someone else. Paid advertising is one of those things, you cannot, it's like knife juggling, you can't do it half heartedly like yeah I'll juggle knives whilst I'm watching TV, it doesn't work.

You've got to focus 100% on juggling knives otherwise you're going to lose part of your anatomy. It's the same with pay per click, you can't just dabble at it, you've got to do it 100%. For me, and I know a lot of other internet marketers and obviously Omar you're one of them, it's just not fun, there's no fun in that with all the numbers and the metrics and analysing stuff. It's just no good. So that's my take on it, I don't know if anybody else has got anything they want to add?

Dave Nicholson:

Yeah I'll give you my take on that Michael. Basically I've had no luck what so ever with paid adverts. I tried Adwords and I got my account closed, I tried Facebook ads and they shut all of my ads down, Adsense closed my account. I know you can relate to this Michael, this is me trying my very best, I won't just jump in and stick an ad on there, I'll look into it, find the details, see exactly what kind of ads need to be added there.

So when they say, by the way they won't just say 'can you change a word here' they just say 'right the ads wrong see you later', that's what pisses me off, when they just do that and they just bin your ad for no reason what so ever. They don't tell you what the problem is, they don't let you fix the problem, they just bin you and that's it. That's the end of the story.

They don't need you, so as I said I've had no look with Adwords, no luck with Facebook, no luck with Adsense, I personally would stay away from any kind of paid advertising. Well I'm personally going to, apart from at the moment I'm quite liking Solo Ads, I'm finding I'm having quite a bit of success with them. You can get these relatively cheap, you can kind of buy clicks, so maybe you can buy 100 clicks for \$30 - \$40. So if somebody sends one hundred clicks then you might make a few sales, or you might get thirty or forty sign ups on your mailing list, it's a good way of building your mailing list and it's an ok way of making some commissions, but it's not great at making commissions.

More so I would use it for building your mailing list, but I quite like Solo Ads at the moment. I've had some experience with Fiver and I would say Fiver isn't really good for much at all, you can possibly build a little bit of your list from certain things but it doesn't really work that great. So that's my take on paid things, and it's not very good.

Omar Martin:

Hey guys I have to add a positive spin to this, because just like Dave volunteered the Solo Ad thing. I will tell you something that we did pay for that really did work and does appear to be working very well. If you have that niche, if you have found something that there are people interested in, and this particularly works well with hobbies, Facebook groups are very powerful. My wife Melinda created one in her particular niche which I'm not going to reveal, but she created one, she ran three ads \$30 each for three days, she ran three separate ads \$30 each day on Facebook and she put 1,000 people into the group. One year later without running any advertising and literally only posting in there maybe once a week she's down to maybe 800 people,

but that becomes a captive audience, and if you cultivate that group, Facebook groups are awesome.

I discovered this about maybe a year and a half or two years ago and I started with just everybody I know I started screaming off the rooftops about it because it works very well to establish an audience basically, and establish a brand and put you in a position of authority because you're the leader of the group. When you create that around something people love, like a hobby, they love to post in there because their hobby is something they enjoy. So your group is a place they are going to enjoy, they are going to enjoy being in there. Running a little bit of paid traffic with Facebook ads, remember there is different ways you can run advertising, there's sponsored stories now, and Facebook loves it when you're running an ad or paying to advertise their groups or advertise a page, but again there's no direct motivation.

You're going to then use that group to leverage your authority to them later on or possibly put offers in front of them, and you've got to be very careful with that because nobody wants to join a group to then get spammed. If you invite everyone over to your house for a barbecue and then you try to sell shit to them while they're there, put up a board and try to sell to them they're not going to be happy. You want to go with the main principle why people are there to have fun, and then slowly establish a position of authority in that group. So that was something that has proven to work well, Facebook ads that point to Facebook groups.

Michael Cheney:

Cool thanks for that Omar.

Right next question. "A lot of gurus promote the idea of getting into the wealth, relationships, or health niches. But is it better to try and find something completely different like a sub-niche?"

Anyone want to take this one, thoughts on different niches, wealth niche, health niche, relationship niche or try another niche?

Omar Martin:

I think John Thornhill was wanting to talk about this.

John Thornhill:

Oh wow I thought you'd give me that one.

I tend to, obviously it depends what you're interested in, I think the perfect niche is something you are either interested in or prepared to learn, and obviously it's a niche where people are spending money. For me it's internet marketing and it's making money online, and when I teach my student's that's what I tend to try and have them geared towards because it's the sort of thing I do and it's what I'm experience in so I can help my students have success that way.

Other niches, as long as people are spending money, you could go into any niche at all as long as people are actually spending money, but I would make sure it's something you're at least going to have some interest in. For example if there's money in knitting, or training to people to knit. If there's money in that would I want to go into that? Probably not because it's not something I could get passionate about. I believe you need to be passionate about whatever you're teaching, because if you're not then it won't come through and then it's hard to sell. So obviously if you're passionate about something, whatever it may be, as long as people are spending money then go for it.

Michael Cheney:

Yeah just something I want to add quickly to this one is I call it the PPP money make niche, which is just the classy way of saying this is how you chose a niche. The three P's are profit, passion and practical, and if you can get a perfect marriage of all those three then it's a great niche. If you're passionate about something that's got profit in it, something that's practical so something that you can learn or you've got some knowledge in, so if you find something you're passionate in and you've got knowledge in but there's no money in it, don't do it. If there's something you're passionate about, there's money in it, but it's just not practical then don't do it. You get the idea, profit, passion and practical, that will hopefully guide you a little bit.

Ok let's move on to the next question.

This is James and he said, this is talking about product creation "but the newbie doesn't have the knowledge and experience to provide the value to other beginners who need the help", remember we were talking about helping others and James said "as a newbie I don't have that knowledge to help others".

My answer to that is yes you do. You actually know a lot more than you think you do because if you go out to your friends and family right now and talk to them about tonight on this webinar there was four guys, four internet marketing millionaires, and they were talking about squeeze pages and product creation, they'll glaze over and they won't know what on earth you're talking about, but you do.

You probably know more than 99.9% of people on the entire planet about internet marketing, it's just because relative to some of the most successful guys you're thinking that you're a newbie but you're really not, because you know a lot of stuff.

There are quick ways to become an expert, or what I call an express expert, and that is most people spend their time learning little bits of stuff about many different things. They'll go off and learn a little bit about Facebook, learn a little bit about ClickBank, learn a little bit about other things, and as a result they become an expert in nothing and just kind of skim along the surface of things. They know bits of stuff about a lot of things, but they don't know a lot of stuff about any one thing.

Now to become an express expert what you need to do is you need to be disciplined and think for the next two weeks I'm not going to learn about A,B,C, I'm going to pick one topic and learn as much as I can about that particular area, and that is it. I'm going to learn about that particular area and that is it for the next three weeks, and that is how you become an express expert. It's as simple as that. You basically spend that time learning that thing, then you go off and you are an expert. So don't think just because you've only got a few months experience or you've only just got started that you're not able to help other people. So that's what I would say for that question.

Anybody else want to chip in on this one?

Dave Nicholson:

Yeah I've kind of got the same type of feedback as what you've just said there Michael. A lot of people think that they have to have spent their whole life learning something in order to be able to teach it to somebody else, you don't. Anything you want to learn can easily be found out on the internet. Go to Google, go to YouTube and do some research, you can easily find out enough information in order to pose yourself as, I wouldn't class yourself as an expert, but someone who is able to teach somebody else enough about something what they need to learn about.

You don't have to be a professional, for example I don't know anything about cake baking at the moment, my wife does, but I haven't got a clue about making cakes. But if I wanted to write or create a product on baking cakes, within three days I could have done the research online like I said using Google or YouTube or whatever, I could do the research, buy some products, enough for me to create a product teaching someone how to learn to make cakes if that was the niche I wanted to be in.

So as I said do some research on the thing, you're going to learn enough to teach somebody else about anything you want, anything at all. You don't need to be a professional who has done it all of their life with qualifications coming out of their lugs.

Michael Cheney:

Ok thanks for that Dave. We've still got a few more questions to go through.

Moby says "at the start what was the most difficult hurdle that you faced and how did you overcome it?"

Well I'll kind of take this one. For me when I was starting out the most difficult hurdle was realising that the internet and internet marketing industry isn't about the internet. It's actually about people, and that for me was a hurdle because I thought I could sit in my little bat cave here, I can hunch over the PC, create all of this stuff and magically money will come spitting out of the CD ROM machine. Little did I realise that actually like any other business, internet marketing is a people business and you need to realise that, you need to build relationships. You need to build relationships with your partners, you need to build relationships with your affiliates, you

need to build relationships with your prospects and your customers and people on your list. When you realise this and when you actually think this is a people business and you need to communicate with people and build those relationships, you need to do everything you would with a normal business, it makes things a lot easier.

I, like a lot of people, started out thinking it was just about the technology, about the widgets, about the software, about what I do when I'm online and in front of the computer, but it's not. It's about the connections you build, the people you help, the relationships you build, the friendships you make, it's about the trust and rapport you build with people on your list. Now when I go to events, I don't speak at events that often, but when I used to people would come up to me and say 'how's your dog', 'how's your wife doing', and they would talk to me like they'd known me for years, and they had because I'd been doing videos, putting videos out on a regular basis not only talking about internet marketing but also talking about everyday things to do with my life as well.

So it is a people business, and that to me was a big hurdle to begin with. Realising that it's not about the technology, it's about the people. So that was my most difficult hurdle when I started out, and in terms of how I overcome it, it's just a realisation isn't it. When it didn't work the other way I thought well actually I need to start reaching out to people, making connections, building that network, and just getting out there and getting out of the bat cave.

So what about you John, biggest hurdle and how you overcame it?

John Thornhill:

I think one of the hurdles would be time. I think a lot of people struggle to find time, and that can be a big hurdle. Also the technical aspect, sometimes those two things, sometimes people make the excuse that they haven't got the time, they've got a full time job so in the early days it can be hard to find the time.

Ironically you usually want to do this to have more time with your family, but you have to sacrifice time to get things going. The technical side of things sometimes in the early days, Dave was actually a lot more technically minded than I was, but luckily I had someone to go to, and if I didn't I probably would have really struggled.

Those two things, especially the technical thing, I think people can end up giving up when they can't upload their website or when their blog gets hacked or whatever, they can't produce a video or whatever, but the key thing to know is there's always ways to find out how to do things. Especially with YouTube as well, for example if you type into YouTube 'how to build a blog' you'll get hundreds of videos.

Back when I was struggling there wasn't training videos, video was hardly online then back in the day, so in the early days yeah I guess I struggled to find time and sometimes I used to struggle with the technical side, and

there's nothing worse than having to go to someone else to fix a problem then you're short on time.

So let's say you've got three hours to do something, you hit a road block, and then have to go someone else and that could take a day to get fixed. That's frustrating. So I try to make sure that today I know all of the technical things I need to do, it goes back to what Dave said about learning HTML, I know HTML, I know how to operate Wordpress, I know how to create basic graphics and build websites, that sort of thing. So usually I don't have to go to people because I've learned all of those things, so my business runs so much easier.

Dave Nicholson:

I would say pretty much the same as what John said. If you're asking me what my most difficult hurdle was and how did I overcome it, mine was managing my time because imagine you've got multiple websites like I have.

Each website takes an additional amount of time to look after, and when I first started doing my business I kind of didn't have it in my head that I needed to automate everything. So that was one of the little downfalls when I first started the business, I wasn't thinking while I was creating each product that I need to automate it as much as I possibly can. So I ended up mounting on each product I created, each thing I did, each strategy I put in place, it was all mounting up and mounting up, and it ended up that it became a real nightmare for me and I was really struggling to find time to do any kind of work to progress.

If you haven't got any time you can't progress. So you need to keep your time free, and what you need to do is try and automate it as much as you possibly can, or at least have it in your mind when you're creating a product or when you're doing anything to build on your business you need to automate it as much as you possibly can to give yourself more free time.

Always remember this. Another problem I had in the early days was kind of a difficult hurdle because I couldn't be in front of the video camera, a lot of people listening to us now can relate to that. I couldn't get in front of the video camera and I certainly couldn't stand in front of a video camera and think of all these lines to say, I'm not that kind of person and I'm not that confident in front of a camera.

The only way I would say I overcome that was just stick with it. Don't just think well I'll just never do a recording don't think like that, try it and next week try a little bit more, then the week after that try more videos. Keep trying it and eventually you'll get more and more comfortable, I'm not saying I'm comfortable now but I'm ok. You'll eventually get to the stage where you can talk naturally on a camera and just be yourself, and I think that's all you should be when you're on camera, just be yourself. Don't try and pretend to be anyone else, be yourself and be on the camera and the confidence will come.

Omar Martin:

I think my biggest hurdle was information overload. I was too busy being the marketed, and it took me some time to become the marketer. I felt the need to buy everything under the sun and I was very easily pulled into different directions, because for me in the very beginning I was still searching and I was still living under the guys that make money online, like that is it we make money online, but there's thousands of things that fall into that to make money online.

If I wasn't doing something on Amazon and then all of a sudden there was a product, I was like oh well that's why I'm not making money online because there's Amazon stuff going on that I don't know about. Then somebody would create something about Twitter and I would go wow Twitter domination I got to buy that, then there'd be something else and the thing is it took me a while to realise that there was always going to be something else and that I'm being marketed instead of being a marketer.

So I finally made the decision to unsubscribe from all but a few marketers, four to be specific but anyway I decided hey I'm going to be a member of these people's mailing lists and I'm going to study their marketing. So I'm not just there to buy stuff, but I'm there to study and learn as well.

So the information overload and the fact I was like a compulsive buyer was probably one of my biggest hurdles in the beginning that was stopping me from, I guess I was just a perpetual student, I just got paralysis by analysis, I was just constantly thinking I needed another product, I constantly felt that the next big thing was deluding me. I constantly felt unfulfilled because I was looking for that big thing, for the formula, for that secret button that everybody was keeping from me and I was the only one that didn't have it. I felt that there was someone, something that they knew then that I didn't know and I was still supposed to be searching for it, and that was the biggest thing in the beginning. I had all the other stuff, the technical stuff wasn't a problem, all of that stuff could be overcome with work ethic.

The issues that were the biggest hurdles were the mental ones, the physical ones, if you don't know how to use HTML you can learn it, you can look it up on Google or take a HTML course at your local college. Same for programming, same for graphics, same for all of that stuff. The mental issues like what Dave was talking about, he was afraid to be on camera, you can't tell now you couldn't shut his mouth he was talking for like thirty minutes, he's not shy anymore. So obviously something happened there that changed that thinking, because it's really the mental road blocks that we create for ourselves, and I think those are the biggest challenges, the ones we put in our minds.

All the other stuff, the physical stuff, the actual building of the product, that part we can learn, but for me like I said I was a perpetual purchaser.

Michael Cheney:

Thanks for that.

So next question. "I've build a list of 200 subscribers in two days, but 40% have not confirmed the email, possibly junk, 20% have unsubscribed after downloading the graphics that I was giving away so how do I get through this problem? Should I use double opt-in or single opt-in, and how do I stop them from unsubscribing?"

Ok first come first served, who wants to go through this one?

Dave Nicholson:

I was just going to say I don't know a way how to stop people unsubscribing apart from give them good quality content. Don't just plug away, once you get the person on your mailing list don't just think right they're on my mailing list I'm going to hammer thing with promo after promo, you need to give your mailing list good quality content. So give them good quality content, do a good blog post, give them some free information, give them some free tips, give them some things you've learned, if there's been some way you've made money over the weekend then share that with them.

Let them enjoy the things that you learn. So basically you are always going to lose a certain percentage of people after that signup, a certain percent just won't confirm, a certain percent will unsubscribe, it's going to happen. You just need to take that on board, it's going to happen.

All you can do is treat your mailing list right from the moment you have got them on your mailing list, if you do that then you're not going far wrong. Just treat them right, give them good quality stuff, if you do a promotion don't promote any crap. That's my biggest pet hate, where you get promotions and, to quote an Omar phrase "it looks like hammered dog shit". Sorry but I had to share that with you because it makes me laugh every time Omar says it.

Michael Cheney:

Yeah the list building one, there's very few things you can do to stop people unsubscribing. The main one as Dave said is giving quality content, not hitting them too soon with the first promo, obviously making sure that you're balancing it out. You can actually go the other way and give too much free stuff right up front, then when you do that first promotion what can happen is people on your list go into shock and think wait a minute I thought this was free. Don't wait too long before that promotion, it's all about getting a balance right and meeting that expectation. If you say you're going to give them X, Y, Z when they join your list, give them that instantly and don't leave them hanging on. So yeah common sense just generally, anybody else want to share on this?

John Thornhill:

You got two hundred subscribers in two days so you're obviously doing something right. Obviously I don't know what you're doing to get unsubscribes right away, but focus on the people who stay on your list.

Some people you can offer, I could send an offer out now offering ten dollar bills to everyone that replied, and some people would complain. So focus on the people who are interested in what you do. Don't let the fact that people unsubscribe put you off, people always unsubscribe every time any of us send an email, we lose subscribers. It's part of internet marketing.

Omar Martin:

Yeah that's basically what I was going to say, don't focus on your unsubscribes focus on your subscribers. There's always going to be unsubscribes, there could be more if you're targeting an inappropriate group of people, and if you're targeting the right group of people with the wrong stuff it isn't going to work and people will unsubscribe.

I have dozens of unsubscribes a day but it doesn't matter because I just focus on getting subscribers, and those people are far outnumbered than the ones that unsubscribe, and that's what you should focus on. If somebody wants to leave then let them, it means they don't want to be around you, it's better to let that happen than to force somebody. It's more important to have a loyal subscriber than a satisfied subscriber, what would you rather have a loyal spouse or a satisfied spouse? Ask yourself that. If they want to unsubscribe let them go.

Michael Cheney:

Ok the next question is from Ronald who says "once you discover your passion, how do you exercise that for the benefit of others?"

So I guess that's a pretty general question about how you take what you know and actually turn it into something to share to others. That's really the essence of what we're talking about in this webinar, the whole essence of internet marketing which is to get down and get started and create a digital product, and it starts with maybe a simple PDF report or an audio file with an opt in page. That's really the starting point to start yourself getting going and getting your name out there and getting people on your list. I don't know if there's anything else to add to that one, feel free to chime in on that one guys.

Omar Martin:

I think we've encompassed that answer throughout the whole talk really, it's just about creating a product and digitising your passion.

Michael Cheney:

This is kind of a technical question sort of, it's from Steven. "What web development tool do you use?"

I personally use Dream Weaver.

Omar Martin:

I use Wordpress.

John Thornhill:

I use Dream Weaver and Wordpress. Wordpress for my blog and I'm starting to get into OptimizePress and I use Wordpress for sales pages and membership sites, Omar taught me that. I use Dream Weaver for basic HTML and that's all I use.

Dave Nicholson:

Dream Weaver

Omar Martin:

I call it the 'triceptor', which is basically Wordpress, OptimizePress and Wish List. So that's what we use for our members areas, Wordpress, Wish List, and OptimizePress.

Dave Nicholson:

Yeah obviously you're going to be using the likes of Word Press and stuff with your blog posts, but if you're talking about just developing like a website offline, a HTML editor, then there is only one, the best tool is Dream Weaver. There are other ones out there but you will find you'll come back to it, because there's always those little problems. If you use, the last time I used (mic interference) it had a problem where when you were creating a form, when you put a form in the HTML of the site and then saved it, it was jumbling up the form.

Little things like that, I'm not saying that's specific thing, but little things like that are the difference why you should use the likes of Dream Weaver. Special Web is quite a good alternative if you can't get hold of Dream Weaver, but I would definitely recommend Dream Weaver. There's a certain person on this call who I was trying to talk into using Dream Weaver for about three years and he was saying no I'm not using it, and now he uses it all of the time. I'll not say who it is though.

John Thornhill:

I actually using Wordpress and OptimizePress more now, but yeah it was me. Also Camtasia is something I use a lot, I just thought I'd throw that in there as well.

Michael Cheney:

Ok guys we're nearly at the end now, we've got two questions to go.

First question, "how do you know if a product is good, especially if you don't know the person and the sales pitch sounds ok?"

You don't is my answer. You really don't know if a product is good, you've got to go on credibility and trust and your gut instinct. If you've been following somebody for a long time and it's their product then you'd expect it to be good, if they're making a recommendation to you then you expect it to be good, otherwise you are taking your life into your own hands. You've just got to take that leap of faith and hope they have some sort of refund or back up plan so you can try it out.

Omar Martin:

The digital divide does cause a little bit more apprehension during a purchase decision, but isn't that the case with anything? When you go to the store and buy something you haven't bought before, when you're standing in front of the product looking at the box doesn't the same thing happen? Have you ever returned a retail product you bought at the store? How many times do you buy clothes, take them home, then have to return it because it doesn't fit?

There's a possibility everywhere, but it's the fact it's not in front of us makes us a little more frightful which is understood. Look for good recommendations like what Michael just mentioned, feel if there is a trustworthy ID on what you're going to click on, see the person's information, can you contact them if you have to, is there a legal disclaimer, is there an email address, do they have a support desk? Find out if this person is going to be contactable, are they going to be reachable after you complete your purchase in case there is an issue.

Don't ever let yourself be deterred, you can't possibly sell things ever properly if you're afraid to buy things. Don't ever be afraid of making digital purchases, if it's a product you need and you've read the page and you know the marketer, buy it and use it. Don't ever be afraid to make an investment in your business. But again be cautious and know if you're going to be able to contact the person. At the end of the day it's just as much risk if you're buying a retail product.

Michael Cheney:

Yeah people do forget you go through the same process offline, but online there is kind of more of that fear in place.

We have tackled all of the questions we could but if we didn't get round to your question they were probably answered with some of the answers we gave. If you've still got questions you can reach all of us individually and we're about to explain how you can do that and get some of our free stuff.

I'll shoot first. You'll see the links over on the left hand side of the screen right now on this webinar. Underneath where it says 'about the speakers' there are links to each of our blogs. On my particular blog if you want to go over there and there is a little box on the right hand side that will give you access to my bestselling book, it's called the Customer Magnet, if you were to buy this it would cost you \$15 but you can get it for free as a download when you enter your details on that blog. It will basically teach you how to build an online business, so you can go and get that over on my blog and you'll also get daily videos from me on internet marketing all for free.

Omar Martin:

Well for me I am actually going to be more generous. I'm going to confidently sell something and encourage you to make an investment in yourself. If you like the advantage that you had today with four well know, well respected, millionaire marketers on this call giving you cutting edge information today, you're going to love being on one of these calls every single week to be able to ask your questions and get them answered. That's what you can have at myunfairadvantage.net and being a part of that actually costs \$497 per year, but I've set up a page for you, myunfairadvantage.net/go/private-page, you're going to get very special discount there where you will only have to pay one low price and you'll be a member for life. Everything you need in that site plus me live every Thursday.

John Thornhill:

All I'm going to talk about is my blog. Just go to my blog, johnthornhill.com/blog, have a look around. There's very little for sale on there apart from my own products, but there's loads of information on there. I'm sure you'll find some stuff that will help you. Also if you need to contact me it's johnthornhill.com/support, feel free to ask me anything you wish.

Dave Nicholson:

I'm not going to try and sell you anything I'm just going to basically say if you go and visit my blog, get signed up and you can get four brandable reports on the right hand side there. That will basically join you to my mailing list where I can keep in touch with you and get to know you, and basically you'll get to know when I post new blog posts and I've got new stuff coming out, I like to keep my subscribers informed and give them as good possible advice as I possibly can. If you have a look at my blog you'll see I always give good quality content on there, and it's always free. So if you want to go and check that out then go ahead.

John Thornhill:

Let me just jump in and say something, what Omar does is really good stuff. That link Omar gave is really good. I just thought I'd give that because Omar has got some really good stuff out there.

Michael Cheney:

The four of us really get on great and we have fun together in business, we've really got some good stuff going on so I dare say this will not be the last time the four of us will get together so watch this space. We'll probably discuss this at great lengths after this webinar, and for those of you who found this webinar through any of us, you'll be shortly getting a link from all of us with a link for the replay. We'll be making it available on my site, I'll be giving the video files to all of the chaps here and they can put it wherever they want and drop the email out, and you can watch the full replay. Thanks for attending, it's been awesome. Thank you to Omar, Dave and John for coming along and sharing the information and really helping people. It's been great fun and I hope we can speak again soon.

To find out more about John, Dave, Michael and Omar visit their blogs.

<http://www.johnthornhill.com/blog/>

<http://www.dave-nicholson.com/blog/>

<http://michaelcheney.com/blog/>

<http://omar-martin.com/blog/>