

Andy Michaels Interview

John: Right, obviously this call is one I owe you from a bonus I believe, yeah?

Andy: That is correct yes

John: So, let's just get started, let's keep this informal and see how we get on

Andy: That will be perfect John, no bother

John: so do you want to tell me, basically, what you are hoping to get out of this call. Is there anything in particular you would like to ask?

Andy: I am just trying to get some focus on my business, to try and see where I should be focusing on, in my business, just to get it moving forward a little bit. I built my business, just in the last few months I've managed build a list up and gather approximately 3000 subscribers. But just recently it seems that things are grinding to a bit of a halt, I just seem to be stalling at the moment, so basically I am just wanting to get a kick-start again just to go and see where I should be focusing on, because when you get to this sort of stage and you have got a few products around you start to get a bit confused as to where you should be focusing.

John: So how have you, well first of all 3000 subscribers is a good accomplishment, especially if you have only been doing this, did you say a few months?

Andy: I joined up through the Alex Jeffreys coaching and I started building my list in November

John: OK, well that's good going, 3000 since November

Andy: it is primarily through the ad-swapping which seems to be the main way at the moment but it is something I am trying to move away from because I don't like sending out a mailing every day. So I am trying to move away from the ad swaps, doing just a couple a week, filling up the rest of the time with relevant content hopefully

John: OK so you have gathered 3000 subscribers mainly from ad-swaps yeah?

Andy: Yes

John: Have you got any products for sale online? Have you got any other ways of gathering subscribers or is it just the ad-swaps?

Andy: I am just trying to think, well obviously I was doing giveaways for a while and to be honest, generally at the moment, that is pretty much it. I have been looking at other ways to build my list in other ways but I haven't really done much yet.

John: Right, OK

Andy: I am trying to build a couple of just some videos, some courses, maybe like a 5-day course, that sort of thing

John: So what sort of products have you got out there at the moment?

Andy: well, when you're saying that I really do only have my free products to build the list, which have some one time offers on them, but other than that I don't have any big products out there. When you have said it that is kind of daft.

John: Well you know, I still think you are doing very well for someone who has only been started, well it's not even 6 month yet is it

Andy: Well I have had a bit of experience in the past it is just that I came back to it

John: Right, right

Andy: I did start with a list of 0 and a lot of the stuff I learned through Alex's programme I had an understanding of, so I was able to move forward possibly a little bit quicker than many people so I do have a good foundation for it. This time I actually took some action which is the big issue

John: Yeah, I think you know what I am going to tell you, I think you have already guessed it, I think the next step would be to create a product for sale

Andy: Yeah, I think that would be a good idea

John: It's what I tell everyone really, I mean I record a lot of these calls now and nearly every single person I talk to I say create a product. It is sort of like a broken record but it is so...

Andy: You get kind of hung-up on trying to create products for giveaways, I'm building another one at the moment for another giveaway and I was planning on making the first giveaway maybe the first chapter or a report on it then the one time offer would be to buy the whole eBook, maybe do some videos and stuff like that. So I am actually working on it and I have got the basis of it ready to go but you know you start doing something then you move on to something else, I am thinking I just need to focus.

John: Yeah but you have got the experience, obviously you have created squeeze pages and stuff like that so really putting a product up for sale is not much different apart from you're putting a pay button on the page and really that's all, you know. You know how to create a thank-you page, how to create a one time offer or an upsell. All you really need to do is instead of having a squeeze page have a sales page and obviously you still have lead capture in there, you can still put an opt-in form on there and an effective affiliate's page and you have a product

Andy: That's valid

John: It's not as hard as you might think

Andy: I suppose maybe because recently when I see product launches or even if I sent out an ad for an affiliate product the sales just haven't been there for me. So maybe I have just been thinking that perhaps I need to focus on building the relationship with my list and then you think well maybe I should build more on my list and then you think well maybe I should be focusing on making the product

John: I think you should keep doing what you are already doing though, obviously it's working, and you may say your list isn't that responsive but you are still building a list. You don't want to stop all of that just to go solely into creating a product because obviously you have something that works. I would say keep doing what you are doing with the ad-swaps for now, as well as creating a product and then start to bring this product into what you are doing and I think you will be alright, I really do. I mean you are doing OK anyway and even if you have had previous experience you have done a lot in 6 months, if you can create 2-3 products in the next 6 months that are for sale you will see a massive change and obviously you need to be giving content as well, if you email your list daily with ad-swaps then you're going to, I don't want to use the words burn your list out, but you need to be giving them content as well

Andy: I do have about 13-14 follow-up messages that do provide some content, originally I was getting good response rates from my lists it has just been lately when it just seems to have gone down, but then again it is probably across the board

John: Yeah, I mean I am not an ad-swaps person, I am not really into ad-swaps but I think there is that many people doing it now

Andy: I would totally agree with that

John: This is my own opinion obviously but with that many people doing it people must be sick of opening their emails to ad-swaps

Andy: Definitely

John: I could be wrong but I don't know

Andy: That was my last blog post, I was making a promise to anyone who was reading that I wasn't going to be sending out ad-swaps on a daily basis and when I do send out an ad-swap I actually take the time to check out the person who I am swapping with, have a look at what they are offering. I don't want to just send rubbish, because when you start off you almost take anything that comes your way because you're thinking well I need to build the list, build the business and once you start seeing it build quite quickly it becomes addictive and you then get stuck in this destructive loop I would say and you're just sending anything so your list just thinks you are sending out rubbish

John: Yeah, I actually understand where you are coming from there, you have to be very careful, I mean if you send a few rubbish products out or the page doesn't work properly or something like that then you can do yourself a lot of harm. I try my very best so that anything I promote, I mean I sometimes do deals where I promote your product if you buy this product through my list as an affiliate, I still have to make sure, just because I've said I would promote someone's product, my criteria are and always is that it must benefit my subscriber. Then you know if someone comes along with a product that they have resale rights to or they have just knocked up a rubbish report of 1000 words then it is not really something I want to promote. That is what you see with ad-swaps sometimes, you see someone who has just taken a resale rights product or someone who has spent 2 hours writing something up, and you have to be careful

Andy: There's one thing about my products, at least I have taken the time to check, and they are personal to me nobody else has them, they are my products

John: You have created them yeah?

Andy: Well I am sure you can guess it is PLR

John: That's fine

Andy: But it is a high-class PLR, there is no rubbish at all, I go through it and fix any bits in it I don't like I give it a one of my brands, it's called 'On The Double Training' sort of like an army theme so I go through and I put that in it as well so that's the sort of thing I do, at least I'm not just sending any old rubbish I suppose. But you don't think it's too, well now that I have got a subscriber base that it's ok to change focus

John: I think so

Andy: It's never too late I suppose

John: No, I mean at the end of the day these subscribers are still with you and they are on your list for a reason and obviously if you keep giving them quality content, obviously you sound like you are writing about what you are doing in your blog, tell them what you are doing, that you are going to start thinking of moving along the product creation route and things like that there is no reason why they wouldn't want to follow your progress and see how you are doing.

Andy: Well that's the sort of way I have went on in my blog, I never claimed to be some sort of expert or big marketer, it's just in the same way as, I'm sure you have heard names like Dean Holland and stuff from Alex's course and I certainly haven't claimed to be anything I'm not so they get to follow all of my mistakes and any successes I do have

John: It's real yeah, it's not hyped

Andy: Exactly yeah

John: That's how I like to operate, I never claimed to be an expert at anything really, if other people want to say I am then fair enough, but I never try to put myself across that way. I try to keep it real so to speak and I tell people the mistakes I make as well as the successes I have. It's the best way to do it, just be open with your subscribers, tell them exactly what you are doing, tell them things are starting to slow down so you're moving into another area, things like that

Andy: So when you were building your business John, did you come to a point such as I have? I mean you had to start from the beginning same as everybody else, how did you build your business? I am not really familiar with your background story

John: Well I started on eBay which will have been around 2002 originally and was selling stuff on CD-ROM, web templates, graphics, software you know, stuff you can just burn onto a CD and sell. That is how I started and I did actually OK but the competition was huge because if you can take something and put it on a 15 cent CD and sell it then everyone else is going to try and do it. What happened was I bought a CD full of eBooks from someone else on eBay and I think I had something like 500 eBooks on this CD and I paid something like \$30 for it and at first I was just copying everything what was on the disk and selling it on, I had resale rights, but I wasn't having that much luck because obviously everyone else was trying to do that. Then I had the idea of instead of selling the full CD to

sell each eBook individually and provide a download link instead of shipping out a CD. So I was selling these CDs for around 99p which is about \$2 and I was doing OK but at that time I didn't have a clue about getting people on a mailing list, making an upsell or anything like that I was simply making the sale, sending them to the download link and then that was it. It was crazy I mean if I look back now. Then I slowly but surely learnt that I had to be doing something else and I started to offer other products on the download page and obviously I was taking the traffic away from eBay so I kept 100% of this money as there was no fees to pay. Then I started to build my list at the same time I was taking people away from eBay but then the big thing for me was when I thought to myself I can teach other people how to do this and that is when my first really good product, which was '90 Day PowerSeller Challenge' that is when that was born and then I learnt from that because that had resale rights which then promoted another site which was '90 Day PowerSeller' the 90 day PowerSeller challenge showed you how to do it but my upsell gave you the tools, gave you the templates and the training and that is how it really started for me. A lot of people on my list got on my list because they found me on eBay. That is my story anyway.

Andy: Obviously you see plenty of things changing in the internet marketing scene over the last, what is that? 8 years?

John: eBay yeah, I started in 2002 and I got my first information products towards the end of 2004 so its 4-5 year

Andy: OK and obviously there wouldn't be as many people out there doing it at the time, I wouldn't imagine so now where do you see it going? I don't know if you know what I'm meaning here, just as in what direction do you see it going, obviously I see we do a lot of the launches and then the way that we get the people to purchase are with the bonuses, do you know what I mean? Is that the way we are going to all have to go? For a man like myself in this position?

John: That is a very good question, the answer, where is it all going to go? I don't know

Andy: I suppose the question is should I concentrate on internet marketing or should I get out into other niches, that would be my primary concern

John: I think you should concentrate on internet marketing, and I will tell you why. In my head I can see your first product, I can see it being how I built 3000 subscribers in 5 months

Andy: OK

John: I am just seeing that, obviously you may have other ideas but if you're doing OK online. What you have to remember is if you can make money online no matter how you do it, if you can make \$100 a week you can then make \$1000 a week telling people how to make \$100 a week. Does that make sense?

Andy: It does make sense yeah

John: That is how I started, I was doing well, I mean making around \$1000 a month on eBay. But when I started showing people how they could make \$1000 a month on eBay I was maybe making \$10000 a month

Andy: Right, Yeah.

John: But the beauty of it is, you are a real person. What I mean by that is you're not like a 'Guru' or a 'hot-shot' marketer or something else. You are a real person who has found a way to make money online, like you have already said you're not claiming to be some expert. You're just an average man who has come online and found a formula which works and that is what people love. They can relate to you then, the average man in the street or the average man trying to make money online doesn't want to see a Guru in a suit standing on stage, they want to see someone real who has done it who can then show them how to do it

Andy: That is very true

John: I think that is sort of how I appeal to some people as well because I don't try to be anyone but myself, you can't be anyone but yourself anyway. I would never picture myself stood on stage or at a seminar or anything like that, I am just an average person who used to work in a factory who discovered a way to make money online and once I discovered this way to make money online I taught others and here I am now

Andy: Very good. I didn't tell you this bit at the beginning but I have decided to quit my job. It's through other factors as well but I am hoping to get this moving forward quite quickly so when you were saying earlier on what I am hoping to achieve from this, I am just kind of trying to get myself focused on where a need to be concentrating on. I've covered myself for quite a few months so am alright in that way

John: So you mean you have earned online what you would normally earn at work? Is that what you mean?

Andy: No, covered myself as in money that I have in my own personal

John: Right, OK

Andy: I have made money online but I intend to use any money that I earn online to build my online business

John: Of course

Andy: So I will just be reinvesting anything that I make to build it, certainly in the next 3-4 months. I just need to get, it's a change of mentality to go from a supermarket shelf-stacker, which is effectively what I am, and despite being a manager I still do most of that stuff. To turn that into being a full-time self-employed internet marketer, so it's just about getting myself focused, finding the areas a need to be concentrating on and actually just doing things that I'm supposed to be doing

John: Right

Andy: I suppose there's no secret formula to this

John: No, isn't and that is how so many people get lost online, they're looking for this way of making money from doing nothing, from just lying on a beach or they see these pictures of these houses on the sales pages, the Ferraris and stuff and that is what sucks people in. 9 times out of 10 the products, even if they do work, need more work than what the sales page tells them what they do and that is when people fail

Andy: Well the products only work if you read them

John: Exactly, the product will only work if you put it to good use as well, I am guilty of doing this myself. I have bought products, well I have some behind me in my office, which I haven't even looked at yet, home study courses and such. So I am as guilty as anyone else, you see the sales copy, I can be sold to just like anyone else but the problem is people will do this over and over again and I get so many emails from people saying: John, I have spent \$20000 dollars online, I have spent \$30000 dollars online sometimes a lot more and I still can't make it. I reply back with a question saying, have you got any products online or websites I can see? To just maybe give them a few pointers and I'll get the response back saying no. Then I think well have you actually consumed any of the material you have bought? That's the sad truth, most people do not want to work they want to just sit back and watch the money come in, we all do, but it just isn't possible, you have to work. I can tell just by talking to you now you know what you have to do, you know you have to put the work in, so you have already made massive progress anyway just because you know there is no easy way to do this

Andy: The thing that is important is once you actually do get going its brilliant, it's great fun. What surprised me more than anything is been how small the internet world is in regards to the people who are in it. I know a lot of the certainly the up and coming marketers, you speak to them on Skype and everything and it's just quite a small knit community and once you are involved with it it's brilliant because your speaking to people who are interested in the same things as you are, whereas in your real life, you mention internet marketing and people look at you as if you've got two heads.

John: I still don't really know what to say, when people ask what do you do I still sometimes have to struggle to find an answer, I say I'm an internet marketer and they don't get it so I just say I sell digital products online, but I know exactly where you are coming from there. To take that to another level I still find it unbelievable that you could be at the cinema for example and someone the other side of the world is giving you money for your product, you don't have to lift a finger. I still can't get my head round it sometimes, this age we live in the possibilities that everyone is presented with now, 15 years ago this wasn't possible

Andy: It is amazing and it's just great to be involved with it, it's a different world than what you're used to when you are working for a living. It's interesting it's always changing, I do enjoy it and that is why I want to do it full-time and I felt that well if I'm going to do it I might as well give it a damn good shot

John: A good go, yeah exactly

Andy: Even if I end up only making half of what I was earning in my job then if need be I can still get a part time job, at least I'm still enjoying myself and it just give you that bit of freedom in your life plus you know that you can continue to build it. Not that I have any intention of only earning half of what I was earning before, my first focus is to replace that income

John: But if you're working a full-time job now, what you have got to remember is if you leave that job you have all that extra time on your hands to properly focus on building your online business, that's what I noticed. Before I gave up my job I had a year where I was effectively working 2 full-time jobs, because obviously as your online business grows you have less time to live your life, which is

strange because I think ultimately most people want to be in this business to have more time with their family and I was sacrificing it for a year, but when I quit my job I found that the time I had just totally enabled me to focus on my business. Now most weeks, I still have the odd 30-40 hours weeks but mostly I'll only but around 20 hours in, but it's when I want to, that's the most important thing. For anyone wanting to start out online it isn't just about the money it's about having the freedom to just do whatever you want.

Andy: Well that's the most important thing for me, I would be happy to replace my income but then have the freedom that I have from working online and just in the point you're making about the time there, it's just about getting through when you just start off and you don't think you have a great deal to do but as you build it you have to spend more time on it. To get to a point when you can then possibly hire people and outsource to get people to do those things. It's just that graph where your time to money, you're going to have to spend more time doing the work, but you will get to that point where you can outsource

John: Of course, yeah

Andy: Then once you can outsource, I mean I do outsource at the moment, a small job so I know what I am doing in that respect as well. You can see the possibilities with that and they're just fantastic. My ultimate aim is to become sort of like yourself, a project manager, as in pulling all the pieces together. That is the way I like to see myself in the future, I have an idea, well you have 100 ideas a day but it's not so easy to put it into practice

John: Yeah, I know exactly where you are coming from. I mean I moved into a new office in January this year and my ultimate aim is to have someone effectively being me. Where I can just walk in for an hour or 2 a day and then leave it. That is my ultimate aim but to get there you have to put a lot of work in. That's what I was saying earlier, you know what lies ahead, I think you know you are going to have to put a few hours in

Andy: I do

John: Like I said that is what most people don't want to do, they don't want to put the time in

Andy: I know and it's probably putting yourself in a tricky situation because I do actually know everything that's needs to be done, it's just you always want somebody else to say, right this is what needs to be done. I've tried to get a few guys in a deal where we hold each other accountable because when you are on your own you can let things slide so easily and you can just say, oh I'll do that tomorrow but even just by saying to somebody I'll have that done by Wednesday you will do it. Just because you don't want to go back and say, oh I didn't do it because I was too busy watching telly

John: What you could do there, I have done this before because I'm the same I will put stuff off. Tell your subscribers in a blog post what your plans are for the next 90 days, tell them you want to have a product released within 90 days and keep them up to date with it and then not only are you building anticipation for when you come to launch the product your keeping yourself accounting to your subscribers. You're not just keeping yourself accountable to 1 person you're keeping yourself accountable to 3000 people and that, believe me, that works to keep you motivated and to keep you moving forward

Andy: Good point yeah, I'll certainly be noting that down

John: Yeah I've done that myself because I am definitely one of these people who leave things to the last minute but when I say I'm going to do something in public then I feel like I have to do it

Andy: Well I've certainly always been that way, when you're at home it is easier just to sit on the couch and watch the telly but you're at your work and you know it's got to be done. It's just about transferring that work ethic into your personal life and that is the difficult thing to do which is what I am struggling with at the moment, to try and get myself into some sort of routine and not just getting up at 10 in the morning. Well I am working until 2-3 in the morning but that's another story. Although that is what I am aiming to do I like to sleep till 10 and I like to work till 2. Then if I want to do that it makes me content where I know I can do that

John: It's because you've got no one to answer to, you have no one telling you when to have your dinner, when to take your breaks. If you work better at 2 o'clock in the morning well obviously it makes sense to work till 2 o'clock in the morning

Andy: Exactly, get the wife and child out the way

John: Nice and quiet yeah, I am exactly the same. Especially when I was working from home I would find that when everyone has gone to bed, that is when I was at my most productive because there's no distractions.

Andy: Yeah, well I would definitely agree with you, especially when the footballs finished, it makes a big difference, and you can get the videos and everything done. I know that is certainly an area that I need to focus on a bit more, the video side of things. I've not done any videos really, I've tried a couple and haven't had a great deal of success yet, but it's certainly something that I will be focusing on. I think it's maybe a list building exercise that I attempt

John: Well I took about 3 year before anyone had heard my voice, at least probably about another year before I put a picture online and now I just don't care. I was so nervous about being heard or being seen but now I just don't care, I won't even put my hair straight to go and video

Andy: There does come a point where you married and have kids and your just, oh well, whatever. I may as well put my face on the screen as well. It is what it is

John: Of course it is what it is, but that is sometimes the appeal. It's the appeal of being real and being a real person, which is what appeals to a lot of people because they can relate to it

Andy: yeah, exactly and it just popped into my head there, I'll ask you about this. Do you have any specific traffic generating tips that I could maybe concentrate on, does your list in itself grow or did you concentrate on traffic generating methods?

John: Right, most of my traffic comes from JV's now I do, especially in the early days get a lot of traffic from viral marketing, selling products with resale rights and I still do get quite a lot of the traffic this way. But most of my traffic comes from people like yourself, promoting my products. Now that's one of the reasons why I say to you have you got a product for sale because with ad swapping there is usually no affiliate link involved is there? It's just a straight swap?

Andy: Yeah

John: But if you are going to someone and instead of saying will you promote this and ill promote you, if you go to someone and say will you promote this, it sells for \$47 there's a \$97 one-time-offer, there's other products on the page, you've got the potential to make around \$250 per sale. Obviously that's more appealing than just saying to someone, would you like to do an ad swap? Does that make sense?

Andy: It does yeah

John: So that is the reason I say to people get a product online for sale because you are still building a list as you still have an opt-in on your sales page, which is usually a mini-course or a leaked chapter or a video. You are still building a list there; obviously it's not as effective for building lists but you still are building a list. Then you have a thank you page where you are building a customer list, you are still doing that, you still have upsells in place but also you have an affiliates' page which obviously you have your affiliate materials on which is then building you an affiliates list. There are 3 lists plus obviously the income that you generate as well. But what happens there is when you bring out a 2nd product and a 3rd product, everything starts to snowball. Your affiliates list keeps growing so if you have 5 products out there you have 5 affiliates lists growing, building 5 customer lists and it just grows and grows. It all starts with the first product, you get the first product out there, start looking for JV's, looking for affiliates and I think you will be shocked at how well you might do though because you have experience anyway at recruiting JV's. All of these people who have promoted for you in the past you could go back to and say here is my new product, this time you are going to get paid for promoting. Most of my traffic, I don't have percentage I am not one of these people who tracks, but most of my sales and my traffic comes from JV's via the ClickBank marketplace, nearly all of my products are on ClickBank

Andy: Yeah, of course. Well that blows my second question out of the water then I was going to ask you about testing tracking and if you do

John: It's embarrassing I do not track, I should and I know I should, I do not track or test anything and that is one area I'm looking into, I am going to try and get someone to do that for me because to be honest it is something that bores me to think about

Andy: To be honest with you I would agree with you on that, do you know of any good methods of doing it other than when you just send out an email?

John: Not really, no. The only testing I do is what money goes in the bank and I am happy with what's going in the bank but I know I should be testing and I know I should be tracking, I know I'm possibly missing out on god knows how much money but it is just something I can't bring myself to do. As I say I am looking into this because I am hoping I will have 1-2 people by the end of this year working for me full-time and obviously one of the tasks would be to start testing and tracking, split test headlines and that sort of thing. I know I should do it but I don't

Andy: It's not bad when you have time, and the money is still going in so it's not bad. I am trying to think now what else to ask you John

John: Well, you fire away anything you want. I mean if we are going to go back to this and you are stuck, I really would like you to create a product and then come back to me and show me that product. If you want to hold yourself accountable to anyone, hold yourself accountable to me. Nearly everyone I have spoke to via these consultations haven't got a product for sale, there is a few people who have but I would say 80% haven't. Most people are doing what you are doing, ad swaps seem to be thing of the moment. A few people are seeing the reduction in the opt-ins they are getting or the effectiveness of the mailings. I still think to this day as long as you keep bringing out new products every 90 days or so, I am not going to say you can't fail, but that is the best way to succeed. As long as you know what your marketplace wants, know what your subscribers want, I mean you have 3000 subscribers there is nothing to stop you running a survey, they will tell you what they want

Andy: A survey, that's right I keep meaning to do that one

John: Send them a survey, ask what they want to learn the most from you, what is the biggest thing stopping them from succeeding online and them 2 questions there will give you enough information for you to create a product. Just give them what they want. It sounds so simple doesn't it, it is

Andy: When I think about it all the time, you know how simple it is in principle and then it's just about maybe an area that I need to in the next few weeks focus on learning about time management and prioritisation because it is all straightforward, it is the same if you build any business, well it's Alex Jeffreys who keeps going on about it, you have got to market yourself, you've got to get out there. There's no point sitting here making websites for hours and hours but until I go out and do that actual marketing then I'm not going to make any money. I need to start bringing in the money in order to build the business, get the graphics done get, get such and such done and build it. As I said I think I probably know what I need to get done and I just often need somebody like yourself to say, you should be able to get that done in a week and then I say OK I'll do that and then I get back to you. Like I said I have a couple of people that I hold myself accountable to now and I'm hoping that's going to make a big difference

John: Well you can hold yourself accountable to me Andy, keep me updated. Obviously I love to see people go out and create products because what I like to say to people who create a product and then start making is, see I told you didn't I. I don't know what the percentage is I remember I surveyed my list a couple of years ago and I remember I think over 80% were not building a list and I think over 90% didn't have a product online. It was staggering to me that

Andy: But they were still buying the products that say you must build a list, the money is in the list, build a relationship with your list.

John: I think everyone who has been online for more than a month should know that they need to be building a list and so many people still don't do it. Another reason why that happens though is that they don't know how to do it no matter how easy we may find creating a squeeze page, most people don't know where to start. That is something I learnt only over the last year or so, people still need to learn the very basics of internet marketing to get going. If you can help your subscribers do that, if you can point them in the right direction so they are starting to build a list, start to see results. Then obviously when you come to sell them a big product, say maybe a coaching course or a

higher priced product, then they are going to be waiting to give you money. So teach them the basics and then when they want to learn the advanced stuff they will come to you.

Andy: Very good. I need to get that survey out actually, it's something I've been meaning to do for a while

John: Just 2 or 3 questions, don't make it a 25 page half an hour survey just 2 or 3 questions, what do you struggle the most with? What would you like me to teach you? How do you think I can help you? It takes them 1 minute to fill in and then just check the results. It is the same with anyone with a list, anyone with a list struggling to create a product, just ask your subscribers what they want and they will tell you. That is how my first coaching course came about because so many of my subscribers told me they wanted me to put together a programme to help them get started, they just wanted to get started online. At the time I was teaching quite advanced stuff, affiliate marketing or viral marketing and I thought hold on, so many of my subscribers don't even know the basics. What is the point of teaching them advanced stuff, fair enough some of my list still wanted to learn that stuff but the big percentage wanted to learn the very basic stuff

Andy: I suppose it is important. Half of my list was built from an article marketing book the other half was from, this might sound silly, but it was from a product creation book

John: Right

Andy: Isn't that the most bizarre thing in the world. It's important to know what the people in your list were subscribing to in the first place. Obviously if they were looking for article marketing stuff then the more you do on article marketing I would imagine the better you will do

John: Yeah, of course

Andy: You just forget about the basic lessons, the people that you have on your list are the most important

John: They are the most important because without your list, I mean if my list got took away from me today I may be able to bring myself to start again with the experience I have learnt and the people I have learnt to JV with but that is the most important thing in my business. When you have a decent mailing list and you need to have a quick cash injection you can just put together something and mail out

Andy: What size is your list now anyway John?

John: It's hanging around the 55000 mark I've been stuck between 54000 and 55000 for a few month, I am getting to the point where I'm getting a few unsubscribers because I have been quite aggressive with some of my promotions. I am at that stage now where I am not afraid to mail quite often because I just feel I need to mail whenever I need to mail; it is as simple as that. Obviously a few people do not like that and then they unsubscribe but it's around that mark, it still grows at the rate of about 100 a day but some days if I do an aggressive campaign I may lose 100 a day so it counterbalances that. It is still quite responsive and I still do quite OK. Especially if I put something together like a big affiliate promotion I can still do well that way, which is what my next product is

going to be about, 'Affiliate Promo Formula' showing people how I effectively promote products and have won various JV competitions but that is another story. But yeah, it is around the 55000 mark.

Andy: Strangely this is in my head, I have just been reading something from Tony Shepherd who I have spoke to as well, and I got on quite well with him

John: Tony Shepherd is a great guy yeah

Andy: Well I have only spoken to him once but I am going to Bristol in May

John: So am I, so I'll see you there

Andy: Well there you go, excellent. I've been looking forward to it for a while; it was actually Tony who told me about it. I was reading a thing from him today just about taking responsibility for your business but it was actually about the abusive emails and stuff that you get from people, do you find that you get much of that? Do you get people really giving you a hard time or whatever?

John: Do you mean when you send out a broadcast and someone replies nastily? Is that what you mean?

Andy: That sort of stuff yeah

John: I do get the odd 1, someone telling me where to go and things like that. But I think sometimes you have got to understand that when you are sending out to 50000 people and a couple of them have had a bad day and happen to open your email at a bad time of the day or a bad time in their life or whatever and they just want to vent off and tell you all about it

Andy: Well it's actually an area that we don't really talk about it too much, but especially when you're quite new in internet marketing and you've got somebody like that. I've got a list of 3000 and I send out to 3000 people, to be honest I don't think I have had any real abusive ones

John: I have

Andy: With 55000 people it's going to be a high proportion anyway. It can knock you for 6

John: It can and it did used to knock me for 6, when I was starting out, I used to get this on eBay as well, when I got a negative feedback comment it used to hurt me so bad and I would ask, what have you done that for? Why didn't you contact me first? I used to get abusive emails and I would actually reply abusively myself and I have learnt that you are not going to please everyone on your list. In fact, if you are pleasing everyone on your list you must be doing something wrong because it is impossible to please everyone and sometimes now I will get an abusive reply, I read all of my replies when I broadcast, so if you hit reply when I broadcast I will see the email. Sometimes I will reply back in a calm manner and I can sometimes turn them around. You will get the people who say that you're a scammer or a scam artist and that you are trying to rip me off, then I will reply calmly and explain no I'm not, I'm just trying to blah blah blah. Sometimes it has even lead to sales. It's crazy but because you are replying it is actually showing that you are real as well. Most people send a broadcast out and they won't even look at the responses, they will use an email address that isn't getting monitored or whatever. Something else I take pride in is that if someone replies to me when I broadcast only I get that email, no one else, I mean the email I use is personal@john-thornhill.com.

But yes I know exactly what you mean if you are just starting out, just remember that it is probably just someone having a bad day who has opened your email at the wrong time and that you are not the only person who will get emails like that

Andy: No, I just think it's important for anybody that is starting out to realise it is just the same as in your life, it is easy to go through your day but when one person says something nasty to you it can knock you for the whole day but it's important that you do realise you aren't doing anything wrong

John: That person has double opted-in they have confirmed so you have the right to contact them because they have asked for the information

Andy: Just when you are saying that, there has been recently debates on a few of the channels about double opt-in or single opt-in, I personally will never change from double opt-in and I just wanted your opinion on that just some of the guys started changing to single opt-in and I think it's just dangerous

John: I don't know about dangerous but I think if someone doesn't want to take the time to double opt-in will they take the time to read your emails anyway, but I could be wrong, it isn't something I have tested but I would rather they double opt-in because then you have the security of knowing that it was really that person who requested that information.

Andy: The point is that they can just put down any email address they want, get your product and then what's the point in it?

John: Exactly, yeah. Like I say I've never done it before but I don't think I would feel too comfortable having single opt-in I may get maybe double the amount of subscribers because I know most days if I get 100 subscribers I have usually had around 150 people opting-in. A high percentage don't confirm which I have tried to put right but for some reason they just don't get the confirm email. Obviously if you use Aweber they have automated messages up now telling people to check their email.

Andy: That's an interesting point actually because there are a high proportion of non-confirmers, have you found anything?

John: I was sending people to my website via an image what said confirm, I have tried using Aweber, I think the next step for me would be to have a video of myself talking, maybe an image underneath showing email coming in and testing that. I actually think most people just don't get the email; it will end up in the spam filter or something like that

Andy: Yeah, true

John: If that's happening there isn't a thing you could do about that because they aren't receiving the email anyway.

Andy: Absolutely, well I think I've covered everything that I need to cover John

John: OK Andy, well you have to report back to me within 30 days with news of what you are doing, I am going to keep you to that. I want to see a product within 60-90 days

Andy: You're the man that gave me your personal phone number so

John: Well if you need to ring me Andy, you do that, if I can help you in any way I will

Andy: Thank you very much for your time John

John: No problem it was a pleasure talking to you

Andy: Thank you, and I'll see you at Bristol

John: Yeah see you at Bristol