

Jeff Mulligan: Internet's Greatest Armchair CEO Creator



**"How Jeff Gets 1,997 Top Copywriters,
Marketing Aces and Web Gurus to Try Their
Hardest to Stuff More Money Into Your Wallet."**

By:

Jeff Mulligan and Jo Han Mok

Speakers:

Jeff Mulligan & Jo Han Mok

Name: Conversation:

Jo Han: Jeff, [CBmall](#) is one of the most ingenious business ideas I've ever stumbled across, and I just love the concept. How did the idea come to you?

Jeff: Although I'd love to take credit for the idea, it was not mine. I actually bought the skeleton of this site on eBay. The basic idea was already there. The site had the capability to add virtual owners

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who could make [money from 1,997 ClickBank products](#) simply by referring shoppers to one URL.

I have added many enhancements to make it a more powerful revenue generator for [CBmall](#) owners. For example, I developed a ClickBank Search Engine that searches through the ClickBank Marketplace and delivers results that are tagged with the mall owners ClickBank ID so that they can earn commissions on any product a shopper buys as a result of their search. I believe we are what we read, as well as who we hang around with.

Jo Han: I understand that you do have some competition. What tactics are you using to "defeat" your competition?

Jeff: You quickly learn that any good idea gets copycats and imitators. What these people don't often realize is that it isn't the html that makes a site successful, it's the marketing. Remember when WordPerfect was by far the number one word processor? Microsoft blew it away through marketing.

So why does someone buy a ClickBank storefront? To make money. And the storefront that has the best marketing, the most credibility, the most professional appearance and the best sales letter will make them the most money. Frankly, shoppers don't care if they are shopping on a php site or an asp site. Most have no idea of the difference. They just want to find a product that will help them solve their problems. And that's what [CBmall](#) does better than any of my competition.

[CBmall](#) is my full time job. I am putting my 20 years of marketing experience behind making this site a great business opportunity for my affiliates. I believe that people who choose to do business with me will be getting the best ClickBank storefront on the market. Our traffic numbers bear this out.

Jo Han: I've seen the way you just empower your [CBmall](#) members. It seems like you work very, very hard. What are your working hours like?

Jeff: A lot of [CBmall](#) owners are new at Internet Marketing, so I try to help them succeed.

I personally answer emails when people ask questions. I've spent days setting up a good affiliate site stocked with resources to help people succeed no matter what level they are at. I wrote a QuickStart Guide to [CBmall](#) Profits that helps people get started on the right foot and gives them ideas they can instantly use to drive traffic and make money. I interviewed Terry Dean and created a marketing tips guide filled with great ideas on specific [CBmall](#) promotions that anyone can do. I spend lots of money advertising CBmall so that my premier owners can get targeted traffic and sales.

Here's another radical idea. I give all [CBmall](#) storefront owners my personal phone number. I want them to call me with questions because I can use my experience to help them.

All of these things empower [CBmall](#) owners to be successful. Do I have to do them all? No. DO my competitors do them all? No. But I look at it as a great investment of my time because the more effective [CBmall](#) owners are, the better I will do in the long term.

Providing these services takes quite a bit of time. [CBmall](#) is certainly not an "autopilot" income for me the way it is for [CBmall](#) owners. But this is what I do. And I thoroughly enjoy it. So I work a lot of hours. But I am still able to be home when my kids come home from school, and take them to skating lessons, and have breakfast and dinner with them.

Jo Han: How has Terry Dean helped you in terms of increasing your profits? Does Coaching really help?

Jeff: Terry has been a great help to me. I did not come into this as a newbie. I have been building web sites and creating integrated internet marketing campaigns since 1996. I have an MBA and was Senior VP at an ad agency. I only mention this because it explains how Terry and I were quickly able to concentrate on more [advanced marketing](#) topics. We could spend a lot of time on the sales letter because I already knew a lot of the other stuff.

Terry was also kind enough to allow me to interview him and create

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"Terry Dean's CBmall Marketing Tips". Not only is this a phenomenal guide for [CBmall](#) owners, but it also lends great credibility to [CBmall](#). This is another way in which I stay ahead of competitors. Credibility is hugely important in the web business. When you've got a well-known expert like Terry Dean calling [CBmall](#) a, "Perfect second stream of income" this helps all [CBmall](#) owners.

Overall, I think coaching is an excellent investment for anyone interested in creating a web site that sells. I've met many of the experts through attending seminars and virtually every one of them can make huge improvements to the average site. They can save you money by preventing mistakes. They can [save you time](#) by providing guidance on things they have already tested. And they can greatly increase your revenues by teaching you techniques that they have proven in their own businesses.

Jo Han: What advertising methods have worked best for you?

Jeff: My most effective ad is a short text link on the ClickBank login page. It generates significant, qualified visitors to the site and has been responsible for hundreds of customers.

Jo Han: Do you have other streams of income? If so, please elaborate how you manage to allocate your efforts.

Jeff: I have another site at <http://www.BeatMySpeedingTicket.com> that includes a free eBook on how to avoid speeding tickets and a paid eBook on how to fight them in court. Although I spent a great deal of time researching and writing these materials, the site now runs pretty much on autopilot. It is currently ranked on the first page of Google results if you look for the term, "Speeding ticket", this is the most common keyword. Since that happened, sales have been quite strong. I just answer a few emails each day, and cash the checks.

I started this site and [CBmall](#) at the same time, and quickly realized that I would need to focus and get one finished first. Since I knew

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CBmall was a long term project, I concentrated on <http://www.BeatMySpeedingTicket.com> first and got it done.

Jo Han: Describe a typical Work day.

Jeff: In the morning, I check through my sales reports and add [CBmall](#) owners to the database. (This process will soon be automated) Then I spend a good deal of time answering CBmall owners' questions. I believe in providing support to CBmall owners to help make them successful. I give them my personal email address and even my phone number, so I also typically have a few phone calls to make.

Since I am still making major improvements to [CBmall](#), a good part of my day might be spent writing html or ad copy or autoresponder messages for the mall. I also spend some time editing the contents of the mall to keep them relevant and targeted.

The nice thing is, I have time to eat all meals with my family now. I have three little kids, and when I was working for the software company before I started this, the commuting time and the traveling I did, left almost no room for my family. That has now changed.

Jo Han: Do you outsource any work?

Jeff: I outsource database development and coding. I do the html and copywriting myself. I worked for an ad agency for 14 years so that is something I am comfortable with.

Also, since I use ClickBank exclusively, they handle all the affiliate details so I don't have to worry about tracking sales or writing affiliate checks. That would take a lot of my time otherwise.

Jo Han: What is your most powerful marketing technique? Any free ones that you recommend?

Jeff: My number one marketing program is my affiliate program with all the mall owners. They are the ones who drive traffic to the site. And an affiliate program is free. To make it effective though, you've got to spend time supporting and promoting the affiliates. I have an

affiliate minisite on [CBmall](#) where owners can get marketing information, resources, sample ads and articles, and more to help them be more effective in promoting their mall. Many owners have told me that those resources alone are worth the price of mall ownership.

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The End