

**An IM Success Library Special Report**

**Discover Your SIMPLE Path to  
A 6-Figure Business Based On  
My Proven 3-Part Information  
Marketing System**



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**[AskBobTheTeacher.com](http://AskBobTheTeacher.com)**

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## Introduction

Bob: Welcome to the call, this is Bob the Teacher and I'm very, very thankful that you have decided to take a few moments out of your busy schedule, out of your productive time, perhaps your relaxing time, depending on what time of day it is for you, to be here and enjoy a special training session that I'm offering to you right now.

The reason why this call was put together is because number one, it's part of the New Year and everything and we're now approaching the second month of the year. And our resolutions maybe have gone out the window or perhaps we have finally recovered from that kind of holiday malaise that sets over us and we're really supercharged for the next year.

But perhaps you're not quite sure what direction you should be going in and I want to provide some framework for you to think about how to move forward the most profitably and effectively for the next year. I also am seeing way to many people making very critical mistakes in their businesses. And they sometimes don't even realize it. So I hope that what I'm about to share with you is going to help you avoid those kinds of mistakes and also get you success a bit faster than you would by yourself.

Also, I'm a bit frustrated and concerned because there's so much conflicting information flying out on the internet right now on webinars, on teleseminars, and eBooks and blogs. It's just becoming so overwhelming and noisy that it's virtually impossible to really make sense out of everything in order to move forward in a very solid consistent pace. Also, for many business owners, 2009 was a very challenging year and it didn't really get better for people over time.

And 2010 is already a month old and we just simply waste time letting it slip away. So I want to make sure you have some clear ideas on how to move forward a little more effectively. And, while 2009 was a struggle for a lot of people, I wanted to put this call together because for me I was able to take longer vacations than normal. I continued to have consistent revenue through several sources and my business continued to grow, even though the economy was crappy and all things were kind of in a state of disarray for a lot of folks. Mine continued to grow.

I think it's time that you know some of the secrets that I have been relying on. Some of which I've been sharing in my coaching programs, but some of which I just simply haven't put together in a synthesized way in one place. And I want to share that with you.

So by the end of this session today, I want you to have a page or two of notes, I want you to think very seriously about the different types of ideas and strategies I'm going to be revealing to you. And I also want to make sure, if it's appropriate, I want you to connect with me further so that I can help you grow this year.

You know, I'm a business trainer. I'm a coach. I'm a professional speaker now and I'm putting on my own events. And some of those may be appropriate or some of my virtual events may be appropriate. But most importantly I simply want to make sure that you feel confident that 2010 is your breakthrough year. And hopefully I can be a part of that. So you may not really know me. I know there are a few of you that were on the call before we started the recording. You know, your new names and you might not know who I am.

Some of you have been with me for a while and I know you're the reason why I continue to do this. Because I used to teach for quite some time and now it's a function of finding students who want to learn from me about the kind of business strategies that I can share. So if you are new to me and you're not quite sure, let me just give you a quick rundown of what I'm about and where I came from.

I hope it helps you to understand that I'm a person that you can trust to give you the real truth about what it takes to succeed on line, to take your business to another level with internet marketing strategies and so forth. I don't give you BS. I don't give you a lot of hype. I simply want to make sure you have a clear path for yourself and you're taking advantage of things you're good at and you're leveraging your time effectively. Okay?

So first of all, again, my name is Bob Jenkins. I am now in North Carolina, but I grew up most of the time in either Maryland or Florida. And I was a teacher from a young age, but I professionally became a teacher in 1997 when I graduated from Florida State University. I was a history teacher for 10 years. I was very active in my school.

I became a leader in a lot of different areas. I coached the Academic Team and won a couple of state championships in that and was just really involved. But I discovered eventually that there was a ceiling. And I'll talk more about that story in a moment. But eventually, fast forward, I took those teaching skills and I turned it into a lucrative internet marketing business where I taught people how to do stuff that they wanted to learn.

So now, in 2010, people all over the United States primarily, but also around the world, are inviting me to teach their audiences in a way that is methodical, step-by-step and very simple. In fact, in 2009, Mike Filsaime, who is one of the internet's premier leaders and providers of information products and software, had me teach his marketing workshop to his group. Coming out very soon, David Purdue is having me as one of his featured faculty members for the very highly acclaimed Niche Affiliate Market workshop.

Last year at Ken McArthur's Impact, I was a featured presenter. At the end of it, Ken asked the audience to vote who was the most helpful out of the entire weekend. And the people who attended picked me as the most helpful presenter and teacher in person throughout the event. And then most recently, Adam Urbanski had me teach his Attract Clients Like Crazy boot camp, which was highly attended and just a great time.

So one of the things I wanted to kind of give you is simply to say that there are high level people who rely on me to teach their folks the things that they just simply either don't have the time for or that they need the extra special sense of how to teach given to their audience. Also I want you to know, unlike a lot of people that you might learn from for how to grow a business; I have a few unique characteristics that kind of set me apart.

Number one, I don't have deep pockets coming from parents or from another business I ran offline or anything like that. I started at square one as a public high school teacher with very little extra money to fund my growth. So, if you're the kind of person who is working a full time job or you recently lost a job but you're trying to kind of boot strap this business; I know many

people submitted questions before the call even began of how to get things going for less than \$100.00. I know what that's like. It wasn't that long ago when I was in that position.

Also I don't have any formal business education. So I learned a lot along the way. I've taught myself some things. I've learned from some key mentors. And had some help. But I've synthesized that all in a way that I think people can understand very simply. Because I get what it's like to not have that formal education in business, but have a dream to be successful in entrepreneurial pursuits.

I'm also a professional trained teacher as I mentioned. So I have a background of being able to take information from various sources, synthesizing it together and making it very simply for you. It's not going to be easy. I'm not going to tell you you're going to get rich quick or you're going to have success in a month or 60 days. It took me 15 months to go from zero to having a six figure business which is pretty rapid. Some people get there a little less. Some people take a little longer. But the point is I know how to take that information, see what questions you have and be sure the answers are in a fashion that sinks in for you.

And also, the final thing I would say about this is, although I do outsource some things in my business as you here it's all the rage to do, I've also very much integrated into the everyday operations of my business. So I'm consistently working on my web pages and my blogs. And consistently testing things, tweaking things, revising things and so I'm still in the trenches. You know, I've been doing this for four years, but I'm still involved in this business in such a way that if anything new comes along, you know, I'm the one that's making sure that it works or it doesn't work. So that I can make sure it's effective for me. So I can tell you about it in a way that works, okay?

Now, I was going to put this call together a short time ago, but I was on an internet marketers' cruise with 400 people last week. And in fact, in that period of time I was asked to be the leader in the hot seat mastermind, so forth. So I apologize this is coming a little bit later in 2010 than I initially hoped that you're ready to rock and roll. You're ready to learn from me some ideas on how to get your business growing. And I hope this quick introduction of who's asking me to teach their audiences, etc. is helpful to you.

Okay, before I get into the seven deadly mistakes that I promise I will tell you. I will get to that as soon as possible. But I would like to share a little bit more of how I went of what you can consider a chalkboard jockey as a classroom teacher to a six figure business trainer in 15 months. I often skip over that part when I'm doing tele-training sessions and so forth because I already know the story so well. But I often find that many people need to know this transitional period because it helps put in perspective what it takes to gain that success.

And some people's paths are going to be different than mine. Like I mentioned in 15 months in many people's timelines is a bit rapid. Some may take longer and some may be there shorter. But ultimately, if you have the right kind of mindset of how you can succeed in business and you put the right pieces together, some of which I'll be able to share with you during our session now. I think you're going to find that pursuing your business, pursuing helping other

people in a profitable way is going to be a lot of fun and it'll be one of the coolest things that you do in your life.

I don't know where you are in your business right now. If you're at the starting gate, if you're at a plateau or you're thriving, but you'd like to see if there's something you're missing out on. But I hope that this quick rundown of history lane will help you out. So, you know, like I mentioned back in 1997 I began teaching and about the first eight or nine years I continued to do that and was successful at it. I won a couple awards and yada, yada, yada. I don't need to give you a resume rundown. But the writing was on the wall. Or you could say the writing was on the chalkboard.

Each year the school system I worked in, as is the case in many cases, was giving me a raise automatically of two percent. But the expenses and the cost of living was going up like six or seven percent. I don't know if you've ever lived in central Maryland or know people from there. It's very common, as other parts of the United States, about the situation in the late 90's and early 2000's. And so, even though I went to college and got a second degree, a master's degree from John Hopkins University, you know, I invested in \$20,000.00 or so in that education only to see a raise of \$1500.00 a year come out of it.

So financially, the teaching profession was showing me that, you know, it wasn't going to reward me financially. And you probably know that if you know a teacher or you yourself are a teacher. But the real truth is, and I don't mention this on too many teleseminars. But the real truth is it wasn't really the finances that were getting to me. The finances were a way for me to start pursuing, you know, how can I make some extra money? It's initially how things start to go. But what was really...

I really discovered over in the next year or so in the eighth or ninth year, that I had been in the same place for nine years. I walked out of college as a 22 year old guy and walked into this one school and I stayed there in the same classroom for that time. I don't know if you've ever been in the same position, the same job, you know, for more than seven or eight years. I know some people go 30 years in the same career. It gets a bit monotonous. It gets to be a bit tiring and you start to get that itch that maybe there's something more for you to do. Maybe there's a bigger impact or a bigger calling for you to work with.

And so, I started pursuing, you know, financial things first and then eventually ways to impact the world. So when I first started my business I was not very good. I got to tell you. Before I started in my online marketing stuff that I'm doing now, I initially was trying to do some websites for other people. And though I was good at it, I was not a good business person from it. I wasn't able to really keep up with my clients because I was working full time and trying to do this other thing. It just wasn't the case.

It got so bad, in fact, that my parents actually fired me from being their webmaster because I wasn't able to do the kind of job necessary. I wasn't able to manage the time effectively either. So the first kind of thing that I started trying to do for making money online were selling opportunities. You know network marketing types of things. I even started selling images on a website called pixels. I even started selling [beef jerky](#) and so forth. And just random things, you

know, are good things as far as what they are. But as far as business is concerned coming from me it just didn't make a whole lot of sense.

And I'll be talking a little bit more about that because it's part of the deadly mistakes that people are making. But eventually what I found and where I was able to become a six figure business trainer was that I started coming back to my roots. I started coming back to this idea of teaching, of taking advantages was something that I was good at. So I began creating simple information products that actually helps people in a way that they could, you know, seek a solution. They found me and I solved an issue for them. Very small at first and that was the initial starting point.

I also recommended solutions to people as an affiliate marketer. And I'll talk a little bit about that later. But that simply means that, you know, I recommended something that was helpful to people and if they purchased then I received a percentage of that sale. That's really what got me to that six figure level though, that was the first, you know, four or five months, kind of struggling, kind of figuring out what was going on.

As soon as I started working with a mentor, as soon as I went to my first live event, and I started connecting with a mastermind team, and started to learn really how to be a business owner instead of just an opportunity seeker, or someone just looking to make some extra money, that's when my business really started to take off. And as I incorporated my passion for teaching with things that I was already good at, and learn the kinds of way to find what people really want out of the information products and help to figure out what their issues where that I could solve, that's when my business really started to kick off.

So it wasn't an easy journey. It wasn't something that happened overnight. You often hear me say in quotes, someone anonymously who I don't know who originally said this. But we live in an age and I operate as some of you do as well in this internet marketing world. Where we work 10, 12, 14 hours a day so we can make money while we sleep. It seems kind of bizarre, but it's a fun time and a great time for you to incorporate this kind of internet marketing stuff I'm about to share with you.

So that you can impact more people, you can take care of your family, you can have a consistent income instead of this roller coaster up and down thing that plagues so many people who are trying to succeed. Okay, so that's a little bit more from what I'm coming from. So I hope you see that, you know, I don't come with a silver spoon in my mouth. I don't have any specialized training other than the mentors I picked up in the mastermind and a pat along the way. But I'm a very good observer of what works and what doesn't work.

I act quickly and I hope that you are also one that takes action fast on good ideas, implement into completion and then you can move forward. Okay?

## The Seven Deadly Mistakes You Can't Afford To Make

So now let's go ahead and jump in to the seven deadly mistakes that you cannot afford to make if you want to succeed in your business. And it really, the first thing I think... These are not in order, by the way of specific ranking, but I think they are all essentially equal in importance.

### Not Having A System

The first one I have for you is that people are making the mistake of not having a system. They are trying to do everything where there's no automation in place, there's no routine, there's no habit. So things are just kind of haphazard. Now I'm a big fan of procrastination and I had to get over that to be a successful business. I'm a big fan of doing things when they need to be done instead of, you know, trying to do them too far in advance. But I learn the hard way that if you don't have a system you can really get bogged down in the process of trying to build a business.

So things like auto-responder systems, routine, like how to deal with social media and stuff like Twitter and Facebook. How to create a product and then get it on to the web? How to set up the selling system so people can pay you while you're away on vacation or whatever. All these things are very important. And I find that many people who are struggling are stuck because they don't have a system in place. And they're not even trying or they're not even aware that such a system exists. So what I try to do is to make sure people know of the right systems that they can incorporate at the right time in their business, okay?

### Seeing Competition As The Enemy

The second deadly mistake that people are making, I hope you are not making, but I know many people are, is that they see competition in their market place as the enemy. Now if you image a street corner where there's a gas station on one side and there's a gas station on the other side. When they have that kind of relationship, often when one lowers their prices on unleaded gas the one across the street immediately does the same thing. And they're doing this cutthroat competition again and again.

Well, when you broaden your environment of what you're working in, if you think of the landscape of where you're doing business to a much larger area. The internet allows us to do this because we can literally be selling globally our services and out products. Then you no longer have to see your competition as the enemy. You know longer have to think that in order for you to succeed someone else has to fail.

This always bugged me with the way that I though business was supposed to run. I meant to mention earlier that the only business role model that I seemed to have as I was growing up was Alex Keaton from Family Ties. I don't know if you ever saw that TV show. But he was a very capitalistic, cutthroat business dude. And although I liked and admired him as a kid as I grew up and started thinking about business, it didn't really sit well with me that in order for me to win someone else had to lose. And I follow it in the classroom and it drove me crazy.

But with internet allowing you to reach out to a larger audience you can actually see your competition as cooperation. Instead of competitors they are now collaborators. People who succeed in their business and if you're going to succeed in 2010 and beyond, you're going to have to reach out to people who would otherwise be your competition, find ways to work together. Find ways to support one another through the ideas you have, maybe referring business to one another. And just simply seeing where you can co-exist with that other person.

I'll share a quick story with you that when my second product that I ever created was called Discover Mini Sites. And this was a product where I interviewed someone who showed people how to make websites. Now since I was already a webmaster for a little while I already knew how to make websites. So if you were looking at the term the traditional business model I had no business trying to interview this other people who was really actually my competition.

But because I saw him as a person who I could collaborate with and we can both win if we worked together, I was able to create a greater product in a shorter amount of time that generated over \$12,000.00 in just about nine months. Just one product. Once you start seeing your competition as people you can work with you're going to see faster growth. You're going to have more fun and you're also going to realize that there's instead of carving out the same pie into bigger pieces you can end up having just a larger pie and everybody can have a larger share.

## Trying To Do Too Much Yourself

The third deadly mistake I'm seeing people make really aggravates me and frustrates me. But I can actually take a little better responsibility for it. People who are running their businesses are trying to do too much of the work themselves. I say that I'm partly responsible because a lot of the early products I made and still products I make to this day teach people how to do things for themselves. How to manage your website? How to set up your own teleseminars? How to do Squidoo lens, etc...

Well I want to teach people those types of things because if something goes wrong its helpful if you know how to do those things. Just like if you don't have a calculator it's helpful if you actually know how to do math. But ultimately you should be doing things that you're really good at and you should be letting other people doing things for you so that they can be done faster and perhaps better and a higher quality. But more importantly it frees up your time so you can do things that are a little more profitable.

I'll give you a quick example. From that, the first thing I ever outsourced was the graphics to one of my websites. So instead of me taking three or four hours doing this new website and it was actually a site called Teachers and Business. I actually outsourced that to one of my mastermind partners. I'd send him some money. And he did it in; I think it took him 35 minutes to do these graphics, where it would have taken me four hours of tweaking and everything else. And they were just done. And I could spend that time that I would have spent doing the graphics, doing the actual creation of the product that was going to be for sale there.

So I want you to think about, you know, instead of spending money on advertising, instead of spending money on some new fangled eBook somewhere, it's helpful if you just take a little bit of what you make or little bit of what you've budgeted for your business and get someone else to do some of the stuff that otherwise would take a long time for you to do and that would distract you.

Also realize you don't have to necessarily pay people for stuff. You can trade, you can barter and I'll give you a quick example. There's someone on this call who I am just really thrilled that I finally get to meet here very shortly at this SIMPLE event that I'm hosting and it's at NAMS. And I put out on Twitter, hey, does anybody want to do transcripts for me in exchange for a link in the transcripts. And the person who I'm talking about responded, she turned the transcripts around very quickly.

The transcripts happened to be with a high level marketer and low and behold. First of all, it was great for me because I got the transcripts done quickly which helps me, it helped my business. But it also helped her because the person who did the call with me then went on to hire her for some other work, which is leading to great things for her.

But at the same time, that same time that person is not doing all the transcriptions herself; she had a team doing them. So my point here is, if you're trying to do everything yourself, you're going to be working from a stand point of your weaknesses and trying to learn things that are best served to give to somebody else to do if you can. And you can focus more on a more profitable activity for yourself. Okay?

Again, I remember what it's like to bootstrap. I remember what it's like to not having any money. So there are things that you can learn to do yourself and work forward. But any of the revenue that you have, anything that you have that you can budget, do schedule some of that, do reserve some of your funds to get a virtual assistant or a transcriptionist or somebody else to do some of the work for you that's going to get your product to market faster. Okay?

## Operating in Reaction Mode

Alright. The fourth mistake I see people make is people are operating in reaction mode. They're acting in a place where instead of doing things proactively, instead of doing things that they have a strategic game plan for, they're simply responding to what's being thrown at them. I've got a big issue here because what tends to happen is that you get demoralized, very frustrated, you don't get to really get far enough ahead, it seems like you move one step forward and two steps back.

These are all because you may be acting in and operating in reaction mode. If the first thing you open up on your computer, for example, is your email and you spend the first three hours of the day responding, deleting, checking things out, looking for the next biggest thing. All those are factors of reaction by the time the day is half way over you feel like you have nothing accomplished.

So I really want you to operate from not a reactionary mode, but from a proactive mode where the first thing you do in the day is you open what your plan is for the day. Maybe you set that up the night before. Maybe you have a plan for the week or for the month and you're simply following along in this pathway that you've already set yourself up in order to reach your goals in a faster way. Okay?

That is essentially important. Because otherwise you just get drowned in this sense of overwhelm of all the things that need to be done. You are in control of your business, okay? You are the CEO. You are the person who answers to the boss because you are the boss. And if you don't take that stance you're simply going to be treading water not drowning. Okay?

## **Lacking Confidence and Giving Up Too Soon On Your Business**

The fifth thing I think people are making a mistake in is they don't have a lot of confidence in their business, especially if they're struggling, especially if they're new. And if you're in that situation and you're pretty new and you're not sure what you have to offer is going to really succeed in business you've got to have faith in what you're doing. Now, it doesn't mean put blinders on, and beat a horse for three years, and come up for air three years later and wonder, you know, how the world changed because you've been so entrenched in your belief that this will work, and then eventually it just doesn't.

But there's got to be a balance in your mind of what you're doing is the right thing to do. And you're doing it in a way that's going to lead into success. Whether it takes revision, if it takes some changes or whatever that's fine, but don't abandon your idea too early in the game. This is such a big mistake I see people making. They do something for a couple weeks, maybe a couple months. They don't see any success and even though they made progress it's hard to see because they're so close to it they abandon it and they jump into other things.

I find this especially the case for people who are working inside of network marketing companies. They think that there's some hot business opportunity with a product that everybody wants and everybody is going to need. And then they spend a couple weeks and they just don't get any results and then they give up and then they jump on to some other opportunity.

Same thing goes with any niche marketer, any type of pursuit. If you're looking for something to have a quick result and you don't get it and then you change your mind to something else. It's kind of like, well, first of all it's kind of like shooting yourself in the foot. It's just painful and it doesn't let you go as fast as you would like. But more importantly it continues to build up on itself. So that not only do you get demoralized, but people who love you and people who are in your life that want to support you, they see you making these half-hearted efforts.

Now I'm not saying that you don't try really hard, but if you give up too soon and you keep changing things and change from one thing to the next the people in your life who are important to you are not going to be able to support you because they don't have the confidence in you either. Okay? So make sure that you go forward with a level head, you do your research. You do your soul searching and you fit all these pieces together.

So that when you make that decision of what to pursue in your business that you can go forward with confidence and you can actually, you know, see success. Because it's critical that you are your biggest fan and it's critical that you stay on the track. If you don't you're going to have some big problems. Okay? So that was mistake number five.

## Not Focused on Leverageable Activities

Here's mistake number six. A lot of people are making the mistake of not focusing on leverageable activities, not focusing on leverageable activities. And what I mean by that is you're doing too much where the service you're providing or the thing you're doing for your customers or something like this. Once it's done it's out the window and there's no real way to hold on to it.

So I deal with a lot of coaches that teach a lot of coaches and consultants who are being paid by the hour or help with virtual assistance who are being paid by the hour. And that's not a leverageable activity to be paid by the hour. You've heard of being in the time per dollars trap, right? Or trying to operate a business that's not scalable to the point where you're a victim of your own success. You know if you suddenly got 20 people or 200 people or 2000 people to do business with you, would you be able to handle it? Or would you get crushed by that amount of work?

And yes, having that number of customers all of a sudden might be a good problem to have in your own mind, but if it causes you to go insane or to drown, you're not going to be very happy. You're life is going to be dramatically different for the worse then it's not the right kind of business for you in the long term. So, example of a more leverageable activity is let's say you want to buy advertising on the internet or on the TV or on radio or in the Yellow Pages or in the newspaper, okay? So you can spend five hundred dollars easily on advertising in this kind of a way and then once advertising is gone it's gone forever. You don't get it back. Okay?

Think about those companies that are getting ready to spend over two million dollars for 30 seconds on the Super Bowl - 30 seconds on the Super Bowl ad. It's crazy. Obviously we're not dealing with two million dollars add budgets here on this call. But I think the exaggeration is proving the point. Once those 30 seconds are gone that's it. You know, unless you have the number one or number two commercial that keeps getting shown on YouTube it's just not being seen.

So instead of spending your money on advertising, instead of spending your money or time with things that are just going to disappear, you got to operate on something that's more leverageable. An example I would have for this is the person who takes that same amount of money they might spend on advertising, instead creates 10 articles or creates a report that can last forever. Or who does a teleseminar and gets the transcripts made and get that to be a recording that can be on their website forever, those are leverageable activities.

If you're a coach and you've been working one on one is there a way that for you to work with 10 people instead of just one person so that you can leverage your time more effectively. That's

what's going to make you more successful. If you're not leveraging your time, your energy for the efforts of others you're going to drown in 2010.

## Not Getting Expert Help on a Regular Basis

And the seventh deadly mistake that I would like to share with you. I hope that you avoid because you really can't afford to make this, is people are not getting expert help on a regular basis. If you're the kind of person who is trying to learn from me or other people simply from what we post on our blog or simply what we put out on free reports or what we have on Twitter or you're going to your friends and people in your neighborhood and you're asking them for business advice and you're getting it for free.

You're going to have a bit of a struggle getting the big picture and really putting all the pieces of your business together. I remember very clearly how my business was very stagnant and even in decline and before it got off the ground because I figured with the degree from Florida State and a master's from John Hopkins I figured I knew everything. I figured I didn't really need other peoples help and I struggled and I went further into debt. Simply not because I was spending too much money on stuff so much, but I wasn't making any revenue and I was wasting a lot of time trying to figure stuff out on my own.

So yes, there are a lot of tutorials on YouTube. Yes, there are a lot of little eBooks on free give away sites and all that stuff. But if you're learning your business through other peoples promotional material you're simply not getting the bigger picture and the inside scoop that the guru's and the experts and the people who know what they're doing keep for themselves. And I pride myself in my coaching programs of pulling back the curtain and showing, you know the detail things.

But a lot of people are not doing that. And I certainly do not do it for free. And most people don't do it for free. So if you're not getting expert help on a regular basis you're simply not getting the full picture. And that's going to hold you back from the success that you deserve. And it's also going to impact the life of your customers because you're not going to get your solutions out to them in a way that will help their lives. And that's really key too.

So seven deadly steps you can't afford to make, I'll repeat them once more.

- \* You may not have a system
- \* You seek competition as the enemy
- \* You're trying to do too much yourself
- \* You may be operating in reaction mode
- \* You may be lacking confidence and giving up too soon on your business
- \* You're not focused on leverageable activities
- \* You're not getting expert help on a regular basis

So I do hope that you are not making any of those seven mistakes. Or if you are, maybe you're only making one or two. But I do find that many people right now who are struggling are making at least three or four of those. And the good news is you can take the advice I've given

you during this session of today's training and turn it around and make a huge difference in the way that you conduct your business and the way that you succeed in 2010.

## The Five Factors of Success

So next up, I want to share with you some lessons that I learned from observing and conducting my business in 2009. So this is where I want to give you some ideas. There are really five factors I think that are having success right now and will continue to have success throughout the next year. Okay?

So, you've seen 2009 come and go. I don't know if you've started a business either then or earlier. Or you're very new to this game right now, but it was a rough year. I saw a lot of people having trouble financially, got further into debt, people getting letters from the mortgage industry and we saw the bail out and all that stuff. I don't know, you know, you might not be from the United States. You might be other places. But this is really a global phenomenon where people are losing their jobs and had big repercussions.

So in the internet marketing world, there's also some big issues that were happening and some of the things are fads. You know, they were kind of hyped up and worked for a little bit and now they're starting to have some issues that are not quite as powerful. I'll just really quickly tell you what the end result is, you know, my observations are that there are five factors that are going to be a part of a successful business in 2010.

## Build Your Business Around Trust and Your Reputation

Number one is you got to build your business around trust and your reputation. Yes, there are people who make money through blind, anonymous niche sites in affiliate marketing and PPC, PayPerClick advertising. But it is a tricky thing to do and it's one that doesn't yield a lot of passion for most people. So if you're going to be successful you have to let people get to know you as a solution provider. You have to let people in a little bit. You have to be transparent.

You can't hide behind the façade and expect to last a long time. Again, some people are able to do it. I don't know many of them. And those that are they've been doing it for a long time and they've worked in some kind of system for it. But with the rise of social media, with things like Twitter and Facebook, the importance of people's blogs, you've got to be out there. You have to be visible and you have to be building people's trust. And you have to establish a reputation.

In a heartbeat you can have something go wrong in your business and you can say something bad. And if you haven't protected yourself by building up a customer base that loves you, trusts you, that knows you and is willing to support and go to bat for you then you're going to have a hard time with your longevity. Okay?

## Provide Real Solutions to Real Problems

The second thing I think is going to make you successful in 2010 is you've got to provide real solutions to real problems. I mean, this is nothing new. I'd love to say as if it's an innovative

twist on anything. But the reality is you've got to pinpoint a solution that you have credibility delivering and the people out there they want it and they're willing to pay for it.

If you don't find those types of solutions, you don't provide it or you don't recommend the solutions that are out there already to people then they're going to have a hard time trusting them with you in their business. Okay? So don't go looking for things that are just kind of too complicated or too bizarre. You've got to focus on what they really need or willing to pay for and deliver it in a way that makes sense to them.

## Do Not Rely on Hype

Now the third type of factor that I think is going to be helpful for you is, you cannot rely on hype. You cannot rely on gimmicks on flashy things or even to the point of cheating. There's a big to do right now, I don't know if you've seen this. But in the mid to late 2009 area there was a huge push towards free shipping offers. You get something for free if you just pay \$29.00 for shipping and handling. You didn't see anything like that come from me, although, I've taken part in some of the promotions of them if they were really good products.

But I never really liked the idea of something being free, but you had to pay for something else. Well, we've been seeing the Visa and MasterCard are cutting down on things like that and they're having problems with that. You saw all kinds of things where people were doing free stuff and then there were some kind of forced continuity where people in the fine print, if you weren't really paying attention you still were going to be billed and charged 30 days later. And people made it really hard to cancel.

You know, there are people that operate these types of scenarios very professionally and they're very open about it, very transparent and they do a good job. But for the most part a lot of folks who operate those types of things they're seeing a big back lash, not only from customers, but from merchant providers too. So you've got to rely on integrity. You've got to rely on your ability to deliver a real true solution that's sincere at the end of the day that's going to win for you. Okay?

## Be Simple With Your Solution

The fourth factor that's going to be part of your success in 2010 is being simple with your solution. You've got to work with simplicity. The reason I say this is because I personally have seen whenever I've tried to do something that's too complicated the message gets garbled up and I'm not able to help people in a way that really effects their lives. And that's really too bad. It's really unfortunate because I don't know. It's really crappy when you put in a lot of energy, but you make things so convoluted that your message just simply can't get through to the other side.

So you've got to simplify things. And I'll give you another example from my own business. I look back in 2009 and I look at what was the most profitable set of products for me. And, although I have a lot of different things on the market, I have over 30 different websites and over 50 revenue streams, perhaps more. The thing that made me the most money was the live training

evens that I did. The live virtual events that I did, which were very focused and specific on one thing to learn how to do and to do it really well in a short period of time. Things like teleseminar formula. Or things like [Discover Freemind](#), which is still one of my better products as far as popularity and it's a simply one video showing how to use mind maps for their business.

I continuously get feedback and testimonials from people telling me how cool it was for them to have a very easy and quick way to start to manage your time better. And then the products that sold the most in volume, not the most in profit dollar wise, but the most in number of people who have purchased and have been happy and we hardly any see any refunds from it, is [Discover cPanel](#). And it's a very simple set of tutorials on how to manage your website.

Very simple, to the point, here's what you need to learn, here's how you apply it and here's how to integrate it in your business. Very simple. So whatever you're delivering in your business try to break it down to be as simple as possible because people cannot be confused and have effective results with whatever you're offering. I don't care if you're dealing with fitness, or you're dealing with financial things, or you're dealing with people's health, or you're a self-improvement person, you're doing accounting, it doesn't matter. Whatever you're providing as a solution make it in as simple as a form as possible in order to see great results.

## Treat Your Customers Like Gold

And the fifth factor that you're going to need to succeed in 2010, but a lesson we learned in 2009, is you've got to treat your customers like gold. You've got to treat your customers like gold because the reality is, and this is nothing new either, but the reality is you're customers who currently exist for you or what will exist for you in the very near future are going to buy from you again if you treat them well. And if you don't treat them well they will not buy from you again and they might even spread the word that you don't deliver on what you promised. Or that you don't provide a solution as effective as you claim. Okay?

Also, you know, I hope by now that trying to get a new customer is much more expensive than to give an existing customer something else free for them to buy from you. So you got to focus on, not only treating your customers well, but continuing to come back to them and saying, look, I know you enjoyed this product from me. What else do you need for the next thing? Or in my case, I learned this lesson a long time ago.

I created a product for Free Ad Report. And I showed people how to advertise whatever they wanted to advertise for free and get a lot of traffic. And I went back to my customers and I said, okay, so you have these 15 tools, what's missing from this? What else are you wanting to learn? And many of them came back and said, you know, one of the things we're so kind of confused about is this website [Squidoo](#).

And we won't get into that today, but basically I took that and said, okay, well let me make a more in depth product about that. So a lot of people who were in my Free Ad Report, either as free members or as customers, when I released [Squidoo Secrets](#) they were really quick to want to jump into that. Because I had listened to what they said, they wanted, I gave it to them and they were able to buy it.

When you conduct your business make sure you're treating your customers well and make sure that you're giving them that sense that you're not only listening to them, but you're delivering on what their needs are. You're going to find that that's your growth, a little bit more momentum in your business when you do that. Okay?

In just a moment I would like to give you some suggestions on how to fight through the overwhelm that you may be facing. This is a critical element of why people that I work with and why my business continues to succeed because of setting up a filter system to make your decisions with. And during that part I want to also give you the five business activities that I think are really going to help you succeed in 2010. So just a moment ago I gave you the five types of things in the big picture, the five types of strategies to go forward with in 2010. In a moment I want to share with you the specific activities that I think are going to be the most profitable for you.

## SIMPLE Introduction

But before I do that I want to invite you to the SIMPLE event that I'm putting on at the end of February in Wilmington, NC. Now if you're on the webcast page right now with me at the very bottom of the page there is a link that says "For details to SIMPLE please click here." So you can go to the bottom of the page. You can click the "For more details about SIMPLE click here". It's going to open up in a new window and you're going to see the explanation and the details of this three day internet training event that I'm going to be putting on in Wilmington, NC.

I just want to make sure you know this is here. I want to make sure you understand that this is not like any other internet marketing training or business training event that you have probably seen. And I want to share with you why this became a passion of mine to put together over the last six months, really. I've planning this thing since October. And again, it's at the end of February.

I've been to a lot of events. I've spoken at a lot of events. The thing that always bothers me is that at the end of the three day weekend or the four day weekend people are more confused when they go home than when they arrived. They get overloaded with way too many choices, way too many options, way too many wiz-bangy things and systems and programs and software and whatever that they just want to pull their hair out at the end.

Now some of those events are great. But they're usually great because of the people you meet there, not so much the content. The content can be good. You might get really good stuff from one or two speakers. But when there's 15 speakers all teaching you why their system is great and why you need to buy it, it can become very confusing and overwhelming.

So I wanted to put together an event that took that kind of thing out of the equation; where the focus was on sharing with you the secrets that I have discovered from my own business or that I've synthesized from the various mentors that I have picked up along the way. And why is it that while other businesses are struggling and while some have come and gone and some had great success for a couple months and then crashed and burned and left; how come I've

continued to generate over \$10,000 a month, every month, for over thirty months. What is it about what I've done differently is something I wanted to be able to share. Because I'm really, to be honest, just sick and tired of seeing people struggle and fail.

I've taught pieces of this before. I've taught elements of what I've done in past courses but I've never put it together into one complete A to Z program. And that is what SIMPLE is all about. I'm going to be handing you, if you decide to attend, my \$10,000 a month or more online business blueprint. I've brought in a few guest speakers. They're not coming to teach you for a few minutes and then sell you for thirty minutes. I bring them in because they're specialists in the types of things that I do.

In most cases I actually learn from them the specific thing that they do as part of my business. For example; I learned that making online videos are very affective. And I learned that from Lon Naylor. So Lon is coming as a faculty member. Adam Urbanski showed me how to take what I know and create high-end mastermind programs and coaching programs. So I'm having him come to teach you. Felicia Slattery helped me to do more effective public speaking, both on teleseminars and from live events and that's why I'm bringing her on.

So my point is these are folks, the faculty members and myself, are all going to be teaching the same 3 part system basically of how to move forward in your business. We're not teaching you fifteen different things at the same time. Okay?

So I'm going to be talking about this event at the end of the call but I want to make sure if you do have to check off because we're getting to the top of the hour that you know that this is here.

But if you do need to run, make sure you're at [simple10k.com](http://simple10k.com) and you take advantage of this because the ticket price is going up very soon. And I do want you to notice as you scroll down there is a three part guarantee. I'll be going into more detail about that at the end of the call. And there's also three really cool bonuses that you're going to love to get including a free guest ticket. Okay?

So I'll again get to that a little bit more later on but I do want to get back to the main teaching part of this call. So that you have more to work with and you don't get stuck right now waiting for something else to help you.

## The Overwhelm Filter

Alright. So what I want to share with you now are 5 filters or one filter with 5 features to it. In teacher speak we like to use something called a rubric. A Rubric is where you in the example I would say in teacher land whenever we wanted to grade a speech or grade an essay we'd come up with a rubric which allowed us say from 1 to 5 how was this speech presented? From 1 to 5 how much content was presented? From 1 to 5 how engaging was the speaker with the audience and eye contact and so forth? So therefore with subjective things we could have a kind of a way to analyze what we're seeing to that we can put a grade on it.

Well, in business you should also have a rubric, or a filter, to make your decisions. And this is especially important if you want to fight the overwhelm that you might currently be facing because you are given so many options. You are given so many choices of what to do, business activities to take on, etcetera.

So in a moment I'm going to share with you 5 specific business activities that you should be doing in 2010 that should be at the top of your priority list. But I think it's helpful first if I give you this 5 part filter system so that whatever you decide to do you can run it through this filter system in order to make the most sense and the most results for you, okay?

## PALMS

I made an acronym called PALMS. It's PALMS because I love vacations in tropical areas. I just came back from the Caribbean. I live in Wilmington, NC, which is pretty much the furthest north you can get and still find palm trees. But also there's something about having things in the palm of your hand that gives you a sense of control.

So this is an acronym because teachers love acronyms and I'm going to tell you all five real quick and then I'm going to tell you what they stand for.

- \* P – Profitability
- \* A – Attraction
- \* L – Leverage
- \* M – Maintenance
- \* S – Scalability

So, what are these really about? When you're thinking about whether or not you do something any day of the week or you're setting your goals for the month or for the year try to put in each of these five things and see where it fits. If it doesn't fit one of these five things or you're overloaded in one of the five areas then you need to balance out and do other things.

## Profitability

So the P is for Profitability and what this really is about is you have two choices to increase profitability. You either increase your revenue or you decrease your costs – you increase your revenue or you decrease your costs. Now whatever you're happening to do in your business if you're not doing one of these two things than...I don't know how else to put it. You're probably doing the wrong thing. Yes, they might fall into these other four areas but the first and foremost thing you should be thinking about as a business owner is profitability.

So what are things that increase revenue? Well, you can serve more clients. You can create more products. You can try to convert more of your people who visit your web page to become buyers through things like split testing or something like this. You can charge more money for your products. Anything that will result in more money coming in is going to help with your profits.

On the other side is decreasing the costs. I find that too many business owners are not paying attention to this. I don't know if you've done this recently but go into your PayPal account or into your credit card statements and look at all the things you're paying for monthly.

How many of them are you actually using on a regular basis and seeing a result from? If you're not seeing a result from it and you're not using it and you haven't used it in the last two months cancel it. I do this once every six months and I usually find \$400 a month in costs that I'm spending out that I can recuperate by cutting out the waste.

Sometimes things are good investments. Sometimes they're good things to take on. You do have to spend money in business in order to generate revenue but you don't have to do so blindly. So make sure you're keeping an eye on those costs, okay?

## Attraction

Some of the things that you would be doing to attract more people to you are activities where it's going to result in you being seen as a leading authority. They're going to be things where you're not spending the time and energy chasing down prospects. Instead you're having people come to you.

It's a much more effective way of doing business and it results, usually, in more free time and in better clients. So I don't know how you operate your business right now but if you are spending more time chasing prospects than spending time with your customers you're in a downward spiral for your business. You've got to be transitioning and shifting that balance to where you're spending more time with your customers that are paying you money instead of chasing after prospects.

So, things that attract people to you: writing articles online, having a good blog, having some online video. Those are all types of things that are going to attract people to you because you're going to put them out there into the internet and through search engines and through Twitter and social media. People will find you. And then if you do your job right their going to want to do business with you if you fit the solution that they're looking for, okay?

## Leverage

You've got to leverage your time. You've got to leverage other people's authority and credibility and other people's energy. I mentioned this earlier in the session today but I want to reemphasize it here. You've got to get this sense of not trading time for dollars. You've got to be just more effective and work smarter.

So what can you do to leverage people's credibility? Well, you can have people post comments on your blog which adds to social proof. You can do a teleseminar like I'm doing right now where people are coming to you to listen in. You can have someone interview you so they can boost you up. There's all kinds of ways to leverage things but you simply do not want to operate where you're the only person doing things and you're your own bottle neck in your business.

## Maintenance

It's not the most exciting part of the process to fight overwhelm but you do have to spend time now and then to make sure that your system is operating the right way, that your customer support is being taken care of, that your sales pages and your squeeze pages are all working the way that they're supposed to. If you don't know what those terms are I can help you with that at SIMPLE or in other courses that I have.

But the point is, when somebody comes to your webpage and they don't act in the way that you want them to, are you knowing that? Do you have data to support what's working and what's not working? Are you making decisions to fix it?

For example; when I measured how many people come to my website and sign up for my e-mail newsletter and for my free tips I was getting about 3%. So 3 out of every 100 people were coming to the page and signing up. When I made changes I was able to change it to over 30%. So it went from 3 to over 30 which is over a thousand percent increase in conversion rates. And that's obviously going to be helpful to any business to be able to do something like that.

So you do have to take stock in what's happening and make sure everything's working operationally. It's just like a car. You get your oil changed every few thousand miles. You get the tires rotated. You get the fan belts exchanged. You wash your car. All that stuff. It's all about making sure things are optimized and running in tip top shape.

## Scalability

And the fifth part for filtering your decisions in PALMS is scalability. I mentioned this earlier but if you're going to become a victim to your own success than you're not going to succeed for very long. I've seen this happen over the four years I've been in business where the scalability just isn't there. Somebody might have this huge product launch and then they just get squashed and they suffocate and they don't last more than 90 days afterwards.

You've got to provide a scalable business. You've got to be able to take increasing amounts of revenue, increasing amounts of customers and handle it. Because ultimately, I don't want you to replace whatever job you originally have or that you're trying to get out of now or that you've had in the recent past where you were working 9 to 5 and you exchange it for a business that you're working in from 7 o'clock to 11. You don't want to have a business that you become your worst employee and you become your harshest boss. You've got to generate more freedom.

Just to give you an idea that this can work, again, I started as a high school teacher working 50 hours a week and sometimes more in the classroom and then I was working 40 hours or more in my business. As time went on, the first few months, the first year maybe you are going to have to work really hard. I worked my butt off. I know most people who are successful do. But now I'm at a point where I'm working about 30 to 40 hours a week in total and half of that time is stuff that I'm doing by choice. I could cut back even more.

I've been able to take more vacations. I spent six weeks in a trip to Europe last summer. I was able to travel on three cruises in the last 12 months. It just is really cool to be able to say, "You know what? I'm going to be able to travel and do the things that I want to enjoy; play more tennis, do the things that I'm passionate about in addition to my business and affecting people's lives because I run a scalable business." And I want to help you do that too.

So that's the overwhelm filter that I hope helps you make your decisions of what to do and make sure whatever your doing fits one of those five things; Profitability, Attraction, Leverage, Maintenance or Scalability. If you're not doing something that's appropriate for one of those five things it's probably going to waste.

And also, I want you to realize you don't have to do all the activities in all five things. You can have a virtual assistant or a team member who does something that fits into this rubric as well. But make sure whatever your doing in your business or whatever you're having people do for you fits into one of those five things.

## 5 Business Activities You Need to Focus on for 2010

Now let me speak specifically on the 5 business activities that you've got to focus on for 2010 because as you know, you get e-mails ever day as much as I do. There's a lot of choices of what you could be doing. I want to emphasize these 5 types of activities that I want you to focus on.

### Build a List

First and foremost you need to be building a list. You need to be building a list. Now this doesn't just mean building a list of contacts. It doesn't just mean building an e-mail list in an auto responder. It means you're building up a group of people who know who you are, who anticipate hearing from you and are willing and able to follow what you're doing and take action on what you're offering.

So it comes in the form of an e-mail list like a service like [Aweber](#). It also comes in the format of your social networks like [Facebook](#) friends or fans or [Twitter](#) followers in other resources. You've got to be the person that people want to connect to. If you're promoting something anonymously there's no real way for you to build a list very effectively. People want to connect with a human being. They want to get to know you. They want to get to know your business, your personal life a little bit. They just want to get to know you so they know they can trust you.

So you've got to be focused on building up your list.

### Create Free Content

You've got to be creating content that teaches people stuff about what you know how to do. And you need to offer that for free. You're also going to create paid content. That's number three but let me speak to the free content first.

This takes many shapes and you don't need to do all of them but you need to be creating and releasing and distributing content that shares with people solutions or helps them make sense of something you can help with and it proves your abilities to do things better than other people.

You don't necessarily have to be the best but you need to be the best that that person knows about. So you might write a couple articles every week. You might make a video or two every week. You might set up a couple blog posts. You might do a free teleseminar like I'm doing with you right now. The point is you've got to engage with your audience and give them stuff.

I don't care if you have two people to talk to or two thousand people or two million people. You still need to give them good stuff for them to learn from. And treat each of your audience members as an individual that you're helping.

That's number two.

## Create Paid Information Products

Paid information products; what I mean by that is maybe you make an eBook or a teleseminar series or maybe instead of an info product that's downloadable you create an information product experience like the workshop I'm holding at the end of February or a virtual event that you can put on over the phone. Or, you create a couple of online videos that people would pay for like I created at [Discover cPanel](#).

You've got to create something that people will buy because if you don't they're not going to generate revenue for you for long. You can create good content that you can promote for affiliate programs but ultimately you need to create paid information products because that's the only way that you're going to have other people promote you as an affiliate. We'll get into the SIMPLE system in just a second to be more specific with that but you've got to create some paid information products.

Ultimately people will not take as much action with what you give them for free as much as what you charge them for. Whether you charge them \$20 or \$20,000 you've got to get your audience members invested with you so that you can help them more. Although your heart may be in the right place to give everything away for free what you're going to find is people don't take action on the free stuff nearly as much as the people who pay for stuff.

## Support Your Existing Customers

The fourth thing is you've got to support your existing customers. You've got to spend a little bit of time or have some assistance where you hire a support person or you have some kind of an e-mail system in place where you can support your existing customers. The reason this is so important, I alluded to it earlier, is because your existing customers are going to be your best source for revenue.

Now this is not to say you're taking advantage of them by any stretch. What you're doing is you're making sure they consume the product they purchase. You're making sure that if they

have other issues that you can deal with that you don't know about initially that you connect with them. You communicate with them and then you follow-up by creating that additional service or that additional product.

And you do that because they'll buy from you again but also because they'll be your biggest fan. They'll be your biggest supporters and they will spread the word about you. So they'll actually be great ambassadors for you as well. That can be a very profitable enterprise for you to conduct yourself.

## Connect With Partners

The fifth activity I think is essential for your success in 2010 is you've got to connect with partners. I mentioned earlier one of the biggest mistakes people make is they see their completion as their enemy. Well, if you can partner up with someone who has a compatible product line, compatible types of services and you can work together to create a new product or you can refer business to one another you're going to grow much, much faster.

When I attended my first live event back in 2006 in Baltimore I met up with a whole lot of people but specifically I connected with six other guys and we formed a mastermind team even though we were all teaching people how to promote their business online or some aspect of that. We saw each other as compatible people. We saw what we were doing as all part of the same kind of mission if you will.

We promoted each other. We did teleseminars together. We blogged with each other. We commented on each other's posts. Some of us continue to this day to meet. I met my accountability partner through that process of meeting at a live event and then connecting through a mastermind and then continuing to work together.

You've got to spend some time and energy this year connecting with partners. The best way to connect with partners is to attend a live event. But you can also work through Facebook or through Twitter and through even the e-mail lists that you're already subscribed to and see who can you be part of. Or in the membership forums that you're a part of, okay?

But you cannot do this alone. You cannot succeed in business these days working by yourself in isolation. You've got to get out. You've got to meet some people and you've got to think, "How can I present a win-win situation to other people and become part of a project that other people are instrumental in?"

So those are the five business activities that I really think you should be focused on:

- \* List Building
- \* Creating Free Content
- \* Creating Paid Information Products
- \* Supporting Your Existing Customers
- \* Connecting With Partners Where You Can Grow Together and Magnify Each Other's Success

## The SIMPLE System

So now the last bit of content I want to share with you is I promised to you I would reveal the SIMPLE system; the 3 part process or the 3 part over arching, bird's eye view of how your business is going to succeed. And this is the SIMPLE system that I will be teaching at the event later on in February. Again, I'll be talking about that more in a few minutes, its [simple10k.com](http://simple10k.com), and giving you that SIMPLE offer that I promised to you.

Here's the big picture. This is the system that I discovered four years ago. I didn't know that I was developing this system until about a year after. But this is what I've continued to do over and over and over again and the reason, the real core of why I have been successful.

We don't have time to go into the nitty-gritty details of all three of them because that's why I'm presenting a three day weekend about this but I do want to share with you what those three steps are.

### Promote the Product You Wish You Had Created

Step #1 is you need to promote the product that you wish you had created yourself but somebody beat you to it. So I want you to think about what you are good at, what you know really well. And if you had a head start you would have created this kind of product but unfortunately it already exists. And I say unfortunately because that's what you think when you initially see it. You're like, "Man, I should have created that! I should have been the one who thought of that idea. I already had that idea and they just beat me to the punch!"

Well, the reality is if you're good at something and you know something really well and somebody already created something you can promote that product and make money as an affiliate and do really well. You know the language. You know why that's such an effective product.

Again, I'm going to be talking a lot more about how to find that right product and how to promote it during the SIMPLE event.

### Create the Missing Product People are Hungry For

The second step is you need to create the missing product that buyers are still hungry for. So yes people are already buying the product that you wish you had created. That's step one. But step two now I see what's missing and what people are still hungry for. Because that initial product just can't be 100% solution for everything or everybody.

I'll give you a quick example. Again, I'm going to be teaching this very much in depth at the event but I'll give you a quick example. My first big, big product that I created was called [Teleseminar Formula](#). I know many people on the call went through that program and really enjoyed it but here's the point. When I initially had Teleseminar Formula as a web domain name I was promoting someone else's product. I was promoting Matthew Glanfield's product called BBO Teleseminar Formula and I wish I had created it but he beat me to the punch so I promoted it.

Well, he then took it off the market so people were still hungry for it. I found another product called [Teleseminar Secrets](#) from Alex Mandossian. I took the course. I promoted it as an affiliate. Made some money and that was great. That was step one.

Step two was I needed to create the missing product that people were still hungry for. Well, Alex's course is really great but it's missing the technical hand holding that some people need to get their first teleseminar actually done. So I created the [Teleseminar Formula Course](#) which shows people how to actually push the buttons, set up the web pages, how to plan the call, how to make a mind map and strategically map everything out. All those things were missing from Alex's course. And so I created my course to fill the gap and it became a very profitable product for me. It also resulted in more affiliate sales for the initial product.

The third step in the SIMPLE system; Step 1 – promote the product you wish you had created, Step 2 – create the missing product people are hungry for and Step 3 –

## Reward Affiliates for Promoting You and Your Product

After you've done the first two steps you're then going to have an affiliate program set up where other people are going to promote you and share you as a solution that they need. The reason this is so powerful is because it puts the leverage back into your marketing. Step #2 is a lot about you moving forward and creating stuff. But once that's done all the hard part of driving traffic, endorsing your product, getting people to talk about it can be done by affiliates when you have the right technical system to track them, pay them and reward them.

So that's the three part system; promote the product you wish you had created, create the missing product that people are hungry for and reward affiliates for promoting you and your products. If you can put a system like that together for your business and I'm going to be teaching the A to Z of all the elements of that at my event at the end of February. You're going to have an extremely successful business much faster than trying to do things on your own.

## Learn The Complete SIMPLE Formula In Person

So with that I want to thank you for being here with the content. I now want to make sure you have more answers to what SIMPLE is about. And I want to extend a special offer invitation to you for signing up today and for joining me at the end of this call as I promised.

First of all, this is a three day weekend as I mentioned before where I'm going to be walking you through the entire SIMPLE system and not just teaching theoretically about it but giving you the specific steps along the way of how to pick the right product, how to promote it effectively with an affiliate, how to then create your information products whether they're teleseminars or online videos or free reports or paid reports or paid eBooks or etcetera.

Then I'm going to walk you through the process of attracting affiliates and making sure you have the right kind of a system in place to reward and monetize the entire process. I'm going to make sure that you have not only this process in the three day event but I'm also including a 30 day implementation program after SIMPLE is over; after you come back home and you've got

the ideas but you need to take action on it and you need that support network to make sure you follow through. I'm going to be there with you as is the rest of the group to make sure over that 30 day period that you're on the right track.

You're also going to learn from each other. This is not a ten person group. It's not a thousand people group. It's a nice size where you're going to get to know most of the people there if not all of them and you're going to be able to network with them. They're going to support you. They're going to have confidence in you. They're going to be able to hash ideas out over dinner, over lunch or in-between the sessions.

If you've never been to an event before, this is really where the power starts to magnify because the sessions are good and as you know I am recording the event. There will be audio recording of most of the sessions. Not all of them but most of the sessions will be recorded. But really, where the magic happens is after a session is over. After you've listened and you've taken notes and you've thought very deeply about how it's going to apply to your business you then spend the next 15 to 20 minutes in-between the sessions talking with other people in the room about how you're going to put it into action.

That's when things really start to really take off. When you can actually voice and synthesize what you've just learned with a game plan and you can be in an environment where you can test that idea out with other people. You can get help from me and from other people in the room to make sure you're going to go forward in the right way and take action in the path that's the most efficient, that will be the most profitable for you.

Also, remember as I mentioned before, SIMPLE is not one of these seminars where there's fifteen people all teaching different things that are going to leave you more confused at the end of the weekend than when you began. So I've only brought in four faculty members and they're teaching things that reinforce all the rest of the sessions that I'll be teaching, okay?

So, Jacqueline Wales will be helping you on Day 1 to break through any of the confidence issues or the fear issues that are blocking you from really moving forward in a way that is going to be profound for you, for your family and for the people you impact. On Day 2, you're going to be hearing from Felicia Slattery and Adam Urbanski on how to take what you know how to do and deliver it in a way that's very profitable through public speaking and through group masterminds or through coaching programs and so forth.

You may not need to do either one. You may choose a different route that's there. But these are both ways that I have found where my consistent revenue and big payoff times happen is through public speaking or communicating on teleseminars or through running a good solid coaching program.

On Day 3 the specialist will be Lon Naylor who is going to be teaching you how to make effective Camtasia videos, screen cast videos, which you can use to promote affiliate products or to create your own products. My first product was a report that was supplemented by videos that I learned from Lon how to do. So I'm bringing him in to make sure you can see some specifics during his session.

And all throughout the weekend you're going to have the opportunity to network with each other. There's also a few VIP guests that I've invited to join in that you can ask specific questions about things like membership sites or public relations or outsourcing. There will be a panel or two about those topics but those are things that sometimes works if you have just a little bit more of a private conversation with.

One of the things that I also want to emphasize about SIMPLE, about why I think that you should attend this event, why it's worth the time investment, why it's worth the travel investment, why it's worth the money investment is because when you're operating from your home office and you've got life going on; you might have kids in your home, you've got a spouse, you have a lot of pressure, a lot of external things that weigh in on you. When you can get away from that scenario for three days and focus just on your business you can short cut six months to a year off of what you would do by yourself struggling.

Remember that not only are you getting me and the rest of us for three days to focus on your business but you're also bringing me home with the audio recordings but also the 30 day implementation program that allows you to digest traveling back home and then digest over time and then come back. We're going to meet each week for four weeks and make sure that you're continuing to take action and that anything that might have been confusing when you got home because you think about it one way at the event and then when you get home something else pops up in your mind. You have me and the others to connect to and run the ideas past.

So this is why I want you to come to SIMPLE. It's the best way that I know of for me to give you that advantage you need to succeed in 2010. I want to make it as affordable as possible because it is a substantial investment. I recognize that and I know that for some people it's just not going to be in their budget. I've asked for people to give me a survey and they gave me the opportunity to see for many people it's just not in the cards right now for them.

But I can tell you from experience that you're going to spend this kind of money one way or the other in 2010. You'll spend it either in eBooks or in crappy webmasters or in some other way. And I would much rather you have a method and a mentoring situation in an environment where you can be really geared up for your success in a very quick and efficient way so you can reach that \$10,000 a month level much faster than if you did any other type of solution, okay?

So if you go to [simple10k.com](http://simple10k.com) you're going to see that the price has been held to \$1497. It was originally going to go up to \$2997 this past weekend but I decided to hold it in check just a little while longer. I did so because #1 I was on the cruise and didn't get a chance to remind people about it but also because like I mentioned before I'm a teacher at heart. And I just want to give people who have been following me as a subscriber, as a customer that one more chance to get in at the half price level before the \$2997 kicks in which is going to be happening very soon.

Now on the page you also see a four payment plan for \$397. So that makes it much more affordable. But I want to do something even better for you because you're here. You've lasted 90 minutes into this session and I promised you something even more affordable. So what I'm going to do and this is a very limited offer not because of any hype for you because putting on

an event is expensive. I take on a lot of risks and the hotel expects a fair amount of money from me at the end of February. Like the day after the event I have to give them a substantial amount of money for putting on this event.

So I can only do this for a limited number of people because of that financial arrangement with the hotel. But I would like to offer you the opportunity to spread the payments out over 10 payments instead of 4; over ten payments instead of four. So what I want you to do is go up to your address bar in your browser and where it says simple10k.com I want you to put a slash and the number 10 – [simple10k.com/10](http://simple10k.com/10).

This is a private page that I'm not publicizing. It's only available because you're listening to this call right now, okay? And you'll know you're on the right page because it says secret limited time offer for preview call participants. Register with the easy 10 installment plan. The page is exactly the same as you saw on the previous page but instead you see a button at the bottom that says "Click Here to Choose 10 Easy Installments Plan" and instead of 4 payments of \$397 or one payment of \$1497 it is 10 payments of \$167.

So for less than \$200 you can have your ticket reserved in your name and every thirty days for the next 10 months you'll find that same will be deducted from the account you choose; PayPal, credit card, your banking account and etcetera. This is the best way that I know of to make sure that if affordability is an issue for you, if the budget is an issue for you; it's the best way that I can give you that opportunity to be here so I can teach you in person my complete system that you cannot find anywhere else. And as I have mentioned before yes, some of this will be recorded but not all the sessions. And you will not have the opportunity to interact with me live with the audio recordings. It just doesn't work that way.

So I really hope that you'll be here in Wilmington, NC, at the end of February. And I hope that if this 10 payment plan helps you out that you do take advantage of it because I can only offer it for a very limited number of people. Again because the Hotel is going to be asking me for a nice fat check and so I can't do it for everybody but I'll do it for you because you've listened. You've paid attention and you have participated in this call, okay?

Of course, if you'd like to budget your investment in 1 payment or in 4, you can still do so at the main site, [SIMPLE10K.com](http://SIMPLE10K.com).

## Questions

So with that I want to take a look if there are any particular questions that have come in during the call I'll see if I can answer one or two of those real quick but then I will be sending you on your way. I see a couple of questions that have come in that I've already answered. But I will answer a couple more. I've got one question in here from someone anomalously. They didn't put in their name.

But the question was...

## How do you organize your workweek to get the most accomplished and to get the bird's eye view you need to keep fresh, productive and profitable?

I will be sharing this in a very personal format at the event. But I basically use my mind map software, Freemind that I talk about so much in order to organize my work week. So I have a map that shows what I'm doing each day and it's broken up into things to do now, things to do later and things on my wish list. And if I have an idea that would otherwise be distracting I have a part of my map called an idea vault and I put it in there so I know it's there but it can keep me from being distracted and I can focus on what I set up to do.

I also keep my ideas fresh, productive and profitable and continue to get my work going because I have an accountability partner who I met at a live event. And we've continued to meet for over three years at least three times a week, sometimes more. And we meet on a regular basis so we can just check in with one another, say what we're going to do, hold each other accountable and kick each other in the butt if we don't get things done.

Next question that's coming in is...

## How do you organize your work week? Do you do certain tasks on certain days, utilize VAs and etcetera.

So, similar to the last question but I'll add to this. I do have a support person who takes care of my help desk. I have someone who does my transcriptions and on occasion I have people who do individual things like set up my auto responder list or create reports for me and so forth. Most of the things though I do a lot of it myself and I do have to stay tuned in to when I'm most productive for certain activities.

For example; I shouldn't do e-mails right after lunch because I'm kind of sluggish. I can't really think to quickly when I'm just after lunch. So I can't do an activity like e-mail which can really suck you in a highly motivated way. So I can't do it at that time of the day. Likewise, I need to do my writing when I'm writing blog posts or I'm writing e-mails to folks I need to do that relatively early in the day when my mind is the freshest and I've woken up from a nice sleep and the ideas are running and I know what I'm going to be talking about.

So I tune in to where I'm most productive for the type of activity and I try to stick to that. On some days like during football season for example I will take advantage of the time that I'm watching football, and we're getting ready to get into the Super Bowl season here real quick, I take advantage of that time by doing some social media things like responding to friend requests or something like that because I don't automate those and I don't outsource those things.

## Be Part Of The SIMPLE Experience

I want to thank you once again for being here and staying with me through the call. I hope that this has been helpful to you and I do hope to see you at SIMPLE.

I want you to really think about if you have a Plan B. I know this is a significant investment. I know that it's going to take time away from your family. Perhaps it's going to be hard for you to get out of work if you have a job still. But if you don't do this, if you don't invest in yourself and your business with this program, do you have an alternative?

And I don't say that lightly. I'm not saying that to kind of drag you down or say things in a way that's going to make you feel bad about anything. But I do hope that you succeed in 2010 and I want to make sure you have a game plan. I can give that to you in 3 days.

I know how to teach because I've done it professionally and people like Mike Filsaime and Adam Urbanski, Ken McArthur other folks rely on me to teach because of how I break things down and make things simple. I hope I can do that for you too by you attending this event.

But if you don't come I hope that you have a game plan. But I know from experience with other events, other programs that are out there, it's very difficult to find the kind of clear cut, step-by-step process that works. That's based on your integrity. That's based on your knowledge, your experience, and your abilities in such a profound way that will get you to that \$10,000 a month level faster than other things that are out there.

I can't promise you that it will be there in 3 months or 6 six months. It might take a year. It might even take two years. It's going to take work but I can promise you that if you follow the system I'm teaching at SIMPLE you will get there. You will have the confidence. You will have the support and you will have the motivation and momentum to carry you forward. And I really hope that you join me because that's the best way that I know of that I can help you succeed in your business.

**[Discover Your Path To A 6-Figure Business At SIMPLE](#)**

## About Bob The Teacher

Internationally recognized for his training, Bob simplifies the complex steps required to promote your business online.

Bob also helps business owners with other areas of internet marketing, giving them a comprehensive set of strategies to profit from. These include information product creation, list building, social networking, website traffic, and affiliate marketing. Access his coaching, live events, and catalog of internet marketing training at [IMSuccesLibrary.com](http://IMSuccesLibrary.com).



Before becoming a leading internet marketing trainer and coach, Bob taught high school history for 10 years. Better known at that time as “Mr. Jenkins”, Bob used his creative approach to teaching to help over 1000 ninth graders appreciate the role history plays in shaping our present and future. His courses included U.S. History, World History, and World Religions – the latter course he personally developed as a college level elective for seniors (12<sup>th</sup> grade).

From 1997-2007, Bob also served his school as the coach of the Academic Team. Under his guidance, the team won 2 regional championships on the It’s Academic quiz show (1998, 2006). He coached the boys’ and girls’ tennis teams in 2007, increasing both teams win totals by 100% from the previous year.

Bob also trained other educators how to be more productive in the classroom. He enhanced and expanded the Teacher Productivity course for use in the Howard County (MD) Continuing Education Program, and personally taught over 125 teachers his methods for getting more done in less time with Microsoft Office programs.

For his work in and out of the classroom with students and teachers, Bob won the American Legion Teacher of the Year award, along with citations from local and state governments. He was also selected numerous times for Who’s Who Among American Teachers, for which he was nominated by his students.

An avid student of many subjects, Bob received his Master of Liberal Arts from the Johns Hopkins University in 2005, and his Bachelor of Arts (Social Science Education, History) from Florida State University in 1997.

Bob currently lives in Leland, North Carolina, with his partner Joanna and their two American Bobtail cats, Maynard and Keenan. When not teaching entrepreneurs internet marketing, he enjoys playing tennis and reading his Kindle at the beach.

To learn more from Bob, please visit [AskBobTheTeacher.com](http://AskBobTheTeacher.com).