

Internet Marketing Secrets Videocast #002

Audio Transcript - PDF Edition - May 19 2008

- The most important tactics for entrepreneurs
- The benefits of paying for press releases
- How to produce your own live TV show
- What are the largest sources of traffic
- Are search engines still effective
- How to increase your business from clients
- Tips for more sales and repeat customers
- How to minimize taxes on affiliate revenue
- Sequential selling and continuity programs

Hello and welcome to Internet Marketing Secrets. My name is Michael Campbell and this is the second install of the new video podcast. It's something new that I'm trying out. Hopefully it will take off and do very well. I'm looking forward to doing this show once a week or twice a week. We've got a healthy crowd here in the chat room. It looks like it could be a little bit more active than the other day.

I'm glad to hear that Neil Shearing is here with us. The other day, he posted a list of his top ten influential marketers of all time.

I was happy to make his list and send off a little thank you to him for including me. I said, "It's not that I'm lucky that I got there first. I'm just following the advice of my teachers, who gave me the advice of Mark Twain. He said, 'Find out where the people are going, and then get there first.'" Neil told me, "When you do that, and you take others with you, it's called leadership." Thanks, Neil, for the kind words. It's just amazing.

There's a lot of wisdom in that statement, though. If you try and find out where the people are going, and get there first, it makes sense. If you sell hot dogs and you know there's going to be a baseball game down the road, it kind of makes sense that you want to get your cart and get a good spot in the morning and sell a lot of hot dogs during that ball game. With the Internet and traffic and everything that you see online, it's no different.

My list would include people like the Wizard of Ads, Roy H. Williams - a very big influence to me and probably one of the greatest advertising minds that we still have on this planet. The sales guru Jeffrey Gitomer. Very powerful salesperson and a very smart man. I would recommend that you get all his books. And he doesn't just write about sales and selling. He also writes about motivation and inspiration.

I've got one of his books here: "The Little Gold Book of YES! Attitude." Many of you know that when I read a book or look at it, I highlight and mark it up. This one almost looks like a coloring book. It's so marked up and underlined and dog-eared. This is a really great way to start the day, with Jeffrey Gitomer's "Little Gold Book of YES! Attitude." This is not a commercial. I'm not going to make an affiliate commission from it, but it's just that I'd like to share with you who my mentors and gurus are, and how I got into this business.

Jim Rohn is another one who is a success expert. The Active MarketPlace Trio: Patrick Anderson, Michael Henderson, and Declan Dunn. I never would have gotten a book published in 1999 if it wasn't for them. The Planet Ocean duo, with Stephen Mahaney and

John Heard. Stephen Mahaney spammed me in 1996 or 1997, and then he said, "No, it's not spam! It's not spam if you wanted to receive the message, is it?"

That's when I learned the real difference between targeted marketing and spam. Spam means that you didn't want to receive it, and targeted marketing means that it would be of interest to you. Certainly, Stephen telling me about the Boulder Summit and about Jonathan Mizel and that crowd was certainly worth getting that piece of spam. But ironically, he found out about the summit from pirated cassette tapes. Strange world.

But anyway, the rest of the Boulder Summit crew would be Jonathan, myself, one of the greatest marketing minds of all time, and, of course, Marlon Sanders, the Amazing Formula guy himself. That would be wrapping up my top ten list of people who have influenced me.

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What I can do is paste that link in there for you. If you want to go and comment on Neil Shearing's blog, you can go ahead and do that. Don't go over there now. I don't want to lose you. Maybe what I should do is make show notes, and paste the URLs in at the end of the show.

[Neil's List](http://www.neilshearing.com/2008/05/07/my-top-ten-list-of-influential-old-time-internet-marketers/): <http://www.neilshearing.com/2008/05/07/my-top-ten-list-of-influential-old-time-internet-marketers/>

Ok, what I'm going to do now is run down the list of FAQs that I received by email. This one's a doozy: **"What's the most important thing an entrepreneur can do?"**

That's a real loaded question, and my answer to that is "Sit and think." Believe it or not, they don't teach thinking in schools. They don't have Thinking 101. But the most important thing that you can do is sit down with a blank piece of paper and start pouring out all those ideas and sketching everything out, drawing diagrams and all that. Do your research, your planning, organizing, and strategizing. Write it all down.

You set a goal, and you work towards that goal, adjusting your course as you go along. This is my whiteboard, here, and I write five things on it. What I've got to do is my uStream.tv show topics. I have to remind everyone, to tweet. The show is Wednesday at 7:PM PST. The

other stuff I've got to do today is a "What's here" video. That means when people arrive at this page, I'll have an introduction video, very short and sweet, saying what they're going to find in Internet Marketing Secrets. The final thing that I have to do is make PDFs of my newsletter. It can be that simple.

The most important thing an entrepreneur can do is sit and think and plan their day. That first 15 minutes of every day is critical. You write down what you need to do for that day, and number the top five things in the order of their importance.

The second most important thing an entrepreneur can do is, believe it or not, exercise. I'm not sure if you guys are familiar with Ted with TED Talks. They're at ted.com. They have [some of the most brilliant minds in technology, entertainment, and design](#). One of the most recent speakers there was a medical doctor (the name escapes me at the moment), and he's confirming what Dr. John Ratey had discovered several years ago in his book called "User's Guide to the Brain." Exercise actually regenerates brain cells.

What it means is that when you go for a walk, or outside for exercise, you are actually regenerating cells. You look younger, and your brain gets bigger. So the second most important thing an entrepreneur can do after planning their day is go out for a brisk 45-minute walk, then come back, sit down, and go do the work. That's the second most important thing.

And you can be learning during that time, too. You can actually be putting information into your iPod, and you can be learning while you're walking. Those are the most important things that an entrepreneur can do: sit, think, plan, and then exercise. And when you get back from your walk, start working towards your goal and adjust your course as you go along the way.

We've got another one here. **"What are your largest sources of traffic? Are search engines still as effective as they once were, or are they slowly becoming secondary markets?"**

Yes and no. I'm still number one on Google, MSN, and Yahoo for my keyword phrases. So the search engines are still very important. Google is still my number one source of traffic.

However, that said, even though I'm still on number one position on MSN and Yahoo, no one uses them anymore. It just seems like MSN has no real brand online and nobody knows, "Should I go to MSN Search, MSN Live, or what is MSNBC?"

Yahoo is like a portal. It's like an instant messenger place, that it just doesn't seem like a lot of people use it as a search engine, because I'm number one on MSN and Yahoo, but if I look at my numbers, my number two traffic source is PRWeb. Those are press releases. And after you pay to do your press release, it just keeps going for years and years to come.

Number three is iTunes. I'm putting these podcasts inside of iTunes, and they keep getting downloaded for years to come. And something that a lot of people don't know is that the RSS that you feed into iTunes - you don't upload your files into iTunes. What you do is you put your files into a storage service, like Libsyn.com.

You can store all your stuff there. You pay for how much room, how much storage that you use, but you don't pay for bandwidth. And you use their RSS feed to encapsulate, to put your podcasts, videocasts, and even your PDF files in there, and then you submit the feed to iTunes for aggregation.

Now, what a lot of people don't know is that they can put their PDF files in that feed. And that means that the people using iTunes, can also download your PDF files. And the last PDF I did, more people downloaded the PDF than they downloaded the podcast. The PDF had something like 7,000 downloads. So that's a significant number that you can get, for just getting a podcast transcribed, for example.

So you could use castingwords.com, [CastingWords to do your transcription](#). They can have it ready for you in 24 hours. You dump that into a file, convert it into a PDF, and now you've got the same content, repositioned, repurposed. And you get a lot more downloads and a lot more readership by doing that.

Number four is StumbleUpon, simply because I'm bookmarking pages anyway, and I may as well bookmark them for other people while I'm doing it. So, if I come across something on Twitter, or in my own travels, I go, "Wow! This is a really good resource, a really great site."

Not only do I bookmark it for myself, but I bookmark it for other people in a few different social bookmarking sites. But it looks like StumbleUpon is the one that's giving me all the traffic. So it's a very simple matter of just getting their toolbar and just clicking on a link or two.

Number five is Twitter. Believe it or not, Twitter has gone up to number five. And it looks like my comments posts - if I was to add up all the traffic I get from the comments that I've been making on other people's blogs, that will soon be ahead of MSN and Yahoo.

So, to recap this, my largest sources of traffic, the search engines, Google is still number one, and even though I'm number-one listed in MSN and Yahoo, they don't bring as much traffic as PRWeb, iTunes, StumbleUpon, or Twitter. So I would say that change is happening, and search and its effectiveness have declined, but it's still alive and well. And it's not as effective as getting the word out as something like Twitter.

You can get the word out in Twitter very quickly. But search engines, it could take several days, if you do a blog post, to get listed. Or if you're doing conventional SEO, it might take weeks.

So, if you have to get the word out about an event, Twitter would be number one, and then doing your blog posts and actually pinging those posts, would be the second-fastest way of getting in. And of course, you can always do pay-per-click as well. But, you know me. I don't do a whole heck of a lot of that, because I find SEO and social media to be a lot more effective, for me, at converting customers.

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Which leads me to this next question: **"Why should I do press releases?"** That actually inspired me to do a little Twitter post that I said - here's my quote: "Press releases keep spammers from dumping their fertilizer in the drinking supply, the last oasis of links in the desert of nofollow." Ooh.

So, all sorts of other places where you can submit your work - article directories and things of that nature and blog comments - a lot of them are no-followed. But the press releases, a lot of the paid ones are still not nofollowed. You get regular, crawlable links. So that's one reason to do press releases is that you get good, quality incoming links and traffic.

The second reason is that you get caught in like a feedback loop. The headlines that you do for your press releases, they get caught up in RSS feeds, because people want to have headlines on their websites, and they scrape those headlines using keywords.

And what happens is that they might find your keywords on blue widgets, and that's what their site is about, so anytime that you put those keywords in your headline, they're going to keep rotating around and around on their site. So the \$300 to do a paid press release, when it comes down to the amount of clicks that you get, three, six months later, you're down to five and six cents per click, because of all the traffic that you're going to continue to get from that press release over time.

And it's not the way it used to be. I've got a book around here somewhere. This one's called "The New Rules of Marketing and PR." And this one is by David Meerman Scott. You can get the free edition of this one. If you just go online and you search for "The New Rules of Marketing and PR" you'll find the free version, the PDF. And you can just download that and read it, and you can get the main points from there.

But really, what David Scott, of PRWeb, is telling us is that it's not a finite amount of medium anymore. And that's the problem, that before, we used to have to put our press releases into the newspapers or TV or radio. And the thing is, there are only so many pages in the paper, and there's so much amount of time in a broadcast.

But with the Internet, that doesn't matter anymore. It's not people submitting their news to the newspapers. It's actually turned 180 around. Now the newspapers are looking to the Internet to find their sources of news. So they're not waiting for stuff to come over the PR wire or the teletype, like the old days. What's happened is that they're going to PRWeb and doing a search to find topics of interest to them.

So it's no longer a finite medium, that we have to go after the people who own the printing presses or who are the reporters. We don't have to do that anymore. What we can do is that we can submit our press release and write it directly for our buyers, that we can also put in deep links to our website. So we're not limited to just linking to our home page. We can link to anything deep within our site, any article we want, from the press release.

So you get linking. You get deep linking from it. You get long-term clicks and exposure from it. And it's no longer a limited inventory, like press releases used to be. And you get real links that aren't nofollow.

So those are some really good reasons why to do press releases. And I would say, definitely, if you don't get the real version of this book, "The New Rules of Marketing and PR" you might want to just go and search for it - David Meerman Scott - and download the PDF from there. And it will really open your eyes as to what a press release is these days and how to go about it.

Oh, my goodness. The chat room is really quiet. You guys are still there? [laughs] OK... Here's a question, "**How do you get past the layers of secretaries to the main CEO?**"

That stuff is actually covered by Jeffrey Gitomer. He has a lot of ways of doing that. If you were to get his "Little Red Book of Selling" and "Little Red Book of Sales..." something, something. I don't know. But I've got them all.

He gives a lot of ways of getting past those people, to what he calls the C-level people, and starting conversations with them and doing little things like looking around their office to find something of interest. And that's usually the way in, is to try and find something that they are interested in - looking for pictures of family, looking for a plaque on the wall - and use it to start and engage them in a conversation, and then just listen and try to get past the gatekeepers to the C-level people.

So, what I would recommend, because I don't do anything that would be referring to cold calling or anything like that, but if you do want to know how to get past secretaries and gatekeepers and get into the C-level people, the CEOs and the decision-makers, I would suggest picking up a couple of Jeffrey Gitomer's "Little Red Books."

They're like this size, of his "Yes" book, but they're really thin, and they're divided up into little stories that you can read in about a couple minutes. So it's just each story is its own page. And just absorb that stuff, because he's the world's greatest sales trainer.

And maybe I can paste in his name so you know how to spell it. I'll have to scroll up past my notes here. Let's see. What I can do is I can paste in his name, because its spelling is a little bit hard. Let's see here. That's how you spell his name, if you wanted to look up his "Little Red Book of Selling" and the "How to Get your Own Way" and all these other ones. I think it's a fantastic kind of read.

Any other? Let's see. Here's another chatroom question, "**When you mix Ustream.TV with CamTwist, ScreenFlow, and Keynote, you have a TV studio that would have cost \$100,000 two years ago. How are you using those to accomplish this?**"

Well, I'm actually running this through CamTwist right now. It's a Live show. CamTwist is a virtual camera driver, much like SoundFlower is an audio driver for the Mac. You can record anything through it. So you can record through CamTwist into a live camera, or into Ustream, or even into QuickTime.

And it's got all sorts of built-in effects and things of that nature that you could do. For example, the bug (logo) that you see, the scrolling ticker at the bottom, that's CamTwist. The Twitter ID up there at the top, and the bug you see, the "Internet Marketing Secrets" that's all due to CamTwist. And you can do green screens. You can do picture-in-picture, layering, fades, and switching cameras, and all that kind of stuff. That's just all part of the software package.

Some of you, when you got here at the beginning, you would've seen a little slideshow going on. Now, I created that slideshow in Keynote. And what you can also do with Keynote is that you could make a little slideshow, as a 30 second commercial, and you drop that into CamTwist, and you say, "OK. We're going to take a break. We'll be right back." And you can just click on that link, and what'll happen is that your slideshow will start playing like a 30 second commercial, or loop through it, until you get back and resume your live show.

There's all sorts of other things that you could do. For example, if you're using the software by [VaraSoft like Screenflow](#), it allows you to capture what ever is on your screen, so that you could create like a Camtasia-style learning video, but it's for the Mac.

And what it allows you to do is show what you're doing on your screen. So you can use it as a training tool, and you create a video of that. Again, you could take that video and drop it in. You can just click to it like a camera, using CamTwist. It'll play that video, and it'll go back to your talking head when the video is done.

So that's how you could use Keynote to build slides and slideshows to play. You can use the other software to create learning environments with Camtasia-like presentations. And CamTwist is the thing that brings it all together and allows you, like a virtual video mixing board, to be able to mix all these elements and to create a show.

The CamTwist has got - I really like this - the Telestrator feature. It's really good for drawing on a screen, if you need a quick diagram. And if you wanted to create things like snowfall or whatever, you could do that. So you've got all these goofy effects built-in, but I wouldn't go too crazy, or use too many of those kind of things.

The real power is to be able to create your own virtual television studio. That's the real power of CamTwist. Because the other part of it is called CamTwist Studio. And that's also available free.

That's where you set up whole shots. You set up camera one, camera two, commercial, camera one, camera two. I haven't gone that far in my production as of yet, but if this format takes off, people enjoy getting their information in a video format - and I'll also be making a podcast of this particular video stream, so people who prefer to listen can get it that way as well.

So that's the power of all three of those put together is that you can create your own virtual television station.

Another question from the chat is, "**Can you use Camtwist live?**" Yes, you can use everything I mentioned, while the video is playing. And you can do all this stuff while the video is recording. And you can do it all live.

Now, I'll try something here. I hope I don't break anything, because it's recording. But for example, if I switch to my other camera here - hopefully it's not going to break. Hopefully I won't lose you.

Now, you're looking at my other camera right now. So I'm using the exact same setup, but now you're looking at my computer monitor here. So you can actually see my finger moving in and out of the monitor. And you can see the microphone over here. The speakers are over there. You can see the acoustic foam up there, my bug up there. And that's all due to CamTwist.

So now, what I'll try and do without losing you is switch to my other camera. There. And now we're back to the original camera. So hopefully you saw all that. I don't know if that worked or not. I guess I'll see it when I record if you could actually see the camera switch or not. Maybe one of you guys in this chat room could... "Yes it worked."

OK. Good. It worked. So then you get the power that you can actually switch from camera one to camera two. You can hit like a play button. Much like they do in the TV and the radio station, you can actually hit that play button, and it will play a screen capture, or it could

play a video or a commercial. It can play anything that you can save to your computer in MP4 format or a QuickTime movie.

You can just simply switch camera one, camera two, camera one, camera two. You're ready for a commercial break, whatever. You click the button. It plays the message. And it could be an affiliate link in that message. It could be a commercial for a product that's related to the show that you're doing. It could be in context with your content, and that way you'll get maximum sales from it. You can just do this all live.

And, like anything else, the more you do it, the better you'll get at it. So it's just a matter of you getting the software, and poking at it.

And also, Ustream has a lot of features as well. You can bring in a chat, like a secondary, what they call a co-host, and up there where my bug is and my "Internet Marketing Secrets" logo, you can actually put someone else's talking head up there. So you can be talking to each other and having a conversation, and people can be watching that conversation live.

It also allows you this chat feature. And you can also moderate the chat so that you could have just certain people participating, being able to ask the questions. And you could use that as a revenue model as well. You're allowed to have private conversations, so if you wanted to do this on a one-on-one situation, or just have a group coaching situation, this is something else that you could do as a revenue model, a subscription model, something like that. And you could also use it to, of course, sell products through commercials.

So, OK. Are there any other questions on the stuff that we've covered so far? We're about halfway through here, so make sure that you copy and paste your questions in so that you get them answered today. Who knows? I might never do another show like this. This might be our last one. You never know. Probably not.

I'm not sure if I'll do it twice a week because twice a week seems to be a little bit too much, because there's actually quite a bit of planning to do. It's a lot more than just sitting here and talking, because, other than the chat - when you're having a normal phone conversation or doing a podcast, there's somebody else at the other end, like you're hearing them talk. And when they're done talking, you talk to them, they talk to you.

You don't get this in this situation. So, in this situation, I can see the chat, in that it's happening, but it's just me talking. So it's like my turn is lasting a lot longer than normal.

Ok, a question from the chatroom, "**Are you using video in most of your marketing now?**" And, as I had mentioned on the last show, no, not yet. I'm working towards that as my goal. And the thing is, I want to be sure that all the paths are in place.

I was probably one of the first ever affiliate marketers. I was the first ever to use a computer in the printing industry. And I got tired of being a trailblazer. Now I wait for people to hack the path through the bushes, the gravel road goes in. Once they start paving the road, that's when I start getting in.

I've got a meeting tonight with the guys from [Traffic Geyser, so I'll be looking at their video submission software](#). But this is different. This is a live-chat situation, and it's a lot different from the videos that I plan on doing for education purposes, which will be two to three minutes long, because people have a very short attention span when it comes to that stuff.

With these longer ones, with the average commute time being 23 minutes, what I plan on doing... It's strange, because the average adult attention span is 18 minutes. The average commute is 23 minutes. So what I hope to do is that people will chop these long chats up into bits and then listen to them on their commutes or when they're out for a walk or something like that.

But the other videos I plan to use in my marketing, will be educational in nature and explain to people: What is an affiliate program? What is sequential selling? So it'll be more like what these definitions are and helping people understand marketing concepts a lot better. And of course, just by explaining these simple concepts, you become a thought leader in your marketplace, and you can leverage that video traffic in the search engines through universal search.

And most people will tell you, when you go and you search for something, like Chewbacca from "Star Wars, " you'll see videos, YouTubes, and PDFs and everything else, mixed in with the normal HTML web results. So, very often, depending on the keywords and how you describe your video, you can get a lot more traffic from it by simply providing a video as an alternative to a static HTML page. And so the video stuff will be a lot bigger for me in the future. But at this point in time, I'm working towards it, but I'm just waiting for all the tools to get there.

I bought a very nice, high-definition Sony camera, oh, it couldn't be more than about two months ago. But we didn't have all the elements in place to do the streaming. All this stuff about Ustream.tv, CamTwist, and all this other stuff, this is all relatively new to be able to put it all together, that you could broadcast something like this. And this broadcast is also recording right now, so we're recording this live.

And if you do an under-10-minute show like this, what you can do is a one-click save to YouTube. So, what you can do is you could use Ustream as your recording device

So, even if you have nothing more than just a little camera in the lid of your laptop computer, you can record to Ustream, preview it, see if you like it. When you get one that you like, click "save" and click "send to YouTube" because it will do both. It will save it to your account on Ustream, and it will save it over to YouTube as well.

So that's something that you could do. Not even have to worry about uploading and converting and recording and editing and all that. Just give it three or four live shots, and then, once you have it, you've got your product and you're good to go.

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How to Become a Successful Entrepreneur

This is a step-by-step video course and coaching system for aspiring entrepreneurs. There are video tutorials on market research, affiliate marketing, niche marketing, articles, SEO, social media, and setting up multiple revenue streams.

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OK. Let's go over to another couple of the FAQs here. "**How can I increase my business for my clients, make them more sales, and get repeat customers?**" That's a tough one, huh? Increase my business for my clients, get them more sales and repeat customers.

I just jotted a quick couple of notes about that one. I would say teach your customers, your clients, how to create a better customer experience. So, in other words, I heard this recently on a live show from some nightclub or something, that the girl that was being interviewed, she said, "You need to be able to let the people offer you feedback." So, in other words, the question you would ask on your web page is, "If I were a bank, I would..." What?

So you just let people type in there, saying, "Well, if I was a bank, I would be open later in the evening." "If I was a bank, I'd have training videos online on how to use the ATM machine so I don't have to stand in the lineup." "If I was a bank, I would allow me to pay my company taxes so I don't have to cut a check every month." Ah. So now, the bank learns.

And you can do it with any kind of market, and have that on as a comment form or a feedback. And I say, "If I owned a hair salon, I would..." What? You let your customers tell you what it is that they would like to see in your business. And if you do what they ask, guess what? Your business is going to increase. And it could be simply asking a question: "What do you want?" You'd be surprised at how much that'll build your business.

The other thing you can do is - because not knowing what kind of business that this person's in - increase your value. OK? I've never heard it put more simply than this: you get paid by bringing value to the marketplace. You get paid by bringing value to the marketplace. So, if you want to get paid more, increase your value.

And you can either do that by two ways: you can either improve your product, or you improve your self-worth through knowledge. So you either have a better product, or you increase your own self-worth, so that the next time you get hired for a speaking gig, or the next time you make an appearance, or people consult you, you can charge more. So that will be the second way is to increase your value by bringing more value to the marketplace, through improving your product or your self-worth through knowledge.

The third thing I can think of with how to increase your business, get more sales and repeat customers, is to tell stories rather than try to relate facts. If you're doing the feature / benefit thing, it's OK, and it works OK. Maybe they don't know why they need all those features. So, if you tell a story instead of relating facts, the stories will be remembered and they will be retold. Facts, figures, dates, numbers - those things get forgotten very quickly - but stories, on the other hand, get retold.

And we are storytelling creatures. So, before there was television, before there was radio, before there was the Pony Express or the telegraph, people used to sit around the campfire, or the hearth in the cottage, and tell stories. And that's how they related to one another. So we're very hardwired for learning through hearing, our ears. It's only been in recent years that we've been bombarded with all the media.

I would say that one of the best things you could possibly do is get a story, stick to it, tell it early, tell it often. Tell it to anyone who will listen. Let that be your unique story. Let it be who you are, what your company is about, and tell it to everyone who will listen and never change that story. Tell a story, rather than relate facts and figures. That's another really good way to build your business. And if you do need to tell a different story, start a different brand. It's that simple.

So that's a real loaded question. I'll just summarize it. How can I increase my business from my clients to get more sales and repeat customers? Teach your clients how to create a better customer experience. Let them offer feedback. If I were a hair salon I'd, or if I were a bank I'd, I would allow them to enter that information on your Web site, and they'll tell you what they want.

Increase your value. You get paid by bringing value to the marketplace. If you want to get more pay, either improve your product or improve your self-worth through knowledge. The third thing is to tell stories rather than to relate facts. Facts are forgotten; stories are remembered and retold. Tell your story early, and tell it often to anyone who will listen.

OK. I'm just going to pop over here to the chat and see what's going on here. The question is, "**How do you approach someone with an original idea or concept and protect yourself, so they don't steal it and run with it themselves?**"

It happens daily. It happens in the most simple of conversations. You can't really be worried or paranoid about it. No one else is you, or who you are. Certainly, if you have something to say and it's genuine, people will need to hear it, and they want to hear it from you.

Very often, your competition can also be cooperative. You can get out all your non-disclosure agreements and all your non-competition stuff, but I don't do business that way. I let my "yes" be yes and my "no" be no. Anything else other than that, I don't let get in the way of me doing business.

Once an idea is out there, an idea's time has come. Once an idea's time has come, many people get it at the same time. I think the race for the patent for the telephone was a difference of a couple of minutes. We all know who invented the telephone, but who came in second? We all know who was the first to fly the Atlantic. Who was second? That's the thing. Very often, it just means that if you have an idea, just do it. Just get started.

With me, I told a lot of other people I was going to be doing this video. At least half a dozen of the people I know already went out and did it. That's very good and fine for them, but I'm working toward this worthy goal, this ideal that I have. When I start my video, I'm not that worried that they're already there doing it. The thing is, if you look at this setup, it's just my talking head. I've got a few scrolly things going on, but really, there aren't a lot of production values here. In the future that might change, but I don't have all the tools necessary. I just started doing it.

The best way, might be like the guy who invented the Rubik's Cube. Rather than worrying about patenting the design or the device or the look and feel, and spending millions of dollars - well, maybe not millions, but a significant amount of change - doing patents and all that, just mass-produce it and get it out on the market. That could be one of the best things that you could possibly do. Just get started, get going, and get your product out there and position yourself first in the marketplace as being a thought leader and a product leader.

[laughs] The next question is. "**Dr. Neil, Michael, said he showed you the way of Twitter, and you got it. Is that true?**" Well, yeah. I posted on Neil's blog a little bit about how I've been using Twitter.

[Twitter is a Broadcast Medium](http://www.internetmarketingsecrets.com/blog/?p=89): <http://www.internetmarketingsecrets.com/blog/?p=89>

It does help to understand it. I have a list of my top ten people whom I follow on Twitter. These are the A-list bloggers. Very often, when these people do a blog post, I go and I

comment on their post right away. I read the post, I think about it, and I put a comment on there.

Then I look to see if they've gotten any Diggs. If they've gotten 20, 30, or 40 Diggs already, I know that that's going to be a very hot story, so I want to get my comment on there so that people are clicking on it. I did three or four comments yesterday, and I've already received a couple hundred visitors from the clicks, from the comments that I did.

So that's how I'm using Twitter. Number one is riding on the coattails of other people's stories. And there's nothing wrong with that. You're actually helping that story and stirring the pot, adding to the conversation. That's what they want you to do. That's why they made the post in the first place. They want you to participate in the comments and help drive that blog post forward.

So if they've got a lot of diggs on there, that's a motivator for me to want to comment on their story so that my comment will be on one of the most popular sites on the web. It's just more branding for me and my name in the comments. It's like, "Oh, there's that guy again! This guy is all right!" Then they click through to my site, and then they end up becoming a subscriber, and later I've got a customer.

The other way I'm using Twitter is that I'm trying to use it as a broadcast medium. I'm trying to get people to come and watch a show like this on a moment's notice. Right now I've only got about 300 subscribers on Twitter, but some people have 10,000. If I can convert my newsletter readership over to being Twitter followers, what that will do is enable me to send out a note by Twitter and get a conversation like this very quickly.

I was watching You Stream last night. A girl eating noodles had 52 visitors. She was just sitting there with a bowl of noodles and eating her noodles. There were 52 people watching this girl eat noodles! Go figure. The other guy, who has 10,000 followers, put out a Twitter saying, "I'm playing a video game." He got over 300 people last night watching him play the video game. He's got 10,000 followers, and they're just watching him play this new video game that came out.

What I plan on using it for is if I need an impromptu discussion. It'll be much like this, but if I had 10,000 followers, I would say, "I just found out about this product." It could be good, it could be bad, but here's my opinion on it. I've just got this thing, or I just found out about this idea, or I just heard about this story. I can put together a broadcast like this in a matter of minutes and hopefully get it out to about 300 people who in turn will tell their people, who will tell their people. So that's the other way I use Twitter, as a broadcast medium to help get the word out.

A comment here in the chat... oh, ok, so, "**You appreciate my insight on the A-list bloggers.**" Yea, I do have a list. It's in my Twitter page, but I can put that in my show notes.

I think what I'll do after each show is take this list of questions that I have from email and post that onto UStream somehow, as a reminder of everything that we've talked about here. What won't make sense is that people won't see the chat. They'll actually see me talking, they'll hear my words, but they won't hear what you guys are saying.

That's why I'm very careful to answer your questions with complete statements and complete questions. I read your questions out loud, so that when people listen to this later, when it gets transcribed, they can actually hear what it was that you guys are saying. Of course, they can't see the links that I'm pasting into the chat. That's the other downside of doing a video.

So what I'll do is probably do, is some show notes later on. Of course, I could always paste links, if I wanted to edit this in QuickTime later on, I could always embed clickable links into the video. That's a really cool trick that you can do with QuickTime and GarageBand and things of that nature.

We have got about 10 minutes left here today. So if you have got any questions, please type them out. Think about them, edit them for a little bit of clarity if you want, and then go ahead and paste them in. I will go ahead and switch over to a couple more FAQs here that we'd love to get through, for the people who will be watching this later. They can't make the live show, but they have emailed me their questions earlier. They asked if I could answer them during the show - that would be fantastic.

The reason I am doing the show at this time is because right now for Dr Neil, it's probably about nine o'clock at night. For my friends in Hawaii, it's like nine in the morning or something, or eight in the morning, or no, but it is early. And my friends in Australia are just waking up. This time slot is to try and cover as many time zones as possible.

But I have a lot of viewers in Russia, Germany and Africa, and they want to be able to see the show and they want to get their questions answered as well.

- - AD - -

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Spend only a couple of minutes on their website and you'll see what I mean. You CAN produce that level of quality, and it won't take a two year course at the broadcasting academy, or bust the bank.

[Create Commercials that Rock](http://www.cdzn.com/wvu): <http://www.cdzn.com/wvu>

- - /AD - -

Here's another question from email, but before I answer it, a quick disclaimer... I am not a lawyer or an accountant, and I don't claim to offer taxation or legal advice. As always, make sure you contact your professional and listen to them. But, the question is, "**I just paid too much in taxes, how can I minimize how much tax I pay on affiliate revenue?**"

Yeah, you get surprises with taxes, when all of a sudden you get a check for \$50,000, like my friend did the other day. Now you got trouble, because the government wants a big chunk of it. If you are paying too many taxes, I would say, hire an accountant. Don't let yourself do those numbers. A CGA will run you about a thousand dollars a year, and it is worth every penny. You just write little codes.

My accountant just says, all you need to is just write the expense code, and she gave me the codes. So, if it is a piece of software, it is this code. If it is hardware, it's this code. If it is a light bulb, it's this code. Hosting - this code. And you just write the code on it and she

does all the tax rebates. She does all the figuring of depreciation. I don't do any of that stuff. You just hand it to her and let her do all the work.

The second thing I would suggest is that you incorporate. Now, if you incorporate, there is a lot of legal issues there too, but incorporating will allow you to have a separate legal entity. It is as if your corporation is a person. It can have debts, it can have assets. It can live, die, sue, be sued. It's all those things, but the wonderful thing about a corporation is that it gets taxed at a far lower rate than a person.

When you get into a higher tax bracket, you might be paying 30% tax. The corporations around here get less than 5% tax. The bulk of the assets, and the money and everything, can belong to your corporation, and they pay a very low tax rate. Then what you do is become an employee. So, technically, I am not self employed. Because if you go to get a bank loan or a mortgage, being self-employed is not an advantage. So I am an employee of my company.

By being an employee of my company, I can pay myself a low wage. So I can pay myself \$60-70,000 a year, and that's enough to live on. But now, because I am married, I can also pay my wife. So I can pay her all the house money. Everything that we need for groceries, or car insurance, gas, shopping, clothes - that all goes into that account. We are both employees of the company, but we do something called income splitting. We pay her and me.

The other thing that you can do is pay yourself dividends. Now, the rest of the money that I get, per year, comes in the form of dividends, because dividends are only taxed at half the rate of normal income. So you can end up paying yourself a whole pack of money if you incorporate, because the bulk of the assets, everything is deductible. The company owns everything.

You become an employee of your company. You do income splitting between you and your spouse and pay yourself the rest of your income in dividends.

Now, I don't do any of that. Like I said, I have a CGA, an accountant, and she does all that for me. And I also have a corporate lawyer who does the annual filing. So my lawyer costs me 500 bucks a year. The accountant is a thousand dollars a year, and between those two they probably save me upwards of \$50,000 per year.

If you are paying too much in taxes, my advice would be to incorporate and become an employee of your own company. But, of course, talk to your professionals, and don't necessarily take my advice before consulting with them.

Here's another email question, "**I just bought my first ever Mac. Where can I learn to use it effectively?**" Welcome to the dark side. For Mac OSX application training, Screencasts Online. I think his name is Don McAllister. I think he is a British guy. I have been a subscriber for many years. He does screen captures, like Camtasia-style videos, that are usually 20 minutes to half an hour long, that shows you how to use everything from your mail application to your browser.

It has been a real life saver, because when I needed to know how to get my RSS feed submitted to iTunes, I turned to him. And he actually had a video on how to get your podcast into an RSS feed and submit that RSS feed into iTunes. That's where I learned how to do that. It was through Don McAllister. Yeah, ScreencastsOnline.com There is the url for you.

Also too, I like to download the high definition shows. I have got an Apple TV in the living room. What I do is that I will download his weekly show, and I will sit and watch his show, and I will work on my laptop while I am watching him on the big screen TV in the living room. So it is almost like being in an instructor kind of environment.

Ok, a couple more questions... trying to blast through them here. **"I heard the term sequential selling and continuity programs. What are they?"**

Ooh, those could cover a whole hour. Sequential selling is like what they do in judo. You would have your white belt and green belt and yellow belt. Everybody progresses as a group from the next level to the next level. It is very much like a school or university type of training, where you go 101, 102, 103. It is sequential. You do it in a system like that nature.

You are just basically moving from one level to the next. Then at the end, you graduate or you finish the program, and then you might start another program. It is one way, that if you are creating products, that you can bring your customers in at the one end and then progress them all the way through the other end. So, it can be a very lucrative revenue stream, and it is also very beneficial to the students.

Continuity programs - it just means monthly payments, usually. It could be your hydro company, it could be your cable provider. Those are all continuity programs. Life insurance... those are all things that you need to submit payments to monthly. It is no different if, for example, if you are running a private site and they have a membership. If you are paying a hundred bucks a month to belong, that is a continuity program.

Very often it is a very lucrative revenue stream as an affiliate. It is very good for affiliates to promote things with continuity programs, because you make your sale one time and you get an ongoing commission, for maybe years to come, as long as that person stays a member. In a real big nutshell, that's sequential selling and continuity programs - what those terms mean.

Ok, that's about it. We are up to an hour here. If there are any last minute questions from anyone in the chat room, go ahead and paste them in, but we would like wrap this up pretty quick here....

Thank you Dr. Neil Shearing. I am glad that you could be here with me today. I appreciate it - all your support and comments, everything over the years.

I guess that's about it. So we are going to wrap this one up. Thank you very much to everyone who has attended. And I'd just like to say, I wish you all the best for online success, and we will chat again soon.

Michael Campbell

CEO Dynamic Media Corporation
#425 - 383 East 37th Ave Vancouver BC Canada V5W 4C1
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