

**Special Report:**

# **Interview Product Profits**

**CASE STUDY #1:**

## **Internet Marketing From Scratch**

**By Jay Boyer**

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## INTERVIEW PRODUCT CASE STUDY #1:

### Internet Marketing From Scratch (a.k.a. “The \$100 a Day Challenge”)

#### INTRODUCTION

##### The Perfect Product Model?

There are many reasons why I consider the interview-based information product to be the “perfect” form of product creation, but here are the most important 2:

1. You will be able to create 5-figure paydays in a hurry!
2. This is the perfect model for beginners who have never created an info-product before.

I speak from experience. You see, my very first interview-style product was such a success that I banked 5 figures in less than 3 weeks time. In fact, there was so much cash flowing into my Paypal account within days of my launch that they shut it down.

It’s absolutely true.

Paypal locked my account down for 3 days while they investigated the source of this new income. I couldn’t do anything with my earnings except watch it roll in, not knowing if they would ever let me access these funds. I even received a nasty phone call from the “Paypal Police” who wanted to know whether I was dealing crack online. Crazy stuff like that.

Here is a screenshot of my PayDotCom earnings less than 3 weeks after the launch of my Internet Marketing from Scratch product:

**5 figures in less than 3 weeks!**

Displaying product sales from **Aug-21-2010 to Sep-10-2010**

**Product ID: 103821, The \$100-a-Day Challenge!, Price: \$47.00**

No. of Sales: 275	Refunds: 14	Fees: \$-822
Gross Sales: <b>\$10138.01</b>	Refund Gross: <b>\$-518</b>	Fees Credited: \$42
No. of Signups: 0	No. of Cancels: 0	Total Fees: <b>\$-780</b>
To Pay Aff. : \$4454	Charge Back Aff. : \$187	<b>Profit : \$4573.01</b>
Gross Income: \$5684.01	Total Debit: <b>\$-331</b>	<a href="#">See details...</a>

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## About Me

Please now that my purpose in telling you this story is not to be boastful, or to position myself as some kind of an info-product “guru”. Instead, I do it in order to highlight my purpose in writing this training in the first place: That if I can do this, anybody can do it.

Let me tell you a little bit about myself.

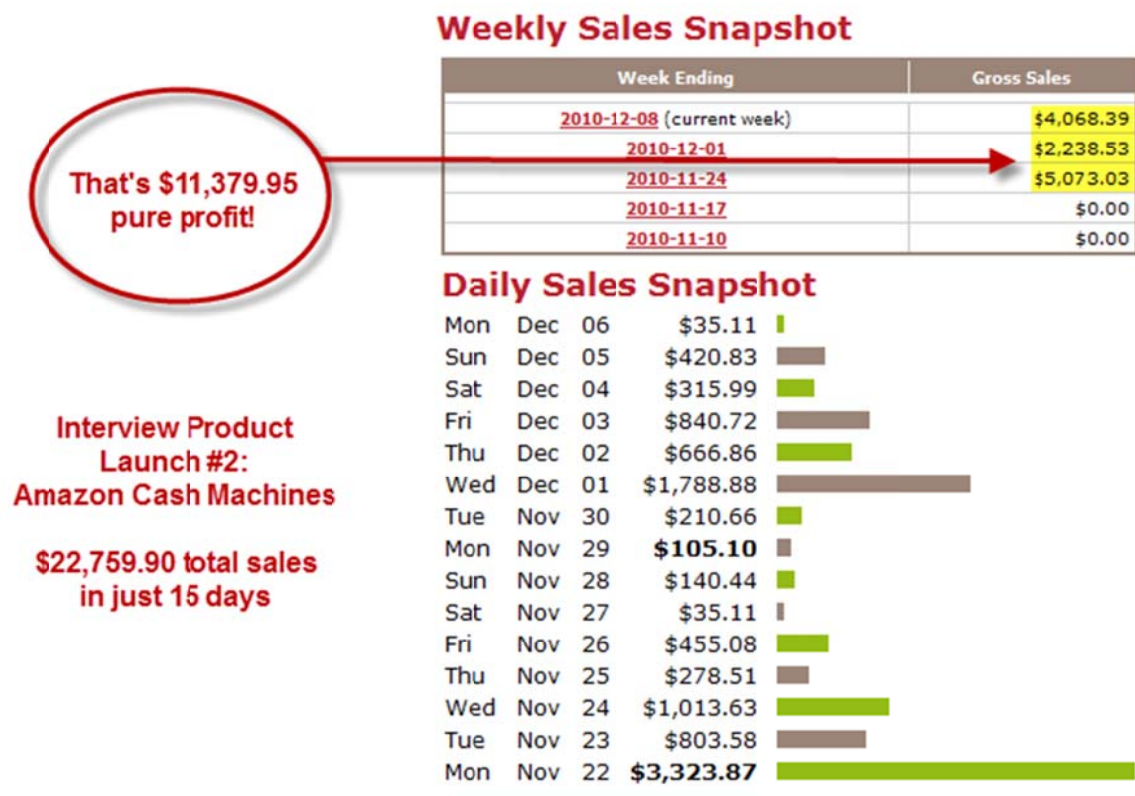
My name is Jay Boyer, and I have been a “full time” internet marketer for about 8 months now. Previous to that I owned a successful business for 20 years building custom kitchens for well-heeled clients on the North Shore of Chicago, a job that I enjoyed and was really good at. However, sometime in the summer of 2009 my business began to slow down--way down--due to the crappy economy. And by the Spring of 2010 I had absolutely no work at all as carpenter.

At that point I had been learning as much as I could about how to make money online. I had several months of affiliate marketing under my belt, but had not created any big commission checks. Believe me...I know what it’s like to stare at a computer monitor for 12 hours a day without very much to show for it in terms of income.

However, I was determined to do “whatever it takes” in order to create a full-time income online...In other words, I had the time and the “drive,” but I hadn’t found the model that would allow me to create large paydays in a short amount of time.

And then in May of 2010 I was attending a webinar hosted by a guy named Jason Fladlien, whom I had never even heard of before. He briefly talked about the information product model, and mentioned in passing an idea that would soon become the “Internet Marketing From Scratch” product that I am using as a “case study” in this training.

Since the release of this IMFS product my business has literally taken off. I have launched a second interview-based course called Amazon Cash Machines (<http://amazoncashmachines.com/>), which at the time of my writing this training has grossed over \$26,500 in just 15 days (including product sales, WSO income, and resale rights). Here’s a recent screenshot from my Clickbank account:



Again, I am not tell you this to “toot my own horn”, but rather to emphasize the fact that if I can come so far, so fast in this business, you can too. And you can do it with nothing more than the information that I am about to show you in this training.

### What Does it Really Take to Do This?

I won't lie to you...You will need a couple things in order to make this happen. First of all, it takes a little initiative. It requires some virtual elbow-grease and some creative thinking. You may have to push a little bit out of your “comfort zone”. And it also requires an ability to imagine for yourself a future that is more prosperous than your present financial condition.

But that's really all that it takes in order to make this happen.

You will also need some basic tools like a hosting account and a domain name, and an autoresponder system like AWeber, which is free for the first 30 days. But other than there is literally nothing stopping you from creating an interview-style information product like IMFS in less than 2 weeks...and enjoy similar (if not better) earnings that I did.

### Why an Interview Product? (6 Reasons)

As I mentioned before, there are several reason why I call interview-style products the perfect product creation model.

Among many other benefits, an interview product will allow you to:

1. **Borrow the credibility of your interview guests:** You will magically be transformed into an authority because of your role as “interviewer”, and listeners will transfer the trust, reputation, and expert status of your

interview guest to you by association (simply because you are interviewing them).

2. **Sit back and relax:** You will actually not need to create any content of your own...Your expert interview guests are providing all the valuable content for your first information product at no charge to you.

- **Example:** *Internet Marketing from Scratch contained absolutely no original content...It consisted of only interview recordings, outsourced transcripts, and 2 Bonuses (plr material that I already owned).*

3. **Promote your product effortlessly:** This product model includes built-in JV partners who will gladly promote your product to their list when you launch it...This is a natural fit for your interview guests, and it will enhance their own expert status and reputation in the eyes of their subscribers (and make them some money as well).

- **Example:** *8 Out of 17 of my interview guests promoted this course to their list, resulting in over \$11,500 in total sales. I have actually done nothing else to promote this product.*

4. **Build a customer base & a list of happy “buyers” in any niche:** Want to tap into super-competitive (and profitable) niches like weight loss, internet marketing, dog training, etc? This is the perfect way to do it without having to spend thousands on web development, promotion, and SEO.

- **Example:** *I added over 375 new members to my list...and these people are already qualified as “buyers”.*

5. **Leverage continuous “back end” profits:** By including affiliate links and banners within your product, thank-you page, download page, and your autoresponder follow-up sequence, and by promoting your guest’s products



in the future to the same people who purchased your product in the first place, you will be able to create a powerful stream of passive income that goes above and beyond the sales of your original product.

- **Example:** *I have generated over \$4,100 in affiliate commission in the 4 months since I launched this product.*

6. **Establish long-term relationships** with the movers and shakers in your market: You will have access the “big dogs” in you niche in a way that would never otherwise be available to you. Just think about it: simply by conducting this interview, you will be able to exchange email addresses, get 60 minutes of 1-on-1 time with them, call upon them for future projects and promotions, and be on a first-name basis with these “gurus”.

- **Example:** *3 of these “A-List” interview guests are now business partners of mine for different projects.*

## THE PRODUCT: Case Study - Internet Marketing from Scratch

### What Exactly is an Interview Product?

So what exactly do I mean by an interview-product? This is simply an information product that is comprised of 6-10 “expert interviews” related to a certain field of knowledge or niche. This content is delivered electronically as MP3 files, either via a download page or a password-protected blog or membership site. There can be additional materials and bonuses included in this product, such as interview transcripts, PDF’s, videos, etc, but at its most basic, an interview product is nothing more than a half dozen MP3 audio downloads delivered via a download page (or even by email).

Here are links to two interview-based products that I have created in the past 5 months that have grossed more over \$40,000 in product sales, back-end income, and resale rights to date:

<http://marketinginternetstrategy.org/>

<http://amazoncashmachines.com/>

As you can see, there is really nothing very fancy about these sites at all.

Here is a brief outline of the process of creating your first interview product:

1. Select a “Tasty Topic”
2. Find your experts
3. Schedule your interviews
4. Conduct these interviews
5. Package these interviews together on a blog or download page
6. Promote your product through your interview guests
7. Rinse and repeat

It’s really that simple, and if I can have success with this, you can too! Let’s have a closer look at each of these steps as it relates to my first interview product, “Internet Marketing From Scratch”.

## **My 1<sup>st</sup> Product: Internet Marketing From Scratch**

Here is some information describing what my first interview product consisted of:

### **The Topic**

I asked 7 internet marketers this same question for all of my interviews: “If you were starting out all over again...”from scratch”...with nothing except the knowledge that you have today, what would you do to rebuild your online business to create an income of \$100 a day within 30 days?”

## Content

Here's exactly what I included in my interview product when I launched it:

- **7 “expert interviews”** delivered as an MP3 and on-page audio player
- **7 complete transcripts**
- **9 Camtasia video trainings** showing how to get started as an affiliate marketer (plr)
- **Membership site training course** (plr)
- **Unannounced bonuses** contributed by my interview guests

## Launch Data

**URL:** <http://marketinginternetstrategy.org/>

**Delivery:** Password-protected Wordpress membership site

**Launch Date:** August 22, 2010

**Price:** \$37

**Total Sales to Date:** \$11,571.23

## THE INTERVIEW

### Getting Started

Internet Marketing From Scratch was my first interview-style product, and I was actually very nervous about contacting these “experts” and recording these first few interviews...If you listen to the James Jones and Bill McRea trainings you can actually hear how freaked out I was to even introduce these guest at the beginning of the call!

It was a big stretch out of my comfort zone to do this in the first place, and if you have never done this before yourself, you may be just as nervous as I was. Don't worry, *it's very natural to feel this way*, and the more you do it, the easier it will become. In fact, less than 6 months from my first interview, I am doing live

training webinars where I am presenting for 2 hours at a time to hundreds of people.

Long story short...Please do not let the idea of doing your first interview get in the way of actually taking action and moving forward with your own first interview product. In fact when I listen back to these original interviews with fresh ears today, I think they turned out great, and my interviewing skills were certainly never “as bad” as I remembered from when I was recording it live (lol)! So just do it...It’s absolutely worth it.

### How to Select a Topic for Your Product

Selecting a tasty topic for your interview product is very important. This is because it will be much easier to find experts willing to participate in an interview if it is an interesting and relevant topic in the first place. For example when I initially contacted James Jones, he told me that he rarely does interviews, but he thought my “\$100 a Day” topic was something he could really sink his teeth into (and did he ever!).

James also took it upon himself to recommend to Dennis Becker that *he* should give me an interview as well for this project, and Dennis agreed because he too was excited about my “tasty topic”.

It’s also important to select a topic based upon a real problem or need of your potential customers. In the case of my “\$100 a Day” interviews, my “tasty topic” I was addressing perhaps the #1 problem that every new online marketer faces: how to actually create a sustainable business. And it had additional appeal to a wide variety of people because of the different experts that I had enlisted to provide the content for this project. As a result, I was able to offer a “\$100 a Day” solution from the standpoint of affiliate marketing, SEO, blogging, Offline consulting, PLR products, info-product creation, Kindle publishing, etc.

By the way, my “\$100 a Day” approach can be applied to any of these sub-categories of internet marketing. For example, any of these subjects would make a “tasty topic” for your first interview product:

- “How to Make \$100 a Day Blogging”
- “How to Make \$100 a Day with Affiliate Marketing”
- “How to Make \$100 a Day on Clickbank
- “How to Make \$100 a Day with CPA Offers”
- “How to Make \$100 a Day as an Offline Consultant”
- “How to Make \$100 a Day with Information Products”
- “How to Make \$100 a Day with WSO’s”

But you get the idea.....

## Selecting a Topic in the Internet Marketing Niche

So how can you find your own “tasty topic” for your first interview-style product?

A great place to start in the internet marketing niche is the Warrior Forum:

<http://www.warriorforum.com/>

First of all, have a look at some of the general forum categories listed...These include:

- Offline Marketing Discussions
- Ad Networks - CPA, CPM, CPL
- The Copywriting Forum
- Adsense / PPC / SEO Discussion Forum
- Website Design
- Mind Warriors - Success, Power, Self-Improvement

The fact that there is an entire category dedicated to a specific type of forum posts should tell you that there are a lot of threads posted about this topic. Any one of these “evergreen” categories would be a good place start to select your

“tasty topic”. Click through on any one of these categories and start looking for common questions related to this subject. BTW, this is also a great place to start looking for the experts in these niches who may be perfect to ask for an interview (those would be the Warriors who are providing the detailed answers to these questions...look for the people with lots of posts and who are “thanked” a lot).

Next head on over to the Main Discussion Forum and have a close look at some of the subject lines of the threads posted there. Are there any common themes or questions that pop out at you? This is the most active part of the Warrior Forum, and it’s also the place where you will find the hottest or “trendy” topics (i.e. anything having to do with Facebook, Twitter, Amazon, mobile marketing, etc.) Then look for any “problems” that people are having related to these subjects that you can transform into a hot topic that you can use for your first interview product.

### Selecting a Topic Outside of the Internet Marketing Niche

If you are looking for a “tasty topic” outside of the internet marketing niche, I recommend that you start with a forum as well. Simply do a Google search for your niche, and look for a good-sized forum with an active membership, preferably one that has at least 100 members logged in at one time.

Another good place to search for questions related to common “problems” within your niche is Yahoo Answers...Here is a quick link: <http://answers.yahoo.com/> This is simply a place where people go to submit questions about any topic under the sun. Just click on the “Browse Categories” tab up top in order to search for questions by categories like pets, health, finance, music, etc. This is a goldmine of information, and another great place to find commonly asked questions and problems that real people are having right now within your niche.

## How to Find Your Experts

I actually didn't have any trouble at all coming up with my "wish list" of marketers that I wanted to invite to participate in my Internet Marketing From Scratch project. It was a very general topic, and which allowed me to include SEO experts, bloggers, offline marketers, plr experts, product creation gurus, etc. in my list. I could name a dozen folks off the top of my head that I would love to participate, and the rest I found through referrals, etc. Here are some ideas on how to generate interview "Wish List".

### Ask the people that you know

Are you a coaching client or customer of any marketers? Whose mailing list are you on, and whose emails do you actually open up when you receive them in your inbox? Do you have a favorite IM blogger? Do you already have a relationship with any of these centers of influence? Put these people on your wish list first....That's what I did, and that is how I was able to get Jason Fladlien, James Jones, and Brian Johnson to agree to an interview "right off the bat".

### Get referrals from interview guests

Be sure to ask all of your interview guests who else they would recommend that might be willing to provide an interview for your project. The best time to do this is immediately after the interview itself while you still have them "on the hook". You can also ask for referrals in your thank-you email that you send out to them after the interview.

When you send out your invitation email to these referrals, you can put "Dennis Becker told me to contact you...," in the subject line, which will probably give it a better chance of being opened. I scored about half of my interviews in this way through referrals.

### **Search IM Report Card**

IMReportCard.com is a terrific way to find some cool interview guests with a large-built in following. Here's what to do: Head over to <http://www.imreportcard.com/> and click on the "Top 25" tab at the top of the home page. You will then see some lists of Top 25 related people, products, services, etc. as voted on by visitors to the site. Of course, you are looking for the list of highest rated "People" within the internet marketing niche...It wouldn't be a bad idea to send an email to any and all of these folks. I was introduced to many marketers that I had never heard of before on this list, several of whom agreed to give me an interview.

### **Search the Warrior Forum**

Are you familiar with any well-known marketers on the Warrior Forum (<http://www.warriorforum.com/>)? Send them a pm and ask them if they would like to participate in an interview. Do a search on the topic of your product, and check out the threads that come up for you. You can also look in the WSO's for any marketers who have tons of views and comments on their WSO. Open them up and see what people are saying about their products. Chances are these people are centers of influence with several products under their belt, and probably a large mailing list to boot. Send interview requests to all of these people.

If you plan on doing an interview-based product in a niche other than internet marketing, here are some ideas to finding your experts:

### **Check out Bestselling Authors on Amazon**

If you would like to create a product in a niche that is outside of Internet Marketing, a good place to start are the Amazon bestselling books category that fits your niche. Simply make a list of the authors of these books, and



### Find Blog Owners on Technorati

Technorati.com is a website that rates the top 100 blogs in dozens of categories, i.e. food, diy, health & fitness, and even blogging itself. I recommend that you search this website in the niche that you would like to create your interview product for. Then simply click through to any blog that looks like a good fit for your topic, and contact the blog owner

### Google Your Niche

This is a very easy way to quickly find the movers and shakers within any niche. You are looking for large forums, “super-blogs”, etc. For example, a Google search for the term “green gardening” comes up with a nice-looking blog called DougGreensGarden.com at the top of 72 million competing search results. A quick look at the “About Me” page qualifies this guy as a real expert. You can bet this blog owner has tons of subscribers, followers, and a huge email list. This is a perfect person to contact for an interview. So head on over to the “Contact Me” page and submit your request in the contact form (you’ll actually find a message there that says “This contact sheet is for business or ebook questions only and I welcome those”...Sounds good to me!

### How Many Interviews Will You Need?

Once you have selected your topic, the next step is to find the experts that you will be interviewing to create the content for your product. I recommend that you take massive action when you mail out your interview requests, and send out dozens of email invitations to many different experts at the same time. This will ensure that you will have at least a half-dozen people who say “yes” to your invitation, which is a “minimum” number of interviews that you will need to include for your initial product launch. So shoot for at least 6 interviews for your first product like this, and not more than 10.

As a side note: don't go overboard with your interviews and wait until you have dozens and dozens of them "in the can" before you finally launch this product. That's just overkill, will take too much time to put that product together, and is ultimately a form of procrastination. Remember, the advantage of this product model is that it can be created very quickly, with the goal of launching it within 4 weeks time at a price point of \$17 - \$37 .

Of course, you can always add more interviews at a later date. That's what I did, and I just added them to my Wordpress site as a post one by one as I continued to record them. In fact, I ended up with a total of 18 expert interviews, which allowed me to raise the price from \$37 to \$47 after the first 12 trainings were completed.

### Mailing your interview request (Just do it!)

I was surprised how easy it actually was to come up with my first half-dozen interview guests. Most of them actually replied to my invitation right away and told me that they would love to do it! You will probably discover the same thing once you start sending out your email invitations...Just do it!

Here's an interesting story...Before I even mailed my interview requests out, I had actually convinced myself that some of these "guru's" were probably "too busy" or "too A-List" to ever stand a chance of scoring an interview with them. Of course, I was just plain wrong. As you can see from my IMFS lineup, I was able to land some really "big dogs" who agreed to give me an interview, including people like Chris Farrell, Mike Koenigs, James Schramko, Ryan Lee, James Jones, Willie Crawford, etc. Please don't let this kind of thinking get in the way of simply sending out an invitation.

It's important to keep your email your email that you send to these possible guests short and to the point. No more than 3 or 4 short paragraphs. Just a quick howdy do & introduction of yourself, a brief description & pitch of your project,

what's in it for them, and your contact information. Here is the exact email that I used over and over and over again for my Internet Marketing From Scratch project...This actually converted at about 65%!

**SUBJECT: "Hi Sean...Can I get an interview?"**

Hi Sean,

I'm creating some new content for a project of mine called "Internet Marketing from Scratch," where I'm interviewing a select group of kick-butt online marketers (here's the link):

<http://marketinginternetstrategy.org/>

I have several interviews already completed, including Jason Fladlien, James Jones, Bill McRea, Brian Johnson, Dennis Becker, Rachel Rofe, & Tim Castleman, and I would really love to include you in this project as well.

\*\*\*\* HERE'S THE HOOK: If you were starting out today -- all over again ("from scratch") -- with no list, websites, JV partners, affiliates, products, only limited \$\$\$, and armed only with what you know now from your many years in the biz, what would you do in order to create an income of \$100 a day in 30 days time?

Sean, I only need about 30-45 minutes of your time to complete this interview, and of course you're welcome to promote anything that you wish at the end of the call (and on my site itself). Please let me know what time/day would work best for you, and if you prefer to connect via Skype or a telephone call.

Looking forward to hearing from you...and thanks a bunch,

Jay Boyer

YOUR PHONE NUMBER

YOUR SKYPE ID

YOUR EMAIL ADDRESS

BTW, if you don't already have any interviews recorded (as I did when I sent out the above request), you can mention anybody who you have booked for an interview in the future, or just leave these names out entirely.

## Follow-up emails

Please bear in mind when people do not respond to your initial email request, it probably only means that they are just very busy. Do not take it personally...If I had given up on some of my guests after a single email, I would never have had enough interviews to be able to launch IMFS in the first place. As the saying goes, "the fortune is in the follow-up", and I definitely recommend that you **do** follow-up at least 2 times after your initial email.

For your follow-up email, don't be a pest or be bitchy about it...Remember, nobody "owes" you an interview for your project. Just take a lighthearted approach, be grateful for the people who do decide to take an hour or so out of their busy schedule to give you an interview, and it will all work out like it's supposed to in the end. For the followup email that I sent for the IMFS project, I usually just forwarded my first message to them, and added something like "Not sure if you got this...." Or "I thought you might have missed this last week...", etc. to the beginning of the email.

You may find that your email will be answered by a "gatekeeper" instead of the expert that you are trying to connect with. This is fine...simply be courteous and go through whatever channels that you need to do in order to schedule the interview. Do not piss this person off, or you will lose any opportunity to score an interview at all.

And if you "run out" of experts to mail to from your initial "wish list" of guests (to reach your minimum # of 6 interviews), simply find some more! (see page 11)

## Organizing your appointments.

I'm afraid to say that I didn't use anything more "high tech" than a paper calendar hanging on the wall next to my desk in order to keep track of all the interviews that I had scheduled for this first project. It did the job, and you will not need anything else for your first product either. For my second interview product (Amazon Cash Machines) I did "upgrade" to a spreadsheet to keep track of these interviews, but again this is not necessary.

Be sure to follow-up with your guests the day before the interview to confirm the time and the number that they would like you to call them at.

## Recording the Interview

I used two different platforms to record these interviews:

**Telephone:** I recorded most of my interviews via telephone. This is not my preferred method of doing it, but this seemed to be the way that most of my experts wanted to connect (be sure to give them a choice in your email invitation). While the sound quality was dicey at times (especially if my expert was only using a cell phone), it got the job done, and at the end of the day that is all that you need to do. It's the content that is most important.

If your experts choose to use a telephone for the interview, I recommend asking your experts if it's possible for them to use a land line for this call.

As far as recording these calls, I used AudioAcrobat for all of my telephone interviews. Here's a link: <https://www.audioacrobat.com/> This service is actually free for the first month of service, so it's possible that you can record all of your interviews using this software at no charge.

Using AudioAcrobat is like placing a 3-way call. Here's how. First, log in to your audioacrobat account, and click on the "Audio" tab at the top of the page. Click

on “Create New Audio”, and then click on “Record by Phone”. At the top of the page you will see the AudioAcrobat phone number and your pin code.

Next, place a call your interview guest. When you are ready to begin recording, tell them that you are going to call into your recording service, and that you’ll be right back in 20 seconds, after which time you will be “live”. Then press the “flash” button on your telephone, and dial into the AudioAcrobat phone # on the “Record by Phone” page that you have in front of you (on my interface it is 512-827-0500). When prompted, enter your 9-digit pin code, and then press “3” to record a conference call. Then press the flash button to switch back to your interview guest and begin recording the interview.

**Skype:** I had actually never used Skype before I started creating these interview products, but now I am truly a Skypaholic. It’s so easy to use, produces a high-quality digital recording and it allows you to connect with anyone for free, even if they live on the other side of the world. I used this first for my interview with James Schramko, who lives in Sydney Australia, which would have made it prohibitively expensive to call otherwise.

There is no need for a camera to record this interview using Skype, as you are just going to be using the audio for your MP3 recording, but it doesn’t matter either way if your computer is already enabled with a video camera.

To record the call, you can use a free software like Pamela. However, I prefer using CallBurner, which is also Free for a 30 day trial. This is because CallBurner automatically starts recording every time you make a Skype audio connection, which eliminates the possibility of forgetting to press the record button at the beginning of your interview. It also produces an instant audio file which it saves it to a folder on your computer, which can immediately be edited or transcribed as soon as your call is complete.

## Conducting the Interview

I tried to keep my pre-interview chit-chat with my guest to a minimum in order to respect their time. Sometimes they only had 20 minutes to give me, and I didn't want to waste this valuable time with silly small talk (remember, these interviews **are** your content for this product!)

Before you "go live" be sure to ask your guest if they would like to promote anything at the end of the call. This is very important, and may in fact be the primary reason why your guest agreed to the interview in the first place. Be sure to write down whatever they want to promote...website, blog, product, etc... so you can mention it at the end of the call. Sometimes your guest will not be interested in promoting anything at all...that's okay too.

Also go over the question that you will be asking them once again, and ask them if there is a time that they need to complete the interview by.

Even if you are very familiar with your guest, I recommend that you write up a little one-paragraph introduction of your expert that you can read when you begin your recording of the interview. I always had a "fall back" introduction printed up in front of me for all of my interviews that I did for this product, even if I was very familiar with my guest, because sometimes I would completely draw a blank when I started recording the call ( this doesn't sound good). If you "mess it up" or simply do not sound as professional as you would like, just begin the recording again if your guest's schedule permits. My guests were always pretty cool if this happened, but you can avoid this if you just have your introduction good to go in the first place.

Your introduction should be short and to the point, and should include some mention of their accomplishments, etc. in order to establish their credibility. Here is an example:

"Hi this is Jay Boyer from Internet Marketing from Scratch, and I'm very pleased to welcome my next guest to program. His name is Donald Duck...How are you Donald?"

“You probably know Donald from his killer blog called [OnlineDuckSecrets.com](http://OnlineDuckSecrets.com) but just in case you’re not, he’s one of the fastest rising stars on the internet marketing scene today. I’m very pleased to have him here and I’m very interested to hear how he answers my ‘\$100 a Day Challenge’...”

At this point simply read the question that is the “hook” for your product, and then simply sit back and keep your mouth shut until they are done talking or there is a “break in the action”.

At the end of the day, the beauty of this “one question” interview model (i.e. “How to create \$100 a day online in less than 30 days?”) is that I really did not have to do much of the talking at all, because after I introduced them and posed the “\$100 a Day Challenge” question, I basically let them “do their thing”. In fact, some of my guests like Jason Fladlien, John Rhodes, and Tim Castleman actually talked for over an hour with almost no break. The same will be true for you for your first interview product. Remember, you are not the expert...they are. Let them talk until they are done talking.

There is also no need to interrupt your expert once they get going. You will only need to interject follow-up questions, comments, and clarifications once in a while if there is a pause in the conversation, or if it seems like they need a break.

When things seem to be winding down, I usually ended the call by thanking them and letting them promote anything that they wanted to. This can be easily done w/o sounding like a pitch-fest by simply saying:

“So Donald, if our listeners wanted to learn more about you and what you’re up to these days, what would be the best way for them to do that?”

Let them plug whatever they wish for as long as they like, and then thank them again for their awesome training call and say goodbye, but do not hang up! This is prime time to get some one-on-one time with your expert if their schedule permits. You can ask them follow-up questions as it applies to your business, ask them who else they think would be great to request an interview for the product,



whatever...Just spend a little time if only to tell them how much you appreciate their contribution to your project, and that you'd be happy to send them a recording of the .

And BTW, I would not recommend asking them if they would promote this product to their list at this point. It's not fair to put them on the spot like that, and it may be a big turn-off for them. Save it for a future email.

### Editing the Interview

I spent a lot of time (too much!) editing these recordings. It seemed like every other word out of my mouth was an "um", and it drove me crazy. The good news is that it actually becomes easier to eliminate these verbal tics after you hear them on the replay, and afterwards you'll become more "conscious" of the fact that you're doing this during the live interview. You can use a free program like Audacity to make any edits that you need to the interview, but try not to let it drive you batty because can be a very time-consuming process.

### Transcribing the Audio

Do you need to include a transcription with your audios? The answer is no, and I actually do not recommend that you do for your first product. Why do I say this? Because my first product took me way too long to complete. If you are just getting up a quick-and-dirty interview product as a WSO (which is a great way to promote your first product and build a good-sized list of buyers in a hurry), it's certainly not necessary to include transcripts.

I decided to include transcripts for my IMFS product because it added a lot of value to the final product itself, and I also felt I needed to include these to justify a \$37 price tag (not true!). I had targeted \$37 as my price point for this product

from the outset in order to make it as attractive as possible for my JV partners to promote to their list.

After the interview was complete, I then edited out all of my “ums” and “uhhs”, as well as any off-the-record conversation between me and my guest before or after the call, and sent this MP3 file out to be transcribed. If you would like to save money you can transcribe the interview yourself, but I soon found out that it took far too long to do with my terrible typing skills. I remember spending over 2 hours transcribing just 14 minutes of my first interview recording, and after that I know I had to outsource it.

I found a great transcriptionist at ODesk (<http://www.odesk.com/>), and I have used him for all of my interviews ever since. He charges 40 cents per audio minute, which is pretty cheap, but you can find people willing to do it for less at ODesk. A word of caution though: I never go with the lowest bidder at ODesk, because you usually get what you pay for.

Here’s a posting that you can use to find a good transcriptionist at ODesk:

“I am looking for someone to transcribe several 30-60 minute audio files. More work to follow for the right person. Please quote me a price per audio minute, and begin your reply with the words “suffering succotash”. Thank you.”

Asking for a price per audio minute levels the playing field so that you can compare prices in an “apples to apples” manner. Asking them to begin your reply with a crazy phrase like “suffering succotash” will give you an idea of their attention to detail, language skills, and their ability to follow instructions. It also eliminates any contractors who are replying to these job postings using automated software. At that point, simply compare the remaining applicants’ experience at ODesk & their customer ratings, and hire the most qualified person. Worst case scenario is they do a mediocre job and you hire somebody else who applied for the job.

## Delivering your product

Do not get hung up on the fulfillment end of things for your first interview product.

I actually went “whole hog” on IMFS with a Wishlist membership site plugin, but I do not recommend that you do this...and if I had known better I would not have done it this way myself. It’s too fussy to set up, unnecessarily expensive (\$125 for a single license), and it’s just not that important to have a fancy password-enabled membership site for your first product.

Instead, I recommend just sending people the link to a download page from a dedicated domain...or any domain really. Simply set it up with a crazy URL like:

[http://yourcoolproduct/downloadpage8\\*\\*fdje\\$lkmi%hJY64G.html](http://yourcoolproduct/downloadpage8**fdje$lkmi%hJY64G.html)

Another way to go is to simply email the download files to your customers via your autoresponder. Doing it this way eliminates the need for a domain altogether, and if you promote this on the Warrior Forum as a WSO you won’t even need a “live” html sales page (but you will to submit your product to an affiliate network like Clickbank).

In fact, you can simulate the membership site model without a membership site by setting up delivery of your interviews via autoresponder to drip a new interview to your customers every week, which is a great way to go if you end up with a whole bunch of interviews. You can set up multiple payments on Paypal to charge your customer \$17 every 2 weeks, for example.

There are lots of different ways to go in terms of delivery that don’t involve setting up a fancy membership site. Once you have the content in the can, delivery should be a no-brainer, and should not take you any more than a half a day to set up as per the methods described above. Just get it out there and start promoting it, because the sooner you get your product launched, the sooner you can start making money, and the sooner you can begin working on your next interview product!

## PROMOTION

### Pre-Promotion (“The Brownie Guy”)

Before I ever approached any of my interview guests to ask them if they would promote the finished IMFS product to their list, I wanted to show them my appreciation for their participation in this project...This is really important for you to do as well.

BTW, this wasn't a cheesy ploy to ingratiate myself either...I just wanted to reciprocate in some way. Here's why: I knew how busy most of these folks were, and how valuable their time is. And the fact is, without these interviews I would have no product at all, so I wanted to make sure that they knew that I appreciated their contribution to my project.

The first thing that I did was to send them a copy of the finished audio as soon as it was available. I attached it to a message thanking them for the interview, and told them I would send them a link to the finished product when it was complete.

Your guests will thank you for this recoding. I know several marketers actually used this interview as something cool to mail out to their lists. Dennis Becker sent this MP3 to his entire E1KaDay membership, and I was actually contacted by one of them to ask permission to turn Dennis' training into a “case study”.

Paul Counts also used his IMFS interview as a “special offer” on one of his squeeze pages, which he later told me added hundreds of people to his mailing list (BTW, don't forget that you can do the same thing yourself with individual interviews from your own product). So make to send this “cleaned-up” version of their interview to your participants as soon as possible.

I also forwarded the transcript of these recordings to my experts as well. This usually followed several days after the interview itself (that's the typical time it takes my guy to complete the transcription). I don't know if any of my participants actually used this transcription for anything, but it's a nice gesture,

and it was another opportunity to make contact with these marketers & gave me another chance to say “thanks again”.

I also did something else to reciprocate that really made a difference: I sent homemade brownies to their house. I know...pretty silly right? But it was a personal touch that none of my interview guests expected, and it seemed to make a big impression on them. I actually didn't even know it at the time, but I became known as the “Brownie guy” to several of these marketers who knew each other, and they talked about it and the IMFS project between each other.

I also included a card with the brownies that said:

Thanks again for your awesome interview!  
This project turned out great & your training was one of the best of the bunch.  
Would you like to promote this to your list?  
If so, I'd be happy to shoot you some promotional materials asap.  
Thanks and talk soon,  
Jay Boyer  
[jayboyer@emailprovider.com](mailto:jayboyer@emailprovider.com)

I think this simple gesture went a long way, and accomplished a couple different things for me:

1. Kept me and my project fresh in their minds w/ another “touch
2. Made them smile
3. Gave me a memorable hook (I was “The Brownie Guy”)
4. Brought up the idea of promotion
5. I bet they loved the brownies too, because it's a killer recipe!

I'm not saying that you need to send home-made brownies to your interview guests, but if you did something small like this to follow-up with them it probably will not go unnoticed when it comes time to actually promote your book:

**Don't be Afraid to Ask People to Promote Your Product!**

I waited a full 4 weeks after my product was complete to ask people to promote it to their list. Why? I'm not really sure. Maybe it was a fear of being rejected. Maybe it was a desire to "get it perfect". Or maybe I was just being a wimp. In any case, please don't make the same mistake, because as they say "money loves speed". The sooner that you start promoting your product, the sooner you can start monetizing it, and the sooner you can get to work on interview product #2.

The longer that you wait to approach your expert interview guests to ask them to promote, the greater the risk that they will have moved on to something else and have forgotten about you completely. Their promotional schedule may actually be full for months in advance. Or maybe they just mailed a low-ticket offer very similar to yours, and don't want to do it again. Long story short...Contact your JV partners as soon as your product is ready to roll.

### Choosing an Affiliate Program

You should list your interview product at either Clickbank or PayDotCom in order to be able to promote this easily through your JV partners. They both have their pros and cons. I actually ended up submitting this product to both networks! Here's what happened...

I initially listed my IMFS course on Clickbank. You will need to have a sales page and a download page ready to submit for their approval, and it costs \$49 to list your first Clickbank product. Clickbank has the advantage of being the largest affiliate network around, and as such everybody that you approach to promote you will almost certainly have a Clickbank account already. This makes it easy to send them your product's "Hoplink" that they can just plug their Clickbank ID into. Here's an example of what all Hoplinks look like:

<http://YOUR-AFFILIATE'S-ID-HERE.YOUR-PRODUCT-ID-HERE.hop.clickbank.net>

It actually took a really **long** time to get this first product approved thru Clickbank, and I was going back and forth with their approval agents via their ticketing system for weeks. As a result, my JV's were actually ready to promote IMFS

before I had my affiliate program in place. So I went with Plan B: I headed over to PayDotCom.com and submitted the product there as well.

The great thing about PayDotCom is that you can basically get your product submitted and approved in a single day. It's also free to list your first product. While it would not be my first choice today (more on that later), it was a lifesaver at the time, and allowed me the ability to get an affiliate link to my JV partners as quickly as possible so that they could mail out for me.

### How to Approach JV Partners

If you have kept in contact with your interview guests, it shouldn't be very difficult to pitch them on promoting your interview product when it's good to go.

You will need to have your affiliate information all together at this point, including your affiliate link, your site's url (and any login information that they will need to access your content), the salesletter url, and some email copy. Like the invitation letter, just keep it light-hearted and to the point, and make it easy for them to promote your product (i.e. don't make them have to go find your affiliate link).

Here was the actual email that I sent out to one of my IMFS experts to ask them to promote it:

Hi Paul,

Happy Fall weather...It's getting chilly around here!

Just wanted to drop you a line to let you know that I've now got 7 killer trainings (including yours) posted to my IM From Scratch membership site, with Willie Crawford, Ryan Lee, Chris Farrell, and Kevin Riley on the way this month.

I also just updated the sales page, and it's converting really well. Everybody seems to love the fact that I'm updating it with a new interview every week as an unannounced bonus.

If you would like to promote it, here is your link (just insert your Clickbank id):

[http://YOUR\\_CLICKBANK\\_ID\\_HERE.100buxaday.hop.clickbank.net](http://YOUR_CLICKBANK_ID_HERE.100buxaday.hop.clickbank.net)

Here's some login information:

url = <http://marketinginternetstrategy.org/>

username = promotion

Password = paulcounts

And here is an email you can use that's generating some clicks:

**SUBJECTS:**

This guy really held my feet to the fire!

The "Ben Franklin Challenge"...

If I had to do it all over again...

**TEXT:**

I recently recorded a training with my friend Jay Boyer for his "Internet Marketing From Scratch" site...And if I must say, it was pretty darn good!

Here was the topic: If I had to "do it all over again"...that is to jump start my IM business from zero to a hundred bucks a day in just 30 days or less... How exactly would I do it?

At first I thought "no problem".

But then Jay raised the stakes--by telling me I would be starting with no money. No list. No fancy software. No JV partners. No affiliates. Nothing.



NOTHING, that is, except the experience and know-how that I've gained from years of trial and error in my own business.

And apparently I wasn't the only guy that he put to the test...

In fact, he also asked a dozen more "A-list" marketers like James Jones, Mike Koenigs, Brian Johnson, Jason Fladlien, Dennis Becker, Jim Cockrum, and Tim Castleman to take this "100-a-Day" Challenge as well.

This comes highly recommended and at this price it's a steal! Here's the link:

[http://YOUR\\_CLICKBANK\\_ID.100buxaday.hop.clickbank.net](http://YOUR_CLICKBANK_ID.100buxaday.hop.clickbank.net)

By the way, Jay also has some killer bonuses he's throwing in...And he'll be updating this site with more trainings from Willie Crawford, Chris Farrell, Ryan Lee, and Kevin Riley in the next few weeks.

This package is absolutely dirt cheap and filled with killer tactics...Most of which I have never heard any of these "gurus" talk about before.

Have a look for yourself:

[http://YOUR\\_CLICKBANK\\_ID.100buxaday.hop.clickbank.net](http://YOUR_CLICKBANK_ID.100buxaday.hop.clickbank.net)

BTW, you can also include your swipe material as an attachment instead of in the text of the email itself...I just wanted to show you what my emails looked like here.

And again, don't be afraid to follow up with the above email if you do not hear back from them immediately. Don't be shy (this is how you get paid for your efforts), but don't be a pest about it either. You can begin these followup emails with "Just wanted to touch base...", "Didn't know if you missed this...", "I wanted to follow up with you this week re:...", followed by your original email asking them to promote. I usually followed up like this 2 days after the original email, and then every Monday after that for 3 more weeks.

If I did not get any response back from them at that point, then I assumed that they actually saw one of my emails and for whatever reason did not want to promote this for me. That's okay...only about 45% of my experts did. Don't take it personally. What I ended up doing was just record more interviews, and find more jv's partners that way. In fact, that's how I ended up with 18 interviews, but that was only after I had already launched it with the 7 original interviews.

## LESSONS LEARNED

### The Fear Factor

I want to emphasize that taking action on my first interview product was not something that was particularly easy to do, and certainly not something that I had any previous skills for. I was making it all up as I went along, and it was pretty spooky to

I had absolutely no experience with interviewing anybody, and was completely freaked out about the idea of contacting these "gurus, picking up the phone, and actually talking to them!

I also functionally illiterate in terms of basic computer skills, had never written a sales letter, and never uploaded an html page, never created a payment button, etc.

But what I found was that once I “got the ball rolling”, this project took on a life of it’s own. It became very exciting, and interviews were actually getting to be a lot of fun. And I was learning a ton of stuff in a short amount of time that would have taken months or even years to master...Because *I had to*.

My point is this: **If I can do this, you can do it too!**

Please, please, please do not disqualify yourself from doing this because you’ve never done anything like this before, and maybe it’s a little bit scary to think about. Don’t let the “fear factor” prevent you from taking action. If I had never followed through on this project, I would still be spinning my wheels, trying to eke out a couple bucks a day in adsense revenues from my affiliate sites, and wondering how some people are able to make a great living online, but I was a failure.

Just do it...Jump in with both feet, come up with a plan, take massive action, and see it through to the end. Believe me...It’s worth it, and has resulted in tens of thousands of dollars of income in just a few months—and a new career!

### **PayDotCom Kinda Sucks...**

I would not use PayDotCom again if I were to do it over. Here’s why: I think I lost a few jv partners who would otherwise have promoted for me if I had launched this as a Clickbank product.

As I mentioned earlier, the best thing about PDC is that it’s free for your first product, and you can get it approved in less than a day. However, I think the downside of PDC outweighs these “plusses”, namely:

1. It’s a really dorky interface, non-intuitive, and very difficult difficult to navigate

2. Some people will not even have a PayDotCom account to begin with...But *everybody* has a Clickbank account.
3. It's not possible to just "mail out" a general hoplink to your jv's...They actually have to go inside PDC and dig around for it themselves, or fill out a registration page. This is a major pain in the butt for your affiliates, not very professional, and a real dis-incentive to your jv's (don't give them any reason to not promote you).
4. It's very difficult to generate reports
5. You have to keep track of the affiliate commission totals and submit a 1099 tax form for all affiliates who earned over \$600 promoting your product.
6. You also have to manually pay your affiliates at the end of the month with a mass pay file via Paypal

### Don't Forget the "Back End"

I actually had no upsell for my IMFS product, but I did 3 things to optimize it for some back-end affiliate profits that have added up to over \$4000 in commissions (and counting) since I released it 15 weeks ago.

This is primarily through Dennis Becker's and Jason Fladlien's affiliate programs. BTW, if you are not currently promoting their products and services as an affiliate, I recommend that you do. Here's how:

Jason Fladlien's affiliate program: <http://mst2.com/affiliates.ht/>

Dennis Becker's affiliate program: <http://www.5bucksaday.com/>

They offer some amazing opportunities w/ quality offers, and are class acts all the way. In addition, they are careful not to abuse their subscribers with spammy promotions, which makes sure that their emails are actually opened and read by a good number of their list members.

Here are the 3 things I did to generate this 4-figure a month passive income stream via affiliate commissions.

1. **Link out to affiliate offers from the interview post:** I offered a brief description of my interview guest on the page that I offered the replay, download, and transcription of this interview. I also had a little “teaser copy” to additional products associated with my guest, and linked out to them with an affiliate link. While this is probably easiest to do with a WP blog site, there is no reason that you cannot do the same thing with a “long form” html download page.

Here is an example of James Shramko’s IMFS interview post...As you can see, it’s easy to integrate this affiliate offer into the copy:

## James Schramko

November 7, 2010 by [Jay Boyer](#) · [Leave a Comment \(Edit\)](#)



James Schramko has built an online empire in seemingly record time, and he does it all from his beachfront home in Sydney, AU.

He’s a top-tier consultant and speaker, often sharing the stage with guys like Jeff Johnson, Ryan Deiss, Eben Pagan, John Calton, and Mike Koenigs.

He has also sold millions of dollars worth of products and services online, and is known for having the most cutting-edge techniques up and running before the mainstream market catches on – months, even years, later.

James has a killer blog...it’s at <http://www.internetmarketingspeed.com/>

And if you’re looking for some more cool stuff from James, check out this video called [“It’s Not About the Website”](#)

I’m really happy to present this training to my members...It’s really one of the best I have posted here so far. Enjoy!

[▶ Click here to play James’ IMFS training](#)

[Click here to download the transcript](#)

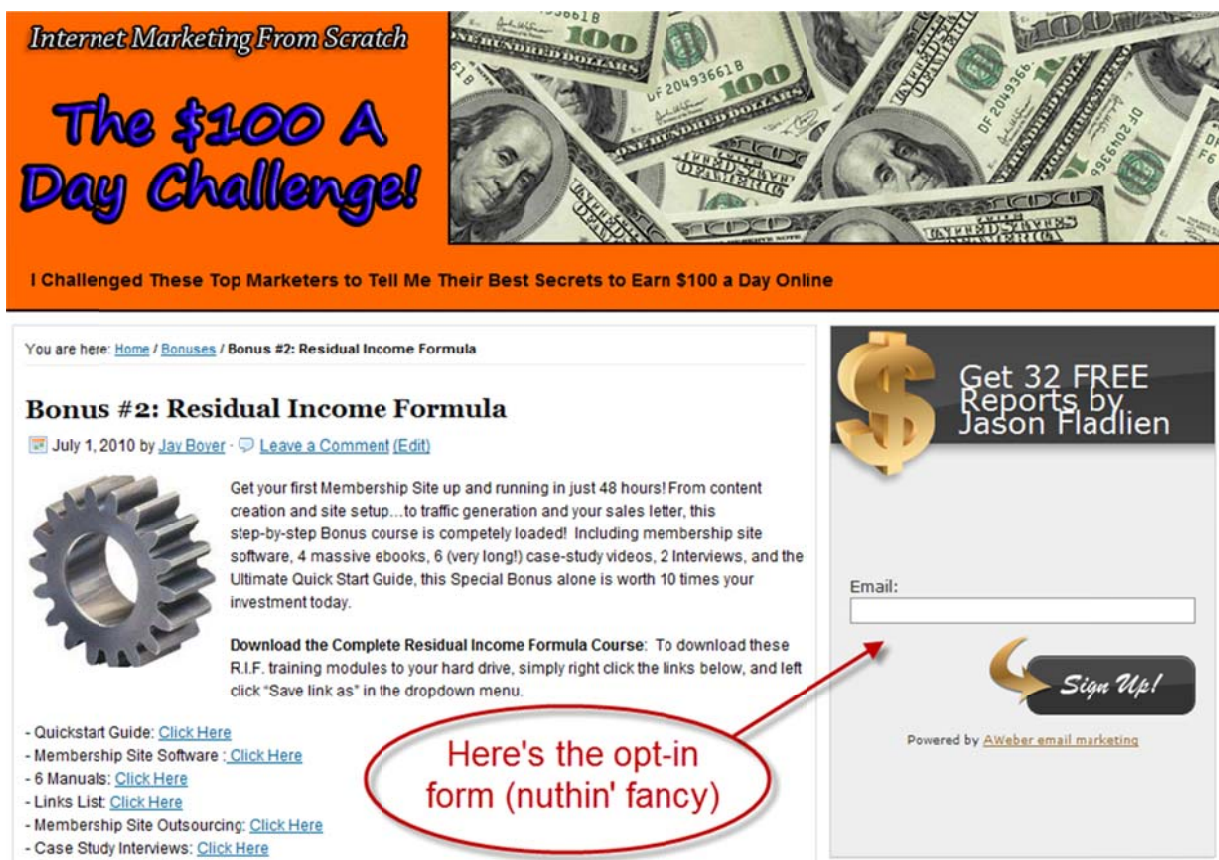
[Click here to download the MP3 recording.](#)

Jay

Filed under [\\$100 A Day Expert Interviews](#), [Uncategorized](#) · Tagged with



2. **Add an opt-in form for a special offer:** I put an AWeber form for IMFS subscribers to access [Jason Fladliens 32 Free Reports](#) in the sidebar of the Wordpress page, which was visible to the user on every page of the site. This cookie added them as a subscriber Jason Fladlien's mailing list, and cookie'd them to my affiliate account. This one strategy has earned me \$2,156.53 in commissions in less than 4 months. Here's what this form looked like on the site:



The image shows a screenshot of a WordPress blog post. The top banner features the text "Internet Marketing From Scratch" and "The \$100 A Day Challenge!" in a stylized font, with a background of US dollar bills. Below the banner, the main content area displays the title "Bonus #2: Residual Income Formula" and a list of links for various resources. On the right side, there is a sidebar with a sign-up form titled "Get 32 FREE Reports by Jason Fladlien". The form includes an "Email:" input field and a "Sign Up!" button. A red oval with an arrow points to the sign-up form, containing the text "Here's the opt-in form (nuthin' fancy)".

3. **Include affiliate links in your followup email campaign:** I dedicated two individual emails to both Jason Fladlien and Dennis Becker in my follow-up email sequence, which linked out to some free gifts that they offered in

exchange for their name and email address. For example, Dennis' free gift for a special report called "[Just Write It!...How to Win Forum Friends and Influence People](#)". This is another powerful strategy to get your customers on the email lists of your favorite marketers, which will allow you to receive commissions as an affiliate for any purchases that they make through these people.

**Overdeliver:** If this is your first information product, you will want to cement your reputation to these new customers as someone who provides a ton of value and awesome content. This will make sure that they will be eager to purchase from you in the future, and is the fastest way to develop a "name" for yourself in any niche or market. This is also a terrific way to develop a relationship with your list.

The best way for you to do this is to completely over-deliver. I accomplished this by posting all of my additional interviews that I recorded at no charge to my customers at the IMFS site. Since I ended up with a total of 18 interviews, this amounted to a huge "unannounced bonus" to my subscribers, most of whom purchased the original product with only 7 interviews within 3 weeks after I launched it. This made for some really happy customers, who were in turn very appreciative and responsive to any offers that I mailed to them in the future.

Sure, I could have bundled these together into an "Internet Marketing From Scratch #2" product. Maybe I would have made more money than I did by promoting this "sequel" interview product to my existing customers...maybe not. But if I were to do it all over again, I would do exactly the same thing.

**These Relationships Are Golden:** The most important thing about this first interview product was **not** the fact that I sold 5 figures in less than 3 weeks, and continue to generate sales to this day...That was really nice at the time, was a big win for me, and showed me that this was a viable model for my future info products.

Instead, the most valuable thing that came out of this experience was the relationships that I made with the various people that I interviewed. These are people that I would otherwise never have had access to except as a customer.....7-figure marketers whose time is worth as much as \$1000 an hour to their coaching clients. And yet they offered me the opportunity to connect with them in a unique way that got my foot in the door, allowed me to partner with them on a JV basis to promote this--and future—products.

Don't get me wrong...I am certainly not “bestest buddies” with any of the people who gave me an interview for IMFS. However, I have been fortunate enough to leverage these original connections into ongoing relationships with several of these marketers, and I recently went into business with 3 of them on projects completely unrelated to the IMFS product.

You can do the same thing...Just stay in contact and cultivate these relationships. Take every opportunity to do them a favor if you are able, give them a good reason to reciprocate, and you may in fact be invited into their “inner circle” of people whom they want to do business with on an ongoing basis.

### **Success Breeds Success:**

It was very gratifying to discover that several IMFS customers of mine decided to create an interview product of their own after my success with this. One member actually contributed two interviews to the IMFS site (they were great!), which he later used as a very successful WSO to add over 600 people to his mailing list.

Another customer of mine took a slightly different angle on my “\$100 a Day” approach and created an original product very similar to IMFS. This product generated thousands of dollars on the Warrior Forum as a WSO of the Week, and he recently sold 4-figure resale rights to another well-known marketer in the internet marketing arena.

If you want to create a sustainable business in the internet marketing niche, or any niche at all, product creation is the way to go. I will allow you to generate 5-figure paydays, create affiliates, build an instant mailing list, cultivate



relationships with some of the biggest movers and shakers in your market, and burnish your own reputation. I hope this Special Report has shown you that interview-style products are one of the easiest ways to create your first information product, and all that it requires is the will to do it.

Go for it! The toughest part is actually deciding to do it, and you'll find that the rest of it will easily fall into place after you take action. Please let me know if I can be of assistance to you in any way.