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Marketing World Through  
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## Jeff Dedrick Interviews Michael Cheney



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**Jeff:** Hello. This is Jeff Dedrick and I have a special guest, Michael Cheney on the line today. How are you doing today, Michael?

**Michael:** I'm doing great, thanks. Thanks for having me on the line.

**Jeff:** Alright. So this is in the late morning for me. What is it, late afternoon for you? Are you over there in the UK right now?

**Michael:** I'm up in Scotland, part of the UK on the map. It's sort of mid-afternoon here.

**Jeff:** Mid-afternoon. Great. I'm glad to have you with us. I decided to have Michael on the line here after I heard about a survey that he did with his members. Some of the numbers were a little surprising to me.

Before we get into that, Michael, why don't you give everyone a quick overview as to your experience online? Why should they listen to you? Give us the quick bio overview of your experience.

**Michael:**

Sure. I've been online since 1995 believe it or not. That is when I built my very first Web site as a hobby. I started building sites for other people commercially and then I set up an offline consultancy. I actually traveled around in a car helping people do search optimization. I would go around and visit businesses.

Then I started getting into info products. I sold my first e-book, I think back in 2005. Then I really hit big on the scene with the launch of AdSense videos in 2006, just around 2 years ago. That product did a quarter of a million dollars in seven days. When it went live, it was just amazing.

Since then I've released a number of different information products. I'm starting to get out. I've been invited to speak from the stage at various events around the world. I've been on TV and radio and all of that stuff.

Really, now I've just been able to kind of look back on what I've done and start really giving back and helping people as best I can. I know how tough it is when you first start getting into the Internet marketing game. That is, in a nutshell, my part in history.

**Jeff:**

Yeah, you definitely burst onto the scene big time with that AdSense video product. That's a very good product. Anyone that is looking for really good products and you see Michael's name on it, you know it's going to be top notch.

Let's get right into it. Let's talk about that survey that I had mentioned. You had, at some point, given a survey to your members. Why don't you give us a little bit of information on the reason why you sent it out? Then let's talk about the results because I found some of them kind of surprising.

First of all let's talk about the reason why you decided to send out that survey.

**Michael:**

Yeah, the first thing about sending these surveys out is I do it on a regular basis to the members on my list. As a marketer, we are all kind of in this together if you like. We're all trying to help other people and get rewarded for that, financially.

It's not so much just about making money. It's about helping other people move forward and improve their lives. The more you do that, the more you'll be rewarded.

Rather than just kind of sitting around on your own and trying to dream up some amazing product or trying to second guess what people want, you've always got to get out and ask people what they want. Ask them where they are, what stage they're at and what their experiences are, what their frustrations are. Then try to create a solution for them because that is going to be what will help them most.

That's why I put this survey out. I just put the survey out and I thought I would just see what people sell. See what stage they're at. I was asking things like, "How long have you been online? Would you describe yourself as a newbie marketer or as a more advanced marketer?", and questions like that. "Have you created your own product?"

As you were saying, some of the results were very surprising. You kind of get into this and you think that you have a handle on the type of audience and the level that people are at. It was surprising to me.

Just to give you the stats, first off. By the way, I got 1,500, or to be totally accurate, 1,479 responses for this which was amazing. I was totally blown away by that. On top of those responses to the questions, there were just multiple choice questions.

On top of that people could, if they wanted to, add additional comments at the end of the survey. It wasn't compulsory and I didn't make it essential. I didn't really offer any incentive for people to do that. I just said at the end of it, "If you have any additional comments put them here."

Over 500 people actually went and did that. They went out of their way and gave me additional comments about where they were with their online business and what kind of frustrations they were feeling.

Here are some results real quick on some of the key points that I got from it. "How long have you been online?" The number one response to that, 82% of people said they had been online for a year or more.

Now obviously, this is dependent on my list. Having seen that result I would have expected quite a lot of them to have progressed from that newbie stage, but when I asked them the question, "Would you describe yourself as a newbie marketer or more of an

advanced marketer?”, 75% still described themselves as a newbie marketer.

To me that means that even though people have been online for a year or maybe longer, they still see themselves as a newbie. They are obviously hitting a hurdle and not being able to progress beyond that newbie status, beyond that beginner status, on to actually making serious money.

I think that from speaking to people on my list and doing these live calls and actually interacting with them on a regular basis, I can see that people are either making no money online, or they're making very small amounts of money online infrequently.

I used some of the results from the survey to really take a long hard look at the marketplace, to see what was out there and to try to bring something to the market that is actually going to help people go from being that beginner, being that newbie, to being an established marketer and making a good amount of money on a regular basis, bringing in that nice amount of money every single month.

**Jeff:**

Yeah, I found that stat really surprising that people had been on your list more than a year and they still considered themselves newbies when it comes to this online marketing type of business. I've had my own businesses. I've been self-employed for 20 plus years. It's almost like it's natural for me, all of this stuff.

Now I tend to forget and I assume everyone is kind of like me and they understand this stuff. I have to take a step back, especially after hearing these numbers. I have to start asking my list more questions to find out if maybe I'm talking over their heads or if maybe I'm giving them information that's just too advanced for them.

That's really interesting. I know that one of the biggest problems that I hear from my people is that not only are they confused and overwhelmed, their main thing is they don't even know where to begin. They don't know how they can make money online or what the best route is for them.

If someone was to come to you and say, “Hey, Michael, what do you recommend? What is the easiest way to make money online?”, what would you tell them?

**Michael:**

The starting point for me has got to be an affiliate marketer. A lot of people see that. You get online and you start investigating and doing a bit of research in your spare time.

For an hour or two after you do the day job you come back in the evening, you grab a cup of coffee, you start the PC and you start investigating this thing. "How does this work? How is money made online?"

One of the first things you come across is this idea of affiliate marketing which is just selling other people's products. To me that is the best way to start making money on the Internet. I'm not saying that it's the "be all" and "end all" and that's the only thing you should be doing.

Certainly to get started it's probably the best education you can get. By going through and finding other people's products, you actually learn a lot of information as well as make a lot of money at the same time.

You don't have any of the hassles. You don't have to send anything out to customers. You do not have to deal with all the customer inquiries or any refunds that might come back. You do not have to physically send anything out. All you are is the middle man.

You basically find people that want stuff. You show them where to go and get it and you get paid as a result. In very basic terms that's all affiliate marketing is. You're just a middle man.

You're taking a starving crowd that is really hungry for something and you're showing them where to get that specific food because they don't know how to find it at the moment. That's all you are doing. It's really, really easy and you can be up and running very quickly. That is what I recommend people do to get started making money online.

I'm the same as you, Jeff. When you see these statistics it is a little bit alarming because you assume, or at least I do. I don't want to speak for you. I assume that people have a certain amount of knowledge.

It turns out that people don't. There are a lot of people out there that don't have a Web site right now. They don't know how to get started and it's okay.

All of those marketers are saying, "Once you have your Web site and you have all your content ready and you have all your affiliate links ready, what you need to do is start doing X, Y, Z."

The fact of the matter is, it can take months, sometimes years to actually piece together those three things--that step of getting a Web site, getting online and finding products to promote. That is a whole series of steps. Unless somebody actually shows you how to do that, you can spend months and months trying to learn this stuff piece by piece.

Although affiliate marketing is easy, it's what I like to call a four piece jigsaw. If I gave you a jigsaw that was four pieces and I said, "I have this box here. It's a four piece jigsaw," you would say it is pretty easy, right? You would say, "Of course. It's only got four pieces."

If I only give you three pieces and I say, "Look. Here is a four piece jigsaw," you can't do it unless you have that fourth piece. It is simple, but you need all the pieces of the jigsaw. You need to know exactly what to do, in which order.

It's only when you have that knowledge that you can put all of this stuff together. Once you have that, it is very easy to actually put it all together and start making money by selling other people's stuff and you don't have any of the hassle that comes from being a product creator or a product owner.

Yeah, that would be what I tell people is the best way and the easiest way to make money quickly online.

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**Jeff:**

Let's talk about some of the money that can be made. I know that I've seen your name up in some of these big affiliate promotions that are going on. What was the first breakthrough affiliate type launch that you were part of that you had big success at?

Let's go back in time. What was the first product that you really advertised as an affiliate and did really well at? Can you maybe talk about that and even talk about some numbers? Let's tell people, if you would, how much money that can be made with this affiliate marketing?

**Michael:**

Yeah, sure. One of the first successes I had was actually promoting an e-mail program, an Autoresponder service that captures all of the e-mail addresses and enables people to actually send e-mails out. It wasn't huge numbers. In this particular example it wasn't huge numbers in one offering, but it was gradual numbers. It was a hundred dollars or a couple of hundred dollars every single month.

I put this promotion out and I just wrote this thing one time saying, "This is a great product. It's the same product I use. This is why it works." I just explained the product and sent them off to go and check it out for themselves.

Almost straight away within the first month I was getting a hundred or two hundred dollars coming in every single month. I still get that to this day and I've done absolutely no work for it. It's just bringing in a few hundred dollars every single month. That's not a massive amount, but when you add it up, we could all do with two or three hundred extra dollars every single day for doing nothing. That is essentially what I'm getting there.

In terms of the bigger promotions, one of the really big ones I've done I made \$26,098 on, by promoting a bit of software that actually goes off and rewrites articles for you. You put in content and it rewrites it and changes it into new content.

Yeah, I made \$26,000 dollars promoting that. This is a crucial point to get across. That still brings me in around \$500 to \$1,000 every single month. I don't want people to think that this is something that you just do one time, you promote something when it's launched or you find a product and you put a promotion out and that's it, not at all. This is something that you start out once.

It's like fly and forget. I haven't touched that promotion or touched that message I've written. I haven't touched that in years and it is about a year and a half to two years old now. It still works really well and as I say, it's still bringing in money. Every single month I get into my PayPal account \$500 to \$1,000 from that promotion.

Another one more recently is one of Jeff Walker's products. He came out with his Product Launch Formula 2.0 and made it into the top 20 leader board. I think that generated about \$24,000 or \$25,000 for that. There is a whole number of these things that you can do. The crucial thing that you have to do is just to get started.

Let's not "mis-educate" people here. You're not going to make \$20,000 in 24 hours, but it is feasible for you to get set up, get that Web site up and running, start promoting affiliate products, and make your first couple of hundred dollars a week or first few hundred dollars every week or whatever it is, enough money to start coming in and seeing that this actually works.

Then you just start scaling it up. Start recommending better products, recommending products more often, learning as you go along. That's the key to this, but you have to take that first step and actually get started.

Get that Web site up. Get that four piece jigsaw. Get those missing pieces together. Get that knowledge together and just start doing this.

**Jeff:**

Maybe we have made the mistake of going too far too fast. You're talking about this money coming in all the time. Maybe people don't understand what you're talking about and I want to make sure I'm clear.

Are you talking about a product that you promoted? For example you're making 50% and then the product owner is keeping 50%? The product owner is paying you 50%. You add the big payoff.

Then is there a continuity program? Is there a membership site or a membership that's connected to that where those people are continuing to pay month after month after month and that's how you're getting that \$500 to \$1,000 every month?

**Michael:**

I have some products that I promote and to answer your question quickly, yes. That is one way how it works. There are some products that I promote and the product owner only keeps 50% and because I'm sending him the traffic or the customers he gives me the other 50%.

Some of them are on a retaining basis. It's a monthly program. They buy in and then because they're getting new material or new software or some kind of added value every month, then they are

being charged every month. Every month I get 50% of that. Some of them, yes, do work like that.

Others are just one promotion I've written. It's not a residual thing. It's new people going through every single month, actually being made aware of this product for the first time. It's not the same buyer going and buying something else or paying for a monthly program. It's new people that have been made aware of this product or the promotion that I've written.

It's very simple. You would put the promotion up on a Web site or you would e-mail people about it. Tell people about it. Say, "Look. This is what the product is like." Maybe you will do a review of the product or something like that.

You send them off to that product using, obviously, your affiliate link and that's it. Once that's done, you then make money from those people that go through it there and then. But as long as you continue sending people or sending that message to people or have that message on a Web site where people can find it, you'll continually make these commissions. That's how it's working.

I have numerous programs that I get these payments in from every month. Some of them are programs that actually take payment from customers every month. Others are just one off payments that just happen to be sending me money every single month because new people that come into contact with my Web site are actually seeing that offer for the first time and going and buying it.

**Jeff:** Okay, so for some of these maybe you made a post. I know I've seen your blog and I think you're putting up videos and you do video reviews. You're doing these, posting these things to your blog. Then months and even a year later people are finding these and clicking on the links and you're still making money?

**Michael:** Yeah. Exactly that. Exactly that. Once you put them out, you have to set things up correctly. You have to set things up so that people can actually find those links.

Obviously there are other things that you can do to make money. If you get into more advanced techniques you can start building a mailing list. You can start collecting people's e-mail addresses. You can get into putting videos out.

As you said, I do a lot of video marketing and I post videos on my blog, but I also post them on other Web sites like YouTube. I've done affiliate marketing before using YouTube where you put a

video out there. It kind of goes viral. People start telling their friends and you have your Web address inside the video. People go off and they go and check out that Web site and end up buying products like that.

You need to set this thing up correctly. If you don't do it correctly, then yes, it will just drop like a stone to the bottom of the lake and no one is ever going to find it again. If you set things up in the right way, then people are constantly going to be finding and stumbling across these promotions that you're putting out there. Then when people click on them, they earn you money.

**Jeff:** How do you hear about these products? How do you decide which products you're going to promote to your list and on your Web sites?

**Michael:** Yeah, product selection is really important. I know that a lot of people say affiliate marketing is easy. It is easy to get set up. It is easy to start doing it and to start putting these product reviews or the product recommendations out there. If you're not choosing the right products in the first place, then you can get stung.

In terms of how I choose my products or the products that I'm promoting, this is the easiest thing to do. People do really spend too much time sometimes overanalyzing what to actually promote or what type of products to recommend.

There are really two things I would say on how to do this. Obviously we can't go into the total ins and outs on this call. It's certainly something you need to spend a little bit more time on, getting in depth. At that very high level there are a couple of things you need to do.

One is you have to choose products that are a match to you, to your knowledge and your passion. If you're really interested in fly fishing and you spend your time fly fishing and know more about fly fishing than just about anybody, you don't want to go out and start selling mortgage products or home improvement stuff or whatever. You have to try and stick to something that you've at least got an interest in and a little bit of knowledge in because that's how it's going to come across.

If I was to try and sell a gardening e-book or something like that and promote that as an affiliate, I would have real difficulty getting excited and enthusiastic about it. I don't know anything about gardening. So that's the first thing. Choose something that you

have at least a little bit of interest in and hopefully a little bit of knowledge in. Choose products that you have that passion for, interest in.

The second thing is, when you're choosing products to promote, get out there and just see what other people are promoting. You can go off from level zero if you like and start from a blank slate and do all the research and say, "Okay, what's selling best? Who's doing this?"

The best thing or the quickest way to actually find good products is to see what other people are selling. If there are a lot of people promoting something, the chances are that it's a good product and it's going to be selling well. So go into your market place.

If gardening is your market, if that is what you have an interest in and you have some knowledge in it, get into that marketplace. Get in the shoes of the customer. Start joining gardening mailing lists. What are people promoting? What are other affiliates recommending?

You'll start to see a common footprint, a common theme to the products that people are promoting and putting out there. That's what you can do. You can follow along with that.

I wouldn't do that every single step of the way. I'm just trying to help people here and say, "Look, these are the quick things. These are the easy ways to getting started with this."

In choosing your product, choose something that you have a little bit of knowledge and a little bit of interest in and that you at least see a couple of other people that you know or respect who are also promoting this product. It saves you from making any kind of expensive mistakes and recommending things that just aren't going to work or just don't deliver the value.

**Jeff:**

I know one big advantage that I have now that I've been doing this for awhile is that because I'm more of an established Internet marketer, or affiliate marketer, offers come to me first. I hear about these offers well before a newbie would when they're getting the e-mail for the first time right before they launch.

I know that there are other advantages of being in this group that finds out ahead of time and one of them is the JV contests. Could you explain to the people listening or reading the transcript what these JV blogs and JV contests are and some of the things that

you've won in the past? What's the reason why a product owner would have a contest?

**Michael:**

Yeah, this is what you find in larger product launches. These are kind of one off timed events that happen when a product comes out for the very first time and hits the market for the first time. What you see happening is the product's owner is obviously trying to get as many people as possible to promote that product in that certain time frame.

If everybody is talking about something, it's going to generate that buzz. It's going to take on a life a little bit bigger than it actually is. Everyone is going to want to at least have a look at it. Product owners do everything they can to try to get affiliates to promote and send their traffic to the product so that they can make as many sales as possible.

Really, as long as the product is a great product and you have value, everybody wins. The product owner, by offering these kinds of prizes for the amount of sales that each affiliate makes and having this contest, what happens is that more affiliates do come on board. I'll go into some of the details in a minute.

Affiliates promote more often. They put a little bit more time into creating their promotions. By doing that, the product obviously makes more sales, the affiliate makes more commissions, and more people are made aware of the product so more people are helped by getting out your end product.

I said right at the beginning what we are really in the business of here. I know everybody kind of focuses on, "It's all about the money. It's all about the bling." Really it's about helping people. If you help people overcome a challenge or a hurdle that they're in right now, then you deserve to be rewarded for it. Affiliate marketing is a great way to do that because you're helping people overcome stuff just by pointing them in the right direction. You do not even have to create anything.

You just basically go out and say, "I know you have a problem with X, Y, Z, your gardening, how to grow tomatoes, how to lose weight, how to make money on the Internet, I know you have a problem with that. Over here I have found a solution. Go over there. Go and check it out. It's a great solution."

Yeah, that is why the product owners put out these joint venture blogs which are really just a fancy way of trying to stir up

enthusiasm and support from affiliates. They'll do things like offering cash prizes. Some people offer travel. I'll just kind of roll off a few of the things I've won in the past year or so.

Actually just a couple of months ago I won what I call a super computer. It's like a gaming rig set up. It cost over \$2,000 and I won that free. It's sitting in front of me now. It's got a wide screen monitor.

I've won computers. I've won projectors, home cinema things. I have a couple of iPods, video iPods. I've won an all expenses paid trip to Las Vegas from the UK, including flights and a thousand dollars spending money. Yeah, you can win loads of cool stuff by getting into affiliate marketing and actually just sending people to products that already exist.

As they say, once you become established, once you get your Web site up and running and you start making sales for other people, you start to get on the radar. When you get on the radar you get invited early before these products even hit the market.

The product owners start contacting you saying, "Look, I know you've made sales for me in the past. Here you go. Here is my product for free. Go and check it out. It comes out in a couple of weeks. Let me know what you think and if you like it, promote it to your list. If you get in the top ten or the top five I'll give you a few hundred dollars, whatever the prize is."

It's important to say at this point that this is not just for the big guys. This is not just for the guys who have got hundreds of thousands of e-mails on their list or whatever. Case in point, I'm just taking off the affiliate marketing hat for a moment and just talking about myself as a product creator.

When I create a product, I go out to my list. Any affiliate that has made five sales or more will get an e-mail from me saying, "Look, I have a new product out. Go and check it out. You can have it for free as a reward for making five sales or ten sales," or whatever. I can't remember exactly what the mark off is, but it's pretty low.

That's what I'm trying to say. It's not just the big guys. It's not a marketing country club as people think. You just need to get started. Get out there.

Start making these sales. You will get on people's radars. You'll start climbing up the leader board in these contests. People will see you. That's how it works.

It's like a snowball effect because what happens when people are trying to launch a product, they'll look back at previous launches and decide who to invite. If you make it onto slot number 25 out of 25 for a promotion, maybe you just made a couple of sales or something, someone is going to notice that.

In a week's time somebody else is going to do a launch of a new product and they'll see your name. They'll say, "Alright, that guy made the leader board. Who is that?" They'll invite you.

You'll have learned a little bit more by then and you'll be getting more traffic by then because of the techniques you've been applying. Then you'll make more sales that time. You might make up to position number 20 on the leader board for that product and you're going to get noticed again. People will say, "Who is this person? They've come out of nowhere."

That's how it works. That's how all of these guys start climbing up the leader board and get invited to all these launches is they started out making one sale. I know what we're talking about now with computers and free laptops and free iPods and free vacations, that is towards the top end of the scale, but it's very, very achievable. Like I said in the beginning, I only came onto the scene in a big way about two years ago and all of this has happened pretty much in that space of time.

This is realistic. I'm not blowing hot air here and saying something that isn't realistic, that isn't achievable. This is achievable because I've done it and I know a lot of other people have done it. I know it's kind of a long-winded answer, but that is why, in essence, people do these JV contests, to try to drum up support and get more affiliates promoting for them.

**Jeff:**

Yeah, I totally agree with you about your mention of that snowball technique. I've seen so many marketers barely come on the scene with one of my launches. I've never heard of them before and all of a sudden they've made a couple of sales. Sure enough, I would send them postcards and e-mails and on my next promotion I would send them something. Six months later they would get my product for free because they made that first sale.

**Michael:**

Yep.

**Jeff:** Sure enough, all of a sudden their sales are a lot more. All of a sudden I'm seeing them get into these contests, like you said, in the top 20. Then all of a sudden you see them inching up into the top ten.

It's really cool to see how this isn't just for the big guys. Like you mentioned, people can move up and you get on people's radar screens. Just a couple of (inaudible) and he gave a list of the top ten and then the people just outside of the top ten. Then he had another list of all the people, thanking all the people who made sales.

Well, what did I do? I copied and pasted that. I sent it to one of the girls in my office and I said, "Find out who all of these people are. If they are not on our list, try to do a "who is" look up. Try to get their e-mail address or their address. Do whatever you can. Just figure out if they're making sales for Ed, then I want them on my list too."

**Michael:** Yeah, and that's exactly how it works. We all do that. We all get into this reverse engineering and trying to find the affiliates that are just coming through. That's what this Internet game is all about. You can happen pretty much overnight.

As you said, a guy that's making one sale today, this time next year might have 200,000 people on his mailing list or might be able to make \$100,000. You just never know. Just by making that first sale, when you make that first affiliate sale, you are on the radar. Right then you are on the radar.

You suddenly become important to that product owner and they're going to treat you differently, look at you differently, and possibly bear you in mind for discounts or free products and invite you to their future product launches and so on. It is that snowball effect, but obviously you have to take that first step.

**Jeff:** Yep. You mentioned that you've only been doing this for two years. I've only been doing this for a couple of years also and we started with our first sale. It's not like all of a sudden we started getting free computers right off the bat. We started by making one sale.

I remember my first sale was like for ten dollars and I was totally excited. I think I sold a "Nitro Marketing" product for like ten dollars or maybe even nine dollars. I think it was so low because I

think they send out checks and it wasn't even enough to get it sent to me. I was still excited because I had made my first sale.

We had talked about that original survey, about what people on your list needed and what were their frustrations and how confused they were and how they needed something. There was something that just wasn't clicking where they weren't getting it. You mentioned about affiliate marketing being so easy.

I know that you have something that's launching any minute now. You have a product because you saw their frustration and their need. Let's talk about that. What did you create for these people who are frustrated and who need direction? What did you come up with?

**Michael:**

Essentially it's a step-by-step system for making money as an affiliate. It really is because I got these survey results back, as I said nearly 1,500 of them and over 500 personal comments from people telling me where they are with Internet marketing, how they've been ripped off in the past.

They've bought a ton of products. These products almost always have steps left out. They end up having to try to piece things together themselves.

The pressure was really on because I knew that if I didn't come up with something that was totally step-by-step and that leaves absolutely nothing out, then people were going to come back to me. These 1,500 people were going to come back to me and say, "Wait a minute. You said this is step-by-step." I had that kind of hanging over me as I was creating this.

What it is, it's called "Start Your Profits Today." It takes you from zero, I mean absolutely zero. You don't need to have a Web site. You don't have to have a domain name or even know what a domain name is. All you really need to be able to do is turn on your computer. It's that easy.

I've gone into such a high level of detail with this that you cannot fail with it. You just watch the videos and you copy exactly what I do. I even say, actually, as I'm going through the videos that it doesn't matter if you don't know why we're doing this. It's great if you do understand why we're doing some of the steps, but it doesn't absolutely matter.

You don't even need to know why. It's just paint by numbers. You just follow along and do what I do. I show you on the screen which Web sites to go to, where to click, what to put in, exactly what to do.

As I said, I can't emphasize it enough. There is absolutely nothing left out. There are over three hours worth of videos and you also get the MP3 audios as well. You can put them on your iPod and listen to them in the car and you get the transcripts if you want to actually go off and read it, print this stuff off, and learn this system inside out.

The end result, what you actually get by going through this, is you get your own Web site address, your own Web site up and running on your Web space totally owned and controlled by you. Nobody can stop you from doing anything you want on that Web site. You get your own blog Web site which is just a way of you creating content on that Web site.

You get my inside recommendations on how to find the best products to promote and how to create content that's actually going to make you money. It's actually going to get clicks on it and make you those sales.

As I say, it's been a kind of labor of love of mine since the survey was put out, to create this thing that leaves nothing, no stone unturned. I didn't want to put this out and have people saying, "Oh, well it only takes me through this much," or, "It's fine, but I need a Web site."

I made no assumptions whatsoever. That was another big thing that people came back and told me in that survey. They said, "Look, people are always assuming I've already got a Web site or I already know how to use this technical bit of software."

There are a lot of technical barriers. I think that one of the biggest hurdles that stops people from being able to make money online is the technical issue. I spent a lot of time in the video training showing you exactly what to do, explaining why things work and just removing all that pain and all that frustration that's surrounding the technical side of getting your Web site up and running and starting to make money as an affiliate.

That is, in essence, what the product is about and what it does. It's going to help a lot of people for the first time to make their first amount of money on the Internet through affiliate marketing.

**Jeff:**

That sounds great. It sounds like you've really thought that out. Like you said, you've created it step-by-step, from zero all the way up to them having a complete product at the end. I'm predicting that this is going to be helping a lot of people to make their first dollar online.

You must be pretty excited about the results that people are going to see after buying your product.

You can see Michael's new product by [Clicking Here](#)

**Michael:**

I am excited. For me the thing about it is that nobody has stepped forward before. We've all known this as marketers. We all know this market pretty well.

We know that this is what people need, but nobody has ever stepped forward and said, "Okay, let's help the newbies. Let's help the people that are just starting out. Let's help the people that are constantly feeling like they are treading water.

"They're not getting anywhere. Their tires are spinning and they're just not moving forward. Let's actually help these guys go from that position, that sense of frustration, feeling overwhelmed, information overload, to a simple system they can follow step-by-step that can take them straight to the money."

I am excited about it. I know it's going to do big things for a lot of people. It's going to help them earn their first money online. The great thing about it is that once you've gone through the system, you can apply it again and again and again. You can go through and start having multiple Web sites.

You can have ten Web sites working for you in different markets if you want. You can have a hundred if you want. Once you have this simple system down, you've applied it, you've built things in the right way using the same techniques that I use to build my business, you can go off and duplicate this time and time again.

Just to give you some ideas, you could even sell those Web sites. You could go through this training program, build the Web sites and maybe create five or six of these sites. You could then go and sell those sites to people that don't know how to do this stuff.

There is a massive, massive potential, massive opportunity for people who are just starting out and want to cut through all the

noise, all the opportunities and things that are put out there that have their place, but are really aimed at more advanced marketers, people that already have their own Web site, that are already making a good amount of money online.

I'm trying to emphasize that I'm putting myself forward here as the newbie's champion, the flag-waver for the beginners on the Internet. If you want to get out of the beginner zone, the newbie zone and actually start making money every month online, this is how you do it. It's a proven system, proven, tested.

I've used it. Thousands of other people have used it and now you can get access to it step-by-step in this training program.

**Jeff:** That sounds really exciting. I would love to have you back in just a couple of months for you to talk about some of the successes that the people who are purchasing your product are having. I would love to hear about that.

You can see Michael's new product by [Clicking Here](#)

**Michael:** That would be awesome. I would be more than happy to do that. That would be great.

**Jeff:** Great. For all of you out there who are feeling frustrated and don't know where to turn and you haven't made that first dollar online, I definitely recommend for you to check out Michael's new product. It sounds like it's going to be a blockbuster product that's going to totally help many of you to make that first dollar.

You have to make that first dollar to make the second dollar and the third dollar. You have to make that affiliate sale to get on people's radars. Before you know it, I'll bet you Michael, you're going to be creating a bunch of people who are going to be showing up on some of these top tens of some of these affiliate contests. That's going to be great.

**Michael:** It is going to be great. It's going to help me as well. Think about it. I'm helping other people by showing them this system and going through and starting to use it to make money.

They'll come back. They'll thank me. They'll start promoting my products as affiliates. As you say, they'll start getting on the radar for other people's launches and getting into the affiliate JV contests and winning some of these prizes.

Yeah, I see this as almost a resolution really. It's cutting through all of that noise. It's just a simple step-by-step system and it's going to help a whole bunch of people make a lot of money online for the first time and actually get through all of that rubbish and start making money.

**Jeff:** Great. This is going to be exciting. I look forward to hearing about the success of your students, your customers. Yeah, I'll definitely be getting hold of you in the next couple of months to hear about all of those successes.

Hey, Michael, is there anything you would like to leave, any words of wisdom that you would like to leave the listeners before you take off today?

**Michael:** Just what I always say which is "take action." It's all based on action. I know there are a lot of people out there saying, "Oh, yeah. I could do that," or, "I have a plan to do this. I've promised myself for the past few months that I will get a Web site or I will start trying to make money on the Internet."

Don't put it off. Don't let another month go by or another day or another hour. Start now. Take that first step. Take action and start getting online.

There is a massive amount of money to be made on the Internet right now. If you don't have your own Web site and you're not promoting other people's products, you are missing out on that money. Don't hang around. Take action and start moving towards making your own money on the Internet.

**Jeff:** Great. I hope everyone is taking this to heart, exactly as Michael says. Take action. That is something that I say also all the time. I agree 100%.

Well, Michael, I want to thank you for being here and taking time out of your busy day to be with us and teach us some things and to share your story. I appreciate it.

**Michael:** Oh, my pleasure. It's been lots of fun. Anytime.

**Jeff:** Alright. Great. For all of you who are listening, I would like to thank you for being here and listening. I wish you the best in your affiliate marketing. Alright, we'll see you later. See you, Michael.

**Michael:** All the best.

**Jeff:** Good bye everyone.

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