

# **Casestudy Matt Mazur: Het opzetten van een internet business**

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Hello everyone, I prepared something. I just googled the word, because I don't know a word in Dutch. Just a word: doi. Just a quick word I just know. I'm just going to talk about between 1,5 hour and 1,45 minutes about how I went from nothing to building a 6 figure business in the last twelve months.

I can pass seven different lessons that I think are really important when you start and when you build a business. So the seven big lessons to my quick and lucrative success on the internet. How I started with nothing and built a six figure business in less than a year and we're heading towards a seven figure business the next twelve months, and how I balance university, business and my social life as well.

To manage to have a life and to be happy. Next to my business I also attend university in Lausanne, so I'll give a couple of tips how to manage time and how to get the most out of what you do. So first of all, who am I? I live in Switzerland, as Eelco said. I was very early in my life I started doing sports.

My dad was a judo professional; he did the Olympics in Munich. I started doing judo tennis, and hockey, and after I stayed and played tennis, so I've always done lots of sports. Along with sports comes the healthy life, and you sleep early and you don't go out when you're young, so it helped me focus a lot, and it also taught me a lot of good lessons that I use now in my business and I'll share with you today. My background, so you just know a bit who I really am.

From the age of 14, I travelled America, Asia and Europe while going to school, I represented Switzerland in different international competitions, and when you're in the top of your age category, they send you to the whole world, just to play the international tournaments, so you travel for free, basically. I finished high school, so a special sports high school in 2005, after that I played 3 years on the pro circuit, or maybe 2 years and a half, because now we're 2008.

I had a lot of issues with my health, a lot of muscular problems; I had a pneumonia in 2007, so in August 2007 I stopped pursuing the tennis dream and started the business dream. So I started a fulltime business with my staffing October 2007, just one year ago, and currently studying psychology in Lausanne.

You can find me on YouTube, there is a video of a match I played against a Spanish guy who was number 6 in the world 2 years ago, the day after the match, I Google myself and I found the video who was posted by someone who was watching the match, so it was in a big arena it was fun.

At the time I was maybe number 1500 in the world, and he was number 6. But it was very fun. It was 800 or 1000 people watching, and the music. It was the big experience. So basically I was number 1 as a junior in my country, so you practice if you know a bit of tennis, these names will maybe speak for themselves, so Federer. I don't know the guys anymore. I'm not saying that I know them. I used to know them when we were 16-18 years old, so I practiced with those guys, so now basically those 4 guys, so Federer, Nadal, Jockovits, Nory, they are the top 4 players in the world now.

So why didn't I become rich and famous? Because they're rich and famous. So when you quit something and you turn the page of a chapter in your life, you think about what's happened and mostly I had a lot of injuries, but that's not the reason why I didn't really succeed as a tennis player. I think it was more about the mindset. I wasn't ready for big success at a young age.

I didn't really know what it really took to build something as big as I really was dreaming of. And now, a couple of years later, I think back and I know that there is a lot of things I used to do who are really wrong, and now I do them right in the business, so I share that with you today. I was hardworking etc, but not focused enough, and we'll talk about focus as well.

Everything I'm saying basically here, has a direct correlation to what we're going to talk about later, so it is not just me dumping my history. I was doing the right things, but no real direction. You'll see how that's important with the planning and the organization of what you have to do. But I still managed to hang around some of the best places in the world. And travel for free, so that was the big advantage of playing tennis. So in 2007, just one year and a half ago, I opened my eyes.

I had a disease for three months, a pneumonia, so I couldn't breathe, I was in the hospital for a couple of days. So basically if you've watched tennis you know that physically it's a very demanding sport, so if you're not a 100% fit, you can't play tennis. So I had to change my life basically, because since I was born I really wanted to become a big tennis player. I was 21 years old at the time, and it was really tough to get back on the course, so I said ok, I have to move to something new.

So I decided to do something big. When I was touring the world for the tennis, I was selling a dating e-book when I was 19 years old. I had no idea about dating, but I managed to sell eBooks about dating. Since then I saw the site and the rights for 12.000 dollars, so that was huge at the time. I was maybe 19 years old, and that managed to pay for my coaches, my training, my travel expenses, so I could basically travel and play tennis for free, thanks to that small e-book, and after by selling the rights.

So when I just quit tennis basically, the competition, I mean, tennis was out of question, for a lot of reasons at the time. So I needed to have a new field to build my future. And I wasn't into some kind of job, because I can't stand being in a job and being under the authority of someone else, so I had to find something to live, and when I started putting effort into my tennis carrier, I wanted to be nr 1, because that is what all small kids dream about when they start doing some sports, so in the country it's ok, in Europe it was ok, I was pretty good, but as a pro didn't succeed, so I really wanted to succeed in something else. So the big turning point for me was September 2007.

That was really the starting point for me. Although I had some success in the internet marketing world, by selling the dating e-book and doing some smalltime consultancy, I didn't really have a business so to speak. And in September 2007 I attended an internet marketing seminar in San Francisco, where I met Eelco. So it's 14 months ago, and at the time I had no money to invest in a business, no money to hire people, no business, no contacts, so nothing. But I had the dream. I just had something I wanted to do, but I didn't really know how to do it. And so I met Eelco. And funny things start to happen when you just believe in something and you act. So I didn't really want to go to San Francisco.

I had ordered an internet marketing course, and in that course there were two tickets to that event. And it was a big event, and I had the tickets at home, so I just decided to go to see how it was. But I had no money for the flight tickets. And if you've been around the internet marketing world, you know that you don't have much support from your family or friend because they don't really understand what we do.

So it was quite tough to ask my parents to pay me a flight ticket to San Francisco at the time. So here's how I started: I borrowed 5000 dollars from my grandmother. And that's really how I started my business. That managed to pay for the travel expenses to San Francisco, and after some technology investments for the auto responder, and the domain names etc. so 5000 dollars I borrowed from my grand mom, and this is maybe one of the first things when I look back, one of the things that I did, that sometimes people wouldn't do, would be to ask for money.

Just ask for money in exchange of .... Since then I gave the money back, but the simple fact of asking for money, just borrowing a small amount of money, which is maybe 3000 euro's, right now. Most people will never do that, because they have that pride issue, saying that they would never ask for money to someone else. And that is just stupid, because if I hadn't asked my grandmother, I wouldn't have been able to go to San Francisco. And I really see the San Francisco trip as the start of everything I've done since then. So once again, I just wouldn't have been able to go to San Francisco. So what really happened in San Francisco? First of all, the first day Eelco,

I think we met right?

Yes, first day.

We instantly connected and we had common interests. He took me under his wing, he gave me direction, acted his resources; at the time I didn't have any programmers, I didn't have any designers. The logo you see is made by his designers, I really had nothing. But most of all he helped me to plan. And that's one of the biggest things you gave to put in place is planning. And as time evolved, you see that 80% of my time in everything I do, is spent on planning.

I'm sure you've already heard about the importance of planning during the whole weekend, but I really have to emphasize that, because it's the aspect that really changed the way I do everything. The way I launched new sites, new product launches, the new people we hire, new technologies, and the income goals. So basically everything I do in the next twelve months right now, is planned more or less. Of course things will change. Sometimes if you need to hire someone right now, maybe you need another person in a couple of months.

Or maybe a product launch that maybe you thought of launching in February, you launch it in April, but the planning is really the most important aspect of my business right now. I don't spend any time publishing websites, I don't spend any time trying new technologies. I just have tech people in the business who do all those things, and I just plan the end results.

I think in terms of a program in the next 3 months, and for example I my head, I talk to my programmers, and I say: in two months we need this done, in three months we need this done. This product launch. So, basically I think about what I want as the end result, and then the people who work in the company make that possible. So that's one thing you have to really start focusing on, is to think as a CEO would think, and not to be the soldier who's really digging in the trenches.

That's a nice phrase I like talking about, the fact to think as the General of the Army, and not the soldier, because if you're a soldier, you won't be able to see the big picture, you won't see the war. You're just fighting. You don't know why you're fighting for. But the generals have the overview, they know how to plan, they know how to attack, and it's exactly the same thing in business.

You have to see the whole business aspect as a kind of war, not even against the competitors, but in terms of planning, you have to know exactly what you're going to launch, when, why and who you're going to hire for example. So the big lesson number one, and I'm going to cover 7 lessons in this sessions. So big lesson number one is proper planning. These are the two questions I ask myself, almost every day, because I always try to fine-tune the planning. The first one is: where do you want to be?

You have to ask yourself: where do I want to be in 3 years? You have to have a clear answer to where you want to be in 3 years. Do you want to live in Amsterdam, do you want to live in Holland, or do you want to buy a house somewhere else, spend maybe six months at the beach and 6 months here. You have to have a very clear view about: what's the end goal? I talk a lot about that in my seminars that I do in French, but just to summarize the whole thing: the fact of knowing the destination.

Knowing exactly where you want to go, and once you figure out the where you want to be in 3 years, you have to know or think about where do you want to be in 1 year. Because of course, a direction you're taking for three years, you have to break it down in smaller steps, in order to reach the one year that will get you closer to the 3 year goal. Those are the two most important questions that I ask myself, and that has really helped me to build the business at the level where I am right now.

You've certainly heard about the whole think about what you want and write it down, but that's really the thing that started my whole journey towards the 6 figure business in twelve months. To see and to think about where I wanted to be in 3 years. For example, I asked myself the question where I wanted to be in one year, and to tell you the truth I haven't accomplished everything I planned to do in the last 12 months, but I've maybe accomplished 80% or 70%, but it's already huge if you manage to accomplish 80% of something you've planned for the next 12 months.

So you have to really think and take a couple of hours, and to see which direction you want to head to and write it down. So those are the two most important questions that I answer when I start a new project, or when I think about my everyday goals. Then once you have the one year planning, you have to break it down into three month periods I use: the 3 years, so that is the end goal, the next 12 months, to see where I'll be in November 2009, and then you have to break it down into three month periods.

So three month periods would be from November 2008 to January 2009, what do you want to accomplish during that time? So that's really the 3 most important plannings you have to think about, and once of course you have your 3 month period, you have to make it happen and plan the weekly schedule. So that's the thing that really boosted my business: the proper planning.

So as I said I started planning. My end goals and my three month goals. One year ago I had all my plannings. Of course they changed, but the directions and the income level was more or less the same. I started getting things done, because once you have a planning and you write down your planning, once you have it in writing, you can really check things off when you get them done, so once you get things done in your business, you make more money, that's the direct result of getting things done. My plan was to launch, so one year ago, to launch a series of physical high end courses, give seminars and become an authority in the French internet marketing market.

That was my goal. Up to now, or let's say up to 2008, till the end of 2008, we'll have launched 5 high end physical product and have given 3 seminars. And I have become an authority. Yes, so DVD, binders, cd's, that's a physical high end course. So now, until December. So In 2008, we'll have created and marketed 5 high end courses, but in October 2007 I hadn't created 1 high end product. So I was thinking way further than what I could afford of creating: an e-book or a tele-seminar series, I directly thought about how I can build something bigger and the way I could build something bigger was to give the seminars and create a physical packages.

Dit is wel een heel belangrijke les. Veel mensen zitten nog steeds een beetje bij: ik moet een e-book schrijven, alleen als je inderdaad wat verder gaat denken, zoals Matt heeft gedaan, die denkt 12 producten vooruit, en dan laat je het e-book schrijven, en dan denk je: ok, ik moet een serie van producten creëren, en daarbij is het belangrijk om na te denken: wat voor producten ga je allemaal creëren. Dus focus niet op 1 produkje, maar wat we de eerste dag ook zeiden: probeer zoveel mogelijk producten te creëren, en dan gaat het allemaal een stuk makkelijker en een stuk beter.

So, I understood a bit of what you said; so basically I wasn't just thinking about one easy simple cheap product, I was thinking about the whole thing. And if you're active in your market, that's what you should create as well. We'll talk about the importance of having different products, but I'm really stressing the fact of thinking bigger than maybe what you're thinking right now, which maybe creating eBooks, remember: I had never created one physical product one year ago, I just thought I would be able to do it.

So once you write it down, once you have a day plan, and once you have a day that you plan when you have to give back the DVD masters to the duplication company, that they have to copy the DVD's, you have to get things done. So that's when you start making real money. This is for you. At the end of each big lesson, so there are 7 in this session, there is an action step: income. Where do you want to be in three years? Write it down, we'll take just a couple of minutes and then where do you want to be in 12 months?

Just dump a number. In 3 years it can be: I want to make a 100.000 euro's a year. Or I want to make 500.000 euro's a year. In twelve months it can be... I just want to make 15.000 euro's or 20.000 euro's. Just put a number, so that your brain can focus on the number. And then: products. How many products do you want to have? 1-5-10-15? Of course, if you put 4 and you create 3, it is ok. It's already three products, but just to have an idea of what you're trying to accomplish. So where do you want to be in three years, as a person or as a business owner, and where do you want to be in terms of income in twelve months.

And then the products: how many do you want to/.... So when I talk about products I talk about eBooks, it's a digital products, it can be physical products, it can be live events, it can be coaching, every item you sell is a product. Whether it's a service or not. So how many products and how many sites? Just to give you an idea? You really have to answer these questions and be very precise on the answers, because that's going to determine your future.

Je hoeft het nog niet te weten, schrijf het op en ga er thuis nog even rustig over nadenken, echt diep over nadenken.

Yes, it takes time to think about all that. It can take hours, and it can take days, basically, if you really want to dig down to where you want to be and what you want to accomplish. So that's an action step you can use when you get back home. Write everything down, because once you write it down, the brain acknowledges it. Big lesson number 2: make money. This can seem basic, but you'll understand why I stress it. Don't waste your time putting up a beautiful website, a fancy logo, your number one goal is to make money.

Once you have money coming into your business, you can spend it to create the beautiful website. Because you have to live. You have expenses, you have to pay people, you have to eat, you have to go out, you have a car, so you need to make money.

It is great to have a wonderful website, it is great to have a fancy logo, but that won't make you money. So when I'm talking about making money it is creating something and selling it. It can be consulting, it can be a physical product, it can be a digital product. But you need to make money if you want your business to grow.

Do you like your logo?

No, we're changing it.

Yes, but you started a business.

Exactly.

You don't really care about the logo.

No, no. Exactly. At the end of the month, when you check your bank account and when you have to pay people and have to invest in new technologies, the logo won't help you. The nice design won't help you. It is a business, so if you're here this weekend, your goal is to make money. And you won't make money with a logo. A lot of people go through that logo phase, that's how they call it, they don't start the business because they don't have business cards,

Exactly, business cards is the same thing as the logo thing.

It is not important.

My first business card, per se, so the real business card, I had them in March. So 6 months after starting making money. Did it really change anything? No. when I was at seminars, I just wrote my number down, or my Skype address, it doesn't change anything. And the logo: nobody will really come to you and say: I love your logo, I'll buy your product. But when you think about it: the logo phase. A lot of people, a lot of big companies, or a lot of startups, they start by doing the logo, and it's really not important, because the logo won't make it possible to hire new people.

So if you want to grow, you need to outsource, and maybe I'll talk about hiring a bit at the end. Basically you're in business, you have to make money, because if you're working in jobs at the moment, or if you have another activity that you want to get rid of, you need to make money on the internet in order to focus only on that.

And once you're starting to make money, then you can have a company website, then you can have fancy logos. Right now we don't have a company website. We're working on it, it should be online by the end of the month, but it is not at all my primary focus.

But I have lots of people in the same market, in the French internet marketing market, they have great designs, but they don't have anything to sell, so they have great designs, I don't have any designs, but I have 5-10 products I can sell. So if I can sell, I can do advertisements. I can get more people in, so all the time they're spending on a nice design, I'm selling stuff, and I'm making money, so I can invest. So don't make the mistake of trying to invest your time in logos and designs and business cards, it is really not important if you really want to make money on the internet quick.

So action step for this big lesson, is to search for affiliates in your market. Because remember: the goal is to make money to hire people, etc. to make money if you have a product to sell right now, or even if you're thinking of selling a product, nr 1 thing you have to do is to search for affiliates in your market. It's the easiest way to make money,. That's how I started. Just search for affiliates in your market. Contact them. So how do you search for affiliates?

There are 2 ways to search for affiliates: either you go on google.com or google.nl and you can do a search for your main keyword and let's say you're in the dog training market, you can write dog training, plus partners, or plus affiliates, or plus eBooks, and it will give you a list of all the people who are in the same market. That's one way. Newsletter, or even forum, but really go and Google and type your keyword, and see all the websites that come up after you find the telephone contact, and you contact the people. That's one way of doing it. The 2nd way of doing it, is by [www.who.is](http://www.who.is). Not whois.com. Who.is.

And who.is is a website that allows you to search for the contact information of all the websites on the internet. Some websites block the access to the contact information. You can't find my information on the internet for example. But there are a lot of people in Nitch markets for example, in the gardening industry, or in the yoga industry, and they don't know all the internet marketing things we know, and they still have all their contact information.

So you can just find them on this website. If you go on this website, it is like Google, you have a small place you can write the address in, and if you're looking for a contact for a website whose name is dogtraining.com, on this site you write [www.dogtraining.com](http://www.dogtraining.com), and it gives you the contact information and the person who has that website.

So that's the way to search for affiliates; either Google the keyword of your market and find everyone who's active inside is, or do a search on this, who.is. after you have a list of a couple of people, contact them. Just call them or email them, I'd rather contact them by phone, and once you have 1 person, ask if he or she lead you to other people in the same market, because that's how I started, once again.

I had one contact. And once I had that contact I asked her if she could lead me to other people, and once I had three other contact, I asked them if they could lead me to other people, and the first single contact you have at the beginning, leads to 12-15-20 affiliates in a couple of weeks, because you're being recommended by someone. So you're not going as someone unwanted.

You can say: so and so person recommended you because we're in the same market, I have an e-book, do you want to sell it? Basically. Just to show you that you have to use the recommendation. For example, I'm a friend of Eelco de Boer, I have an e-book about ....., I want to sell it, we can do business. So basically, contact affiliates, it is the easiest way and it's free advertising credibility. If you're recommended by someone who has power in that market, it means that person endorses you, so that higher your credibility, and it's free, because you only pay the person once the sale is done. You spoke about affiliate marketing?

Ok, so you know about that. This is how I started, it is really easy, it is free, it is cheap, you just need to spend some time googling, doing some who is search. So if you have something to sell right now, do this when you get back, and you already make sales with this one technique. Big lesson number 3: create your own brand. You must have your own product, or product line, or your own brand that only you can sell.

Internet marketing, so what we're doing, is all about control, it is all about being able to live from home and pay our expenses while travelling, and if you depend on other people to pay your bills, if you only do affiliate marketing, that means that you're depending on someone else to pay you for your commissions. That's good, but it shouldn't be the core of your business. You have to have control over your business, and the way to have control is to create your own brand. So to create your own products, with your own name on them.

The more control you have, the more money you make. Who does affiliate marketing here? Who doesn't have a product and who sells affiliate products? Ok. So anyway what I wanted to show you is that when you have a business on the internet, you shouldn't depend on only making affiliate sales. Because if you're reselling 2 products, and it's happened to me: when you're selling two products, and it's been a couple of weeks, and you've earned 5-6-700 euro's, and that person isn't paying you because he is on holiday, and the other person is not responding to your email for 2 weeks, that means that you're waiting on a paycheck.

So that's like having a job, basically. You're waiting for someone to pay you. And if the person's on holiday, he'll pay you 2-3 weeks later, but you need that money. Whereas if you have your own products, the visitor comes on your website and pays into your bank account. I recommend affiliate marketing as a side business, but not as a main business.

That's very important, because you don't have any control compared to what you could have if you have your own products selling and your own product line. This is the last question I'm asking you for this big lesson nr 3: why would I buy from you, so let's say I'm a visitor, I arrive on your website; why would I buy from you, and not from your neighbor or from your competitor? If you have your own brand, if you have your own personality, if you have your own products, people will come to buy from you.

But if you're just reselling stuff, they come to your shop, they can go to another shop. When you go to buy some shoes for example, if you need some Nike shoes, it doesn't really matter if you go to Inters ports, or if you go to the official Nikes, so you will get the same shoes. But it's completely different in internet marketing, because you really have to create your own line of products and create your own identity. Otherwise people will just see you as a pair of shoes.

Something they can buy at a neighbor house, or at a mall or on the internet. You won't have any control if you don't have your own brand. Action step for the big lesson nr 3: this is how to create a product in 90 mins. I've used it, my clients use it, it's really easy to do. First of all research your market, using Google, and find popular forums. Let's say you're in the dog training market. Once again do a Google search for dog training, and you explore the forums. So its dog training + forums.

That will give you a list of all the forums. Everyone knows what a forum is? So in those forums, people go to the forums to talk. They go to exchange ideas, they go to ask questions. So dog training + forums, will give you a list of all the forums, that cover dog training, Find 20 questions, it's easy. Find 20 questions that come up in your target market. For example: I'm not in the dog training market... let's say in the fitness market, how can I can more muscle, how can I lose fat? How can I have better looking abs? how can I have a bigger chest? All those questions are questions that the fitness market is asking themselves.

Can we get a copy of your presentations?

We record everything and then we have the transcripts.

No problem, of course. So once you're on those forums, find 20 questions, easy. Go through 5-10 pages and you find 20 questions. Number 3: buy a digital audio recorder, like I'm just wearing right now. For a 100 euro's you can find a good digital recorder. Number 4: either you contact an expat, so someone who is if we come back to the fitness example, someone who is a personal trainer, or a professional body builder, and you ask him or her those 20 questions.

If you are the authority, you find a friend to ask you the questions. So you'll answer. For example if I'm doing a product about tennis, I'll have a friend interview me about the questions I found on the forums that the people are asking themselves. So if you are the authority, you answer those questions, and if you're not the authority, you find someone who can answer to those questions.

(onverstaanbaar wat Eelco zegt). Je zoekt een aantal experts op, zet je vragen neer, je kunt bellen .... En je doet een interview en je hebt een product. Je kunt zeggen: ik betaal je een keer 100 euro, of we creëren samen het product en ik geef je 50%. Als iemand mij zou willen interviewen...

Most people will do it. I have 2 clients who do it now in the tattoo industry, and most people do it for free, they're just happy to have their name XY Z interviewed by me, and I make all the money. Some people will really be interviewed for 90 minutes and they'll be happy. So meet him, or you can do it by phone as well.

Als iemand jou zou benaderen, ik wil jou interviewen over .... En ik zou dat willen verkopen voor een tientje ofzo, zou je dat goed vinden?

So meet him or her and you ask those 15 or 20 questions. To answer a question, basically if you ask me a question, it will be between 3 and 5 minutes. If the person has to really dig in to it, it can take more time, but to answer questions between 3-5 minutes. That means that if you have 20 questions at 4 minutes, that's 80 minutes of content. You have 80 minutes of an audio program you can sell, and you can create a transcript out of it.

So after that you have the Audio program, and you have the transcripts, and it's really easy to do. Transcript is the writing of the text. And you can find people on craigslist. Or Freelancers, we have a lot of students who work for us and who do transcripts, and we pay 30 euro's of audio hour, that means if we have an audio of 60 minutes, we pay them 30 euro's to write the transcripts. But that's a high price, so you can get people to work for 15 or 20 euros,.

We put an add a few weeks ago, to get an audio, and how many responses did we get?

It's a French website, and it's only students. Students who are looking for small part-time jobs, and we posted an add for transcribers. We got about 400 answers in about 24 hours. So 400 students wrote back. Of course we didn't keep all of them, but after filtering out and I'll talk about the filtering, but after sorting out these people, we have 120 people who are on call if we need them.

All the 120 people all agreed to 30 Euros audio hour.

Maybe I'll talk about the hiring now. It's a good question. So, we posted an add. The add was basically: hello, we are looking for students who are working to transcribe documents from audio files, let us know if you are interested. It's a very short add, just to get a lot of people answering. We got 400 answers, and once we got 400 answers, we emailed everyone who answered, saying: ok, thanks for your interest, here are our conditions; so we stated our conditions.

For us it was: we pay 30 euro's per audio hour, the transcripts must be back in 48 hours, so once we send you the audio you have to send back the transcripts in 48 hours. You're paid instantly, so once we get the transcript back and it is proof read, and it seems ok, we'll pay you. That was basically our conditions. I don't remember exactly, but that was the payment exchange.

From 400 we dropped about 200. So 200 people agreed to work on our terms. And after it was still too much and we filtered even more and we said: ok, we only want people who can really give us back the stuff in 48hs, and then we got an 120 people who confirmed again. So basically you asked me when we were eating, when you get a lot of answers back, don't respond instantly. We waited two weeks to have those 400 people. We had about 450 in the end, but the bulk came in 48hs.

Once you get all the answers, you reply to everyone, stating your conditions, so they know what they should expect from you, because it is your business. You manage however you want to manage. If you want to pay them 10 euro's, maybe you won't find anything, but you work on your terms, so you filter a lot of people that way, and we had 200 candidates more, so we don't have time to sort the cv's and the portfolio stuff, so we just filtered again, we got an 120 and it was still too much, we didn't have time to sort everyone out.

Two weeks...?

No, once, we wait between 1 week and 2 weeks when we put an add, simply so we get a lot of answers in two weeks. Because most of the time when you put adds on the website, the add for the first days on the top, and after it goes down.

So in two weeks you get about all the traffic you can get for an add. And after 2 weeks, we start the filtering process. And the first filtering process we use is our conditions, that sorts out a lot of people, and now we have let's say, on the list of people who can work, we have 120 people, and out of the people we use, we use maybe 10-15 people maximum.

But we have 100 who can work more if those 15 people stop. So that's how to do transcripts. We pay 30 euro's per audio hour, just to give you an idea of the prices, students who work really well. If you don't have 30 euro's, you can even do the transcript yourself, it's long and annoying, I wouldn't do it, but if you can't invest 20-30 euro's, you can do it yourself.

So just to give you an idea: 30 euro's per audio hour. I'm sure you can find cheaper people, but we pay more, so they work better and they send us the stuff back quicker.

So that's basically how to create a product in 90 minutes, you have your product, if you're active in the market you already have the answer to those 20 questions, and you can just create the information product in 90 minutes.

What would you ask....?

I'll talk about that later, but let's say between, if it's an audio product, the transcript between 27 and 97 Euros. So 20 to an 100.

The cover of the product you mean? Digital cover?

Is it important or?

Do you mean the graphic design?

Is it important?

We don't use graphic design yet. We convert a lot of sales because we have the brand etc. if you can create a design, you know those boxes, digital boxes or the covers, I'm sure it bumps conversion as well. We don't do it yet.

You can get designers really cheap as well. 50 euro's.

For 50 euro's you can get a great design back. That's a formula we've used and it's very easy to follow. This is what I recommend you create. Because when I give the seminars, a lot of people ask: how much did I create, how much did I sell? If of what I would create if I have to start over again, I don't have the experience and everything else, this is what I would create: one product every 90 days, so 1 product every three months, so that's 4 products a year. I would create two low-price product, so 20 to 70 euro's, just to get lots of people buying the low priced products.

Then I would create a mid-priced product, 200 to 500 euro's, and then I would create a high price product, or service. It can be coaching, it can be consulting, but let's say 500 to a 1000. And you'll make your money in these two categories. You won't make much money here, because you have the expenses to pay your people, the transcribers, the Google Adwords, if you have to run Google Adwords, but that's what I would create in the next twelve months if I was starting from scratch.

If I can't invest 50hs a week in my business. So two low end products, one mid priced product and one high priced product. Let's have a look at the low priced product. The low price product has to over deliver. So when I say over deliver, it means that the customer should be shocked by the quality of what you're giving. For example, if you charge 20-30 euro's, instead of giving just an e-book, you would give audio's, video's and the e-book. Something that they would think they would have to pay a 100 euro's for.

But you just serve for 20 euro's. that's what we do, and we get a lot of people and small customers in, who just try our stuff, and after they like it, and they're impressed with how much we give for the price, and then they big the high end courses.

So you give them an e-book and then they get audio etc

Exactly. Or even we say: ok, you have 3 hours of audio, 3 hours of video, 150 pages of transcripts, for 20 euro's. And all my competition is selling an e-book for 30 euro's, so they get a lot more for a low price, so you get a lot of more people who buy. And the goal of the low price product, and that is the important thing to remember, the goal is to sell the highest number of products.

To really like crush the market. That everyone in your market buys. That's the goal for the low priced products, because you want the people who buy to think: wow, I paid that guy 20 euro's, and I got all this stuff that I could've bought for 200 euro's from someone else. The low price products you have to impress the clients. Basically this is what we do, basically the low price product just pays for the advertising.

So once we put the Google Adwords, we invest in new technologies, we put an ad, the low price product pays for the advertising. For example, an example for a low price product, it can be an e-book, an audio version of the e-book, and online video's. that would be a pack. 60 pages, 2 hours audio, 2 hours video.

For like 20-30 euro's. so every person who buys that is like: wow, I just paid him 20 euro's and I got all that. In the mind of the customer he will be impressed by what you just delivered. So that's very important: to over deliver in your low priced products. In the mid-priced products, that's where you start making the real money. If you remember here, the mid-price product is between 200-500 euro's.

The mid-priced product you're making the real money. You'll less of course, less products,. If you've sold 500 eBooks, or 500 of those low price product, you maybe sell 50 or a 100 midprice products, but you'll make between 10 -15 times more money, since the price of the product or package is higher. The clients will become a lot easier to work with. You'll sort out the best clients from the hassles.

Because if you sell 500 eBooks at 20 euro's, there are a lot of people who will email your customer support and who will dissatisfied and ask a refund, because they didn't like the color of your text, or they didn't like the name of the e-book, but when you start creating those midprice products, you'll sell a lot. You'll make more money, and the clients will be a lot easier to work with. For example, when you're at a seminar right now, people who come to seminars and invest in higher priced products are a lot easier to get along with and it's a lot more fun to work and to talk with people who invest in the mid price or the high price products.

Het is echt superwaar wat hij nu zegt. Als je goedkope producten verkoopt, dan heb je echt een hele hoop mensen die veel zitten te zeuren om wat voor reden dan ook. En ik heb het bijna nog nooit meegemaakt, dat op een seminar mensen beginnen te klagen over het een of ander, of dat iets niet goed is dat ze dat zeggen op een normale, volwassen manier. Een gigantisch verschil in het soort klanten, als je goedkoop of duur gaat. En het klinkt heel raar, maar het werkt echt zo. Maar het is ook wat hij niet echt vertelde, als jij een e-book koopt, dan zeg je: nou, dat is leuk, een ebookje gekocht, maar als je een kunstboek koopt van 1000-2000 euro, dan is het: yes! Dat is echt een mega verschil.

You're talking about the difference of the prices?

Yes. It is also true that when people buy something which is expensive, they will feel that also, because they bought something and they have another attitude.

Exactly, and they will act on what you explain, so they act. It's in the next line, but you'll see what happens. Basically, the higher price you ask, the better the people that will come. I mean, the better the quality of the people will be there, and the more you'll be able to help them, and the better results you will have, so everyone wins.

I asked a 1000 euro's for a course, I will watch every minute. I will read every line, because I paid a 1000 euro's. if I get something for free, maybe I'll take a look at it.

Yeah. Exactly. So for example, mid price products can be a teleseminar program? Everyone knows what teleseminars are? Webinars? Webinar recordings, it can be the transcripts with mind maps and in-depth mind maps. I just said that twice but, basically, you can create a webinar program for 200-300 euro's and do exactly the same thing, so record the audio, give the transcript and give the mind maps, so the person gets more stuff, more in-depth material if you're creating for example a 4 week program about fitness, how to lose 10 kilo's and build up a body muscle, it can be a 4 weekend intensive webinar, you can charge 300 euro's for 4 weeks, you can get 10-15-20 people in, and you can record everything and you have something you can sell after. At a higher price.

Can you talk about your webinar membership?

Yeah. This is something I launched a couple of weeks ago. We were in London a couple of weeks ago and I just had the idea. We were walking and sometimes I just get ideas, they just come. I told Eelco: ok, I just had an idea, I'm going to launch a coaching program. Teleseminar coaching program.

That means that twice a month I organize webinars for people who are in my program, and it's 97 euro's a month, and every month they get access to the live questions, and the theme of the webinars is Q&A with me. So questions, answers, so everyone who's in my coaching program, everyone has my email address and they send me their questions, and I answer the questions live during the webinars.

And access to that webinar, to those 2 webinars per month, is 97 euro's. so that means that everyone who stays in my membership for 1 year, I make a 1000 euro's per person who stays in my coaching program, plus, once again, we talked about the quality of the clients, people who listed to you on the webinars, who pay a 100 euro's per month to listen to you, they will be a lot more motivated to act on your presentation, so that's another way to do it.

You can start this within a few weeks. You just put up a website where people can sign up for a membership, and you can just ask people to ask you questions, you send in the questions, you do the webinar, which is like a radio thing, I explained yesterday or the day before, and that's it.

And if 1 person or 2000 people connected, it doesn't change anything for you, you just answer the questions, everything's recorded, we do the transcripts and the clients of the coaching program get the transcripts on the end of the month.

You get 10 people who pay 97 bucks, or if you do lower, like 50 bucks, and you get 20 people, that's an extra 1000 euro's a month.

And it's monthly, so it's a monthly program.

How long does it have to be?

The webinars? We do 80 minutes. So 1 hour 20, 1 hour 25. Twice a month, that's about 3 hours of content, and it's good content, because you answer questions that your clients have, so if someone's looking for a new tool or a new technology, or they don't know which products to launch, you answer live to their questions.

They will be grateful, first of all because they will act on what you explain, and second of all they will follow you everywhere. If you give free teleseminars and you put a new picture on the internet, those people who are in the coaching program, and who pay you month after month, they will check everything you do.

Plus, during the webinars, people ask questions. They respond to what you where saying. It's and interaction and it's very easy to do.

Can you do this live streaming? People see you live on camera?

Yes, that's possible. You can do that. I don't... I mean, does everyone know what youstream.tv is? It's basically a webinar system, I'll just explain quickly. It's a webinar system that allows you to put your webcam, and people on the other end will see you. People see you and there's a chat box, and everyone who's watching you can type in something and it comes up, so everyone can see what you write. It's good, I like this system, but I don't know if you stream can do that.

The only thing is, I wouldn't personally use that, because you can have 2 stupid people who are on the webinar, who are really only bashing you. You can put it off, ok. I didn't know that. It's a good idea as well. After, depending on the market on which you're in, if you want to show your face or not, that's up to you. Once again, you can do the webinars only audio or video as you just said.

They don't like it.

But everyone's smiling.

I have a question: they have to send their questions first by email. And will you in that case you are able to prepare...

Exactly. It takes me about 30 minutes to prepare 1 session. So I just do it the very same day, I take all the questions, in 1 hour and a half I can cover about 10-12 questions, because I go in depth.

So it takes me about 30-35 minutes to prepare 1,5 hour of q&a, and every person who is in the program, pays me a 100 euro's, and it's like a salary. Of course some people will drop off, some people cancel, but new people come all the time. So you have a salary that is always going month to month.

What trick can you use to get the people in?

I do want to talk about it, did you talk about the up sells? Ok, so basically...

I'm not talking about the up sells, but about the entrance fee.

Ok. So basically now you know the concept. So every month people can ask me questions and twice a month for 1,5 hours I answer the questions and it's 97 euro's a month. And for every new person who joins, they can join for 1 euro for the first month. So they pay just one euro on PayPal, and they're in the program, and they can see the whole first month for free. But once they're in, there's about, now we're at the second month, so now we have the number of people who drop out; it's about 60% of the people who stay. So that means out of 10 people that come, 60 people stay.

So 10 people try the 1 euro trial, for 30 days they try, they listen. Of course people will just join, and just listen and they'll cancel the very last day, but that's part of the business. But for 1 euro they can join for the first month, and after they get billed 97 euro's a month. And the first month, the results we have 60% of the people who stay in the program. So it mean that every month if we get 5-10-20 people a month, it goes up every time and half of the people who sign up will stay longer.

En dit opzetten in paypal is 1,5 minuten. Gewoon een knop toe en daar druk je op: ok, ik wil een membership: de eerste maand een euro, de rest van de maanden 97 euro. Of 17 euro of 15 euro. And they did the new button feature a few weeks ago. It's very very easy to use.

Je hebt niet eens een website nodig. Stel je voor dat je een e-maillijst hebt, en je stuurt mensen een mailtje met een linkje: wil je dit, wil je dat ik je maandelijks coach, klik op deze link, en dan kunnen ze zich via paypal inschrijven. En dan heb je dus die wederkerende inkomsten.

Sometimes people will cancel, but they didn't mean to cancel, because maybe their credit card is at the limit. So sometimes they just sign back, they sign in, so it's something you can really, if you're in the PD market, something you can launch Monday, because there's no preparation, there is no market research, if you have a list, you can launch that and you will have people who just sign up for the first month for 1 euro. And after they'll stay. About half of the people will stay.

Ook al heb je 5 mensen, zij stellen je vragen, je neemt alles op en je kunt uiteindelijk kun je het audio programma weer verkopen.

Do you also publish the questions, to make people interested?

Do I Publish the questions? No, but at the end of the month, they get the transcripts. Only the clients get the transcripts. Sometimes, I did that once, sometimes we give the transcripts and the audio to the whole list, so people see: look at what's happening in the coaching program. You see. So people see: oh, he's answering the questions, I can ask him direct questions, he'll answer everything. So sometimes we give to the whole list, to everyone, small parts of what's inside.

If I sign up, after three months, and I get the first two months?

No, as we're doing it you'll only get the month you've signed up on, since it's not a continuous.... The first you don't need the first month to be on the second month. It's not the teaching, it's Q&A, so we just give the month that is happening now.

How do you track all your members? Is PayPal doing that?

Of the members you mean people that pay?

Yes.

We have someone in the team who checks out who paid and whose on the mailing list for the coaching program, and if the person didn't pay, we email them, saying: hey, you didn't pay this month, if you want to quit no problem, if you don't, you have to pay so we can send you the link. We have someone checking the PayPal's to see who pays and who doesn't pay. And on the a-webber list we use, the autoresponder, we see to who we have to send the link.

If you're on vacation for 3 months, do you find someone to stand in for you?

No, I mean, in the next 12 months I won't be 3 months on vacation. The thing is for that: for example, I travelled a lot in September, I did 2 webinars in two weeks, it's 2-monthly webinars, you can do them on week 1 week 4, week 2 week 3, we did September on Tuesday and a=on Thursday and I did the whole month in two days, during the whole week. So you can really create your own schedule. You don't have to say...

If you have a phone and an internet connection, you can do it.

Exactly.

IN two weeks we were doing a launch or something, and you were doing a webinar.

Exactly, so you... plus the system we use it's not the best system, but you can call from a cell phone and it can be broadcasted on the internet as well. So you don't need to be connected on the internet for that.

Hebben jullie wel eens webinars van ons gehoord? Van Tonny en mij? Dan zit ik tegenover Tonny met mijn telefoon en hij met de telefoon, en dan bellen we elkaar. Zo horen de mensen het.

So to come back to the mid price product: that can be a mid-price product. If it's something, check out the price once again, 200-500 euro's, if you have a 27-47 monthly program, that can be your midprice product. So that's another idea for seminar programs. Questions or comments for the Q&A? No? For the high priced products, that's where you'll make the bulk of your money.

Between 70-80% of your money will come from the high priced products, and 80% of your income will come from 5% of the people who bought the low priced products. So you'll have very good clients, who buy the high priced products, and it's people who will, it's the best clients to have, it's the best value for them and their money for you, you'll exchange a lot more information for a lot more money. You can make yourself available, and what I mean by that is if you create a 2000 euro product, you can give 2-3 hours consultation, or you can give webinars as a bonus. You can make yourself available to the people who paid a big amount.

Example: an 8 week coaching program, with critiques, that could be an advanced program, during 8 weeks, with phone consultations, for example, so basically the higher you go in the price points, the more available you make yourself to the public. I wouldn't recommend making yourself available for a 20 euro e-book, because that means you're selling yourself at 20 euro's. but if you do a 2000 euro package, you can offer 1-2 hours of consultation with you.

So that's just an idea. And you'll have a lot better testimonials from the people who pay higher price products, because they will act, they will do things that's either at your seminar or in your home study course. So that wraps up big lesson nr 3, that was creating a product. Now you know how to create a product. So create 2 low-priced products, I mean the reason why I said 2 low priced products, is because maybe you get people, let's say in the fitness market once again (very easy to give examples), the two low price product can be how to lose weight in x number of days, and how to gain muscle in x number of days.

So you get clients in the same market, who are looking for different solutions. And after you can get them into the mid-price product, which can be an advanced product, and after a high priced product, which can also be a seminar. So that's just to give you ideas. big lessen nr 4: create a line of products. I just put 4 examples here, and this is extremely important. We focus a lot on creating a line of products with Eelco.

Let's check out Apple. They have the Iphone, they have the Itouch, they have the Ipod, Ipod nano, Ipod classic etc. they have dozens and dozens of products. Sony: they have the play station, they had the PS2, PS3, the small hand held play station, they have the games, the connectors, they have other consoles. I didn't know that in English. BMW they have the series, 1,3,5,6, the M's, the Alpinos, Lord of the Rings they have the movies, the Dvd's, the games, the t-shirts, video games, music. One brand creates all kinds of different products, and you have to create the same thing.

Je ziet dat mensen nooit rijk worden wanneer ze bijvoorbeeld alleen de BW 3 series zouden verkopen. Zij hebben dus een marketing funnel: mensen kopen eerst de 3 serie, want mensen zijn blij en trots, BMW rijden, en vervolgens gaan ze wat meer geld verdienen: ja, die 5 serie is ook wel mooi. En als ze nog meer geld gaan verdienen en nog trotser worden, dan kopen ze misschien wel een M5 of een X5. Zo moet je je eigen business ook bekijken.

That's a great example for the BMW's, for example. Your e-book could be, just give an example: series one. The mid price product, could be a 3. And after you can move to an m3. If you check out all the cars they do, they have the price points at different levels. And of course they prefer having clients who buy an M5 than clients who buy a 1-20, for example. So you have to create the same line of products in your own market. And you can create that. We create that in our markets. In a couple of weeks we'll have dozens of products who are compared to BMW, we have the low-end, mid-end and the expensive coaching programs, so that's what you have to do, that's big lesson nr 4: create a line of products.

Now let's take a moment and plan your product line. If you're in a market right now, think about what you can create: eBooks, audios, videos, home study courses, seminars, what can you create? You can use PLR (private label rights), I don't really like private label rights. Does everyone know what private label rights is? Basically private label rights it's a type of product that you can buy and it's a generic kind of thing, meaning that it's an e-book that has been written by someone and that you can buy the rights, and once you have the rights, you can resell it, and make the money. So private label rights: you acquire the resell rights. You can use private label rights and public domain; public domain is more or less the same thing. It's basically all the books that have been published before 1950 something, do you remember exactly?

Between 33 and 38.

Ok, so there are dozens of books, for example: thinking grow rich, law of attractions, there are a couple of famous books, that you see in book stores selling for 15-20 Euros, that are in the public domain.

Dat boek is in het publieke domein en dat kun je gewoon pakken, je eigen naam erop zetten, en dan ben jij auteur, want wat in het publieke domein valt, dan zit er geen rechten op. Dat is ooit in 1933 en 1938 zijn toen verschenen en daar zit geen copyright op. Dus je hebt een hele hoop varianten van Thinking grow rich. Bijvoorbeeld: Thinking grow richer of Thinking grow rich by Eelco de Boer, dat kan allemaal.

Yes, you can do anything you want with the content.

Een cursist van ons, Bart van de Hoge, ... van de Secret. Maar dat is een vertaling van the signs of getting rich. Wallace wattles right.

That's in the public domain as well. The guy just wrote an extra chapter, a few pages, it's an extra book and he sells it in the bookstores.

So you can use that. Just Google it, you'll find stuff. Even you can take the English version and translate it in Dutch and you'll have your own version. You can use PLR, but, and that's what I really focus on, you have to make everything unique, so don't just take Think and grow rich and sell Think and Grow rich. Take Think and grow rich for example, add chapters, change the title, you know, create something new out of something generic. Once again: why should I buy from you, and not from someone else? Think about that. If you sell the same thing as dozens of other people are selling, you won't stand out.

That's very important. Make everything unique and sell under your own name, if you want to create your own brand, or under a pen name, like authors do as well.

The key is to create a line of products under your own name. Your action step, even if you have a product: create at least 1 product every 90 days. We have clients, who bought our e-book in march, for example, and since then they've bought everything I do. Everything. They came to the seminar, they bought the three high end courses, so they went from a 27 euro e-book, to 7000 euro's of investment in what we do. And if I didn't have the M3, the M5 and the M6, and my courses, I would have stayed at just the 27 euro sale.

But the fact of having that line of products, all those different products, which can be digital and physical, the fact of offering those products, you'll make a lot more money. So just for a rule: create 1 product every 90 days. Big lesson nr 5: reward yourself. Making money is cool, but having a big bank account isn't fun, because it's only numbers. If you're an entrepreneur, you must award yourself after big accomplishments. We travel a lot, just do nothing, no we do a lot.

You can't say that we don't do things.

Exactly, we ride bikes in Paris. After making x-number of sales, or after making 10.000 euro's in one week, after selling 10 high end courses, just buy something, or go somewhere, just to reward yourself. To show yourself that you've accomplished something. It feels good spending money on things you like, plus it shows you you're on the right track.

You connect hard work with fun stuff.

Exactly. So once you've given a seminar, if you launched a new coaching program, if you sold 100 units of your e-book, or 100 units of your physical program, just take a weekend off and go to London, Paris, Prague, just do something different. Or just buy a toy. Just buy something. So you have a reward. You're rewarding yourself for the work you've done.

Too cheap, it doesn't work.

I'll talk about the b-live and have list. That is a thing we talk a lot about with Eelco, and something I started about 8 months ago. The be, live and have list, is basically a list of all the things, and you have to do the same things. All the things you want to be, so what do you want to be? You want to be an entrepreneur, you want to be a father, you want to be healthy. I'll give you my examples after. All the things you want to live, for example, you want to do skydiving, you want to watch the opening of the Olympics, you want to experience things, all the things you want to experience, and the 3rd list is all the things you want to have, all the material things, all the ways you can brainstorm to reward yourself.

So for example, for me I just did that today: be healthy and fit as long as I live. Be a world leader in internet marketing, be a good friend to the people, psychology graduate, enable to change lives and bring happiness, that's one of the things that come to my mind when I think about the things I want to be. These are the things I want to experience: healthy and positive relationships, opening of the Olympic games, coach a professional tennis player on the tour, sing in front of 20.000 people and go the final of the super bowl of the American Football. Those are the things I want to experience once in my life.

I want to emphasize on one thing. I mean, we talked about the comfort zone yesterday evening, and I know that you know what I'm going to ask. A little bit about your singing experience?

We talked about that on an audio, right? I think. Yeah, so it was about 1,5 month ago. I love music, I don't play any instruments, I don't think I sing well at all, but I love music. So I thought about trying something. One of the things on my experience things was to sing in front of a crowd, and there was small, not a party, it was a big village party, and there was one of those big tents, those village tents they put in the village parties, and there was like 200-250 people, and I'm a big fan of a group called

Coldplay, and I just said to my friend who plays music: ok, I want to sing, and he had a group, and he said: ok, just sing. So I just went on stage, I prepared one week before and I sang in my car, and I just sang in front of 200 people. It was extremely fun. And that was something I wanted to do. For example. It's small things. It can seem stupid, but for me it was a lot of fun to go up there and just sing for myself basically, because I don't think it was a great artistic moment for the people in the crowd.

But now the next time you have to get on the stage and sing.

Yes, exactly. For the comfort zone: I just did something new in my life. That's for example one of the things I wanted to experience, I did one month ago. Just to give you ideas on what you can write down on your list. So we talked about be, experience and for example thing I want to have: a House, cars, no worries when I want to buy things, home cinema, music producing company, and video games. That's just things in my head. So, of course you won't do that in the next 6 months.

It can take 10 years, 20 years, but the simple fact of thinking about it, and for example: no worries when I want to buy or finance something, you don't have to have 20 billion dollars just to buy something you want. If you want a new Ipod, you don't have to be very rich to buy an iPod, but one year ago I couldn't buy an Ipod if I wanted to buy one. So it's just simple things, so now if I launched a new product in august, and the same day I went to the show and bought a new Ipod.

It's small, but it's crazy, a year ago you would come up to me and buy an iPod.

Yes, so it's small things like that, but you put that Ipod in your bag and your listing, you feel good, because you see the work you put in, you touch something physical. That you've created.

It makes you grateful.

Of course, because once again: money, of course we love money, but when you think about it, it's better to have some things you can relay to, or experiences you can think about, for example, we've been to Paris this summer. A couple of years ago I could've never gone to Paris for fun. And just to speak with someone. So the whole thing is to reward yourself for all the work you put in to your business. This is all stuff and toys, but it's just to remind you: it can be an Ipod, it can be a video game console. It doesn't have to be expensive, it just has to remind you that you've done something and that you're on the right track. Action step for the big lesson nr 5: do a list for all the things you want to be, experience or live and have.

That's extremely important. We saw a movie, we didn't see it together, but there is a movie called the Bucket list. He talks a lot about it and he'll talk more about it, but basically it's about having a list of all the things you want to do in live. For me it was: I did that in 5-10 minutes. Be, experience and have. You can create a list of pages and pages of things you want to be, live and have. And once you have those written down, all the hours you put into your business will make sense.

Because you'll move towards something, towards the things, your dream goals that you've really wanted to accomplish. So that comes back to the first question I asked today: who do you want to be, and what experiences do you want to live, and what do you want to have. You can take a piece of paper, make three columns, and write at the top: be, experience, have.

And just dump it. for me it's life changing, because for me all the hours I spent in front of the computer doing market research, or in Google Adwords, or recording a new course or giving a seminar; I can look at my bucket list and all the things I wanted to experience or have or live or be, and see: o, I have accomplished this this this during the month of august for example, and it makes you feel really good.

Dat is dus die film die jullie allemaal moeten zien, dat is die film met Jack Nicholson en Morgan Freeman, en dan komen ze met z'n tweeën in het ziekenhuis terecht en ze hebben nog 3 maanden te leven. En Morgan Freeman die heeft gewoon niet veel geld, en Jack Nicholson is de eigenaar van het ziekenhuis en die moet dan per se met Morgan Freeman op 1 kamer slapen, want hij is de eigenaar van het ziekenhuis en het zou niet eerlijk zijn als hij een eigen kamer zou krijgen.

Maar hij is dus miljardair, en Morgan Freeman heeft helemaal niks. Het zijn echt tegenpolen, ze vinden elkaar helemaal niet leuk. En uiteindelijk zegt volgens mij Jack Nicholson tegen Morgan Freeman: ik ga een bucket list maken. En Morgan Freeman vond het een beetje grappig, en ook niet zo serieus, maar toen heeft hij ook nog een bucket list geschreven. Dus alles wat je nog zou doen, als je nog 3 maanden te leven had. Want zij hadden nog 3 maanden te leven.

En toen hebben ze dat gedaan wat ze nog wilden doen in die 3 maanden tijd. Fantastische film, wel een emotionele film, maar als je erbij gaat nadenken: waarom zou je wachten tot je nog 3 maanden te leven hebt, waarom ga je dat nu niet allemaal doen? Waarom ga je dat nu niet inplannen?

And so doing it 3 months before dying, why not do it right now and do a lot more stuff while you're healthy? There's tons of stuff we've done this year, that we could have done it 50 years from now, but why do it at 50 and not now? And that's very interesting exercise, because the first couple of minutes, doing all that, it's easy to write that down, because the first 5-10 items will be easy to write down, but after when you think about it, you really will narrow down the things you want to live.

And I thought for example, I'm still young, I thought there would be a lot more stuff in the have list. Material things. And after doing maybe 2-3 hours of thinking, the experience thing was the longest list, things I wanted to do. I just gave you ideas for that, but you really have to take the time and do that list. Because it will give a sense to everything, to all the time and the money you invest right now in building your business. So that was big lesson nr 5. Big lesson nr 6: take care of your body.

That's something we talk a lot about when we're together: that the mind and the body are connected, very heavily. You've heard that on TV, everyone talks about that the last couple of years, take care of your body, etc. but we've found out that just paying attention to how you treat your body has a big impact on our productivity. I found out as well that I'm way more productive, efficient and happy when I take care of what I eat, how I drink and how I sleep and what I do and the exercise I do. So big lesson nr 6: take care of your body. This is the big 4, for me, at least: food, drinks, sleep and exercise.

What do you usually eat? What do you usually drink, how many hours do you sleep and how much do you exercise? In those 4 questions, at the end of the week, I can tell you exactly how my week was, and if I know exactly what I have to drink, eat sleep and exercise to feel healthy, and you have to know exactly what you need in order to be productive. Some weeks when I'm on holiday and I don't do anything, I'm non productive at all, because my brain is just totally disconnected, but when I'm working, and when I have schedules and you talk about the grey zones, and when you manage your energy and you manage your time effectively, you do a lot more stuff.

Right now I'm studying t=in the university, I have lessons, but I get more done now, than I did in January and February, because I didn't have any structure at that time. So that's very important. You have to know yourself, you have to know what you need in order to be productive, what food you need, what you have to drink, how much do you have to sleep, and how much do you have to exercise. For example, I've done a lot of sports, since I was young. I have to exercise very day.

So every day before going to university, I go for a run, I have to go for a run, otherwise I just don't feel good. And the days where I don't go for a run, my day is not as productive as the days when I go for a run in the morning, for example. So I know what I need for myself, and you need to know what you need for yourself. It can be a light walk in the morning. It can be exercising in the evening, some people just don't like exercising in the morning, but you have to find in those 4 aspects of your life, how to take the best and create the best working environment.

Because if you answer these 4 questions, it will give the answer: how productive are you? How much do you create, basically? How much time do you put in your business and what do you get out of it? How productive are you? So you have to answer those questions. For me, a couple of months ago, when you do a lot of sports, I used to do 25 to 30 hours of sports a week, when I was a pro, so you burn a lot of calories, obviously. We were running on the tennis courts and fitness and running outside, so I was burning a lot, so I could eat as much as I wanted, because I was burning every day.

But when I quit, so let's say one year ago, I wasn't burning any more calories, especially when I was sick during pneumonia, I couldn't exercise, so I couldn't burn any calories, so I started putting on weight. And this is an example of this year, I think it's around march. I started doing less sports than usual, and I really need sports to feel well, good. I launched one product in 5 months.

And then I answered those questions, I really thought about: how do I feel when I eat so and so food, or when I drink, or how much do I need to sleep, and in the next 5 months, so until October, I launched 3 digital courses, 3 seminars, I had a new team and I doubled my income, just by answering those questions. And plus now I do university, it is not at all to brag, it's just to say that if you answer these questions and you know exactly what you need to give yourself to recharge your batteries and to disconnect from the work, you'll be a lot more productive. And in the same period of time I launched all that, whereas before I just launched one product. Don't you sleep at all?

I don't sleep? No, I don't sleep. No, but some people need 10 hours a night. I need just 5-6 hours, the whole thing of this big 4, as I coined it, is just to know exactly what you need in order to be productive. I know exactly, and Eelco knows exactly what he has to eat, drink, do, sleep etc, to be productive. And that's truly when the business, when you kick it at a new level. So action step for big lesson nr6: and once again, it's an exercise that will take you more time than just a couple of minutes: how can you improve your eating habits? How can you improve your drinking habits?

How can you improve your sleep? And how can you exercise more often? Think about it, and maybe think about it at the time of your lives when you were maybe more productive or you thought you were doing more, you were getting more things done. Basically: what is your ideal daily schedule? For me, it's just to give you an example of course, it's waking up and doing sports, after working, after often I have university, and after either I work some more and go out, or I go to the fitness. That's for me. So that's my ideal everyday schedule. We're not talking about holidays, weddings and things that happen, you know, on your birthday. Just the everyday life.

How much hours do you work a day?

Now less, but I do less hours, but I'm a lot more focused, because I have less hours to work, so I have to get the most out of them. But I think an average of about 3-5, because now I know exactly the tasks. All the questions I'm giving you here, I know the answers for me. That's why I'm telling you that you really need to answer these questions, because that will really help you to be more productive. In anything you do. It can be in your relationships, it can be in your sports life, in your health, but when you answer those questions, everything you do in your life will become easier, because you'll now the purpose you're doing it for, you know your goals, you know what you need to give yourself, how you can reward yourself.

3-4 hours, so when you get back tonight or tomorrow, think about that and answer those questions, you'll have all the slide, so print them out and write when you're back home. Last lesson: ongoing education. Always keep on learning. That's something we care a lot about, and we invest a lot of energy and money in always getting the best education we can.

Always keep on learning, always meet new people. We travel to seminars, we're going to travel to a lot more seminars, just to meet new people and connect with new people. Go to places you've never been, for example, just who talked about the comfort zone? Did Eelco talk about the comfort zone? I won't get into the comfort zone subject, but it's once again all about the comfort zone, sometimes when you don't feel... I'll give you good example: some people hate opera's, and you know dressing very tight and the attitude etc.

If you go once in a while to those kind of events, or places that you don't really like, you start adapting to conditions you don't like, and the simple fact of going to a place you don't like and meeting new people, and seeing new attitudes, will make you think differently. And that's what we talk a lot about: how can we think on a bigger scale? How can we make everything we do basically, how we travel, how we invest our time, our money, for bigger results? And one of the things we do is to meet new people, go to places we've never been, and be open to new ideas. Read books, maybe you've talked about those books.

I really think that you must read two kinds of books: biographies, so people who have really made big success, I've talked about business, so Donald Trump, Richard Branson, Steve Jobs, but I forgot to mention sports: people like Lance Armstrong, who's won 7 tour de Frances, big Olympic champions, people who have really succeeded at what they do, it's very interesting to see how they think. Obviously if they've been number 1 for years and years, they know, use or use thinking patterns differently than other people do. So just by reading books by those kind of people, it will make you think differently.

The other category of books is marketing and business books. Those are the three I was thinking while doing those slides, the three books that have had the most impact on everything I do now. And it's positioning, I just read it recently, and you have to read it. It's all about marketing, it's basically how to position yourself on the market, and how BMW position themselves, how Z-rockers position themselves, how Domino's pizza position themselves on the pizza industry, and all kinds of different examples on how you can take a market and dominate a market. So that's a great marketing book.

The second one is the E-myth, it's basically a book about business building, and it's written by Michael Gerber, and you can get it for 10/15 euro's, and he talks about the difference between the worker, so the soldier that I was talking about, and the CEO and the manager, so the general. The difference that people if you want to grow a business, you can't think as the worker, you have to think as the manager or the CEO. And that's a very important book, and the 3rd one is influenced by Robert Saldini, and that's all about persuasion and selling, basically. How to sell, how to create, how to bond, how to create a good relationship with the public. Try to get those three books, they are in English, maybe you can find them in Dutch, maybe in. Positioning is 1980 or 70, Those 3 books are in my opinion± if I was starting now with zero marketing experience, I would read those three.

Een tip die ik nog wil geven± als je de volgende keer iemand tegen komt, waarvan je denkt± dat is wel een interessant persoon: stel dat jij hem dat vraagt, wat is het nummer 1 boek wat je ooit hebt gelezen? Het is zo'n simpele vraag, maar het kan echt je leven veranderen.

For me it was those three books, and I love the books by Trump and Branson. Richard Branson books are awesome.

Just makes you think differently. Attend events and seminars, as the one you're attending right now. It was obviously my big turning point. You meet likeminded people, and those people, people who take the time and the money to come to events or to travel overseas, they often think a lot bigger than the traditional low-key e-book sellers. We've all been e-book sellers. I've started with e-books. We've all sold e-books. It is not to say that e-book sellers are bad, but if you really want to grow a big business, you need to think beyond e-books, and the fact of going to seminars and events, you'll meet people who most of the time have a lot more going on in their business, and it'll make you think differently.

For me, doing those things, I thought about it: if I hadn't been to San Francisco, where would I be now, I really don't know, because it was such a big turning point for me, and it was just the fact of going to an event. For me it was one connection with Eelco, and for someone else it can be one connection with XYZ, maybe a business partnership. You can meet someone who has 50.000 people on his list and he really likes what you do, and you can grow your list and grow your business and boom. Just grow your revenue just by going to one event. Meeting one single person can change your life.

Just the fact of getting out of your house, and away from the computer and meet real people in the real world will make you think differently as well. Investing in courses and educations, specialized knowledge, will always be expensive. For example the Tony Robbins stuff we were talking about, it's minimum a 1000 dollars just to attend the events, and just the fact of going, if you want to go to more expensive things, for example in the USA it's 5-10.000 dollars, so there is + the airfare + the hotel + the meals, there is investment, but once again: every trip we do, every trip I go to, businesswise, I know that it pays back almost a week after. For example, we went to London, and I had the idea about the Q&A coaching program, in the first week it paid back 3x for what I had invested to go to London.

If you get out of your business and go to events and seminars, you think differently. You're in the business, you think about the problems and the customers and all the other stuff. If you get out of the business and attend seminars, you think differently, you think about opportunities.

Exactly, and you just take a different look at what you're doing. When you get away, it's the same thing for you. But I never get ideas when I'm in front of the computer. I never get any ideas. I just get things done. I manage, I have a manager who works, and he outsources, to our programmers in Asia, and I just do day to day tasks. But when I get away from it, I see and I really reflect on the fact and I think about: we can be more efficient there, we can launch a new product for that market, and it makes you see things differently.

You must invest in your education. Internet marketing courses, if you're in internet marketing, personal development courses, or books or tapes, even books you can go to the library and buy 5-10 books, just make you think differently. Productivity, tools and knowledge. So time management, energy management, all those things that will help you to emphasize what you're doing right now. Action step for big lesson nr 7: invest time for meeting new people.

Have a list of people you want to meet and network with. We have a list of people we want to meet. We travel to places, we meet new people, I'd like to meet all those guys like Richard Branson, Donald Trump, I really want to meet them once in my life, just to connect with them. I don't think I'll become best friends with them, but just the simple fact of talking, 5-10 minutes with them, it makes you think differently once again. So for example, before leaving today, exchange contact information with other attendees, that's how we met in San Francisco.

That's how we built our network of contacts. And keep in touch especially. Of course you can't keep in touch with 25-30 at the same time, but if you connect with one or three people every week, or you're on Skype, and you chat, or maybe someone that can connect you to someone in the same market as you, and when you think about the internet it's a web, and our relationships are a web as well. I know people that maybe Eelco would be interested in meeting, he knows people I want to meet, maybe one of you knows someone that I really want to meet, I know someone you want to meet, so it's a web. And having a network of contacts will really help you to grow, because if you have an affiliate, maybe you are good friends, maybe you have a friend in common with a big affiliate in your market, and that can mean a turning point in your business.

So Exchange information, even if you don't have a fancy business card, just write your number, exchange Skype contact information. So that's the 7 big lessons for business success, in my opinion. So planning, thinking about making money and not about just fancy design, creating your own brand, creating a line of products, rewarding yourself, taking care of your body, and ongoing education. Those are the 7 big things that have really boosted everything, my productivity, my relationships, my income, the things I can do, the things I can buy for my family, for example, one year ago I couldn't (of course I could buy a present for my sisters birthday, but she had a birthday a couple of weeks ago, and the present you can buy when you have a good business, is completely different.

So you can really give a big present for example. And it rewards you, and it makes people in your family really happy. So those are, in my opinion, the 7 things that you have to focus on, at any point in your business, because I'm talking about that, but in the next couple of days I'll think about everything as well: where do I want to be, it's been one year since I put my goals: what goals am I going to put in place for 2009? Who are the new people I want to meet? I'm going to check my bucket list and see what things I've done, what things I want to do. And think about all those things, you will have all those slides, but go through all those slides and do the action steps at the end of each slide.

So just think about it: 12 months ago I didn't have anything, now I have a six figure business. And now the question and the thing the important aspect of this session: where do you want to be in 12 months? Because there's no limit on the internet. There's really no limit. You don't need to have super relationships and super contacts to start something.

Everything builds upon itself and when you start putting an e-book on sale, you get someone who likes the e-book, who wants to browse it and publish it to the list, and it grows and grows and grows. But you have to think about where you want to be in 12 months, and that's a question I get a lot during the events and people who want to invest in the seminars we give, and the questions is: how quick can I make my money back? How quick can I make money?

The answer is: I don't know, we really don't know how quickly you can make your money back or you can make 10.000 or 15.000 euro's. you know those lessons. You probably heard a lot of them before, but the fact of acting on them is another thing. There are people who come, that we meet in seminars, they have been hanging around in the internet marketing world for 10 years, but they don't have anything going on concrete and real.

For you, and for me, you can get a lot of things done in 12 months. So where do you want to be at the end of 2009? If you come back at an event like this, the ideal thing would be that everyone has his or her own product, and selling and making money and investing and travelling and etc, but it really depends on you and what you want to put in place.

So where do you want to be in 12 months? So at the end of this seminar, take the time to focus on (this is the third day) focus and really think about everything you've learned and touched and groaned on for the last 2 days, plus this sessions, because I know that answering the questions I put during this session, will really make you think and see things differently. I want to thank Eelco de Boer in front of everyone, he changed my life and you made my dreams possible.

You helped me during tough times and you took me under your wing, without knowing who I was, and you became one of my closest friends, and we've only known each other for 12 months, so thank you for everything, it's been really a fun trip, and I know it's just the beginning. Thank you, and make a promise to yourself of doing everything in your power to be independent financially with your own internet business in 12 months.

That's the only thing that you can do. All the knowledge we can share, everything, our experiences all the technologies. We can give you everything, but if you don't take your time, set your goals and plan, in 12 months you'll be at the same stage as you are now. And it's exactly the same thing for us. If we don't plan our next 12 months, we won't go further. So take the time and think about this whole presentation, I hope you've had fun, and I think that's the last one, thank you.