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by Patric Chan and Willie Crawford



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Word-for-Word Transcript of interview of Willie Crawford by Patric Chan

**"Secret's Revealed Of A Successful Online Marketer –
Willie Crawford"**

(Please note: There are grammatical errors as this is a word-for-word interview transcript. You'll notice that nearly all my sentences are wrong grammatically. English is not my mother tongue language and I don't proof read what I say on phone! lol 😊)

Patric: All right, cool. All right I start then yeah.

Willie: Ok.

Patric: Hi this is Patric Chan here from <http://www.automateinternetmarketing.com>. I am making this call interviewing Willie Crawford here right now. You there, Willie?

Willie: Yes I am.

Patric: All right, Willie, this is really, really exciting to speak with you for the first time. I am actually calling from Malaysia here, and it is like, I think like it's 10:00 in the morning, 10:00 actually. Can you just let us know a little bit more of your background like and how do you start into internet business?

Willie: Yes, I was in the US military and I didn't really like the job that I had so much because it did not pay that well.

Patric: Um, hum.

Willie: So I was looking for a business that I could start and because the military made me move a lot I wanted something I could take with me if I was required to move and so I went to the internet....

Patric: Um, hum.

Willie: and I looked around and I saw businesses that I could start and I just started building my own websites back in 1996.

Patric: Um, hum.

Willie: The first one was around cooking. It was a cookbook website.

Patric: All right.

Willie: Then I built some internet marketing websites too where I was trying to teach people how to make money on the internet. Even though I had not learned how yet.

Patric: Ok, well when you Willie were in the army right, I did read how did you access the internet at that time You were traveling around right? It would be very, very difficult.

Willie: Yes, I was in the air force. We had computers that had internet connections in military offices so it was easy for me to just get on the internet when I wasn't working.

Patric: You are required to work how many hours a day like when you were with the air force?

Willie: Maybe 8 or 10 sometimes. Not very hard.

Patric: And now how many hours do you actually work?

Willie: Some days now I may work most days 5 or 6 hours, but if I am working on a big project maybe 15 or 16 hours.

Patric: That actually doesn't count as work Willie. Yes I guess you are probably enjoying your work anyway.

Willie: Yes I enjoy what I do very much because when you are creating something it is fun.

Patric: Right. Yeah, I know exactly what you are saying. But like when you are going to start your business and you are making it in the air force why do you choose the internet as your vehicle for your new source of income?

Willie: Just because if the military made me move to a different place I could take the job with me... with the website. All I needed to do was get on the computer and change my mailing address and my business would still be going.

Patric: Right and

Willie: So that was why I chose....

Patric: To me you are already like a genuine entrepreneur that is not the whole business from internet you see. What sparks you to have this entrepreneurship in you? I mean you are already in the air force right? It is not every air force people that are becoming entrepreneurs you see. It is amazing.

Willie: Yes, I was very poor when I was younger, and so I just wanted a better life. I looked at all of the rich people, and saw that most owned their own business. So I knew that I needed my own business. I knew that most people who were into sales make a lot of money too. When I first went to the internet I was looking for something to sell. I just decided that I was going to start my own business because I knew that as long as I worked for other people I would never make as much as I wanted too.

Patric: Yes, they do say that. Actually ,in fact for companies that we work for, sometimes it is less secured job than running your own business because you never know what is going to happen the next day.

Willie: Yes when you run your own business you are taking lots of risks too, but it is fun and you know the risks that you are taking, and you also get more reward, you get more money when you work for yourself.

Patric: Yeah that is true as well. Talking about the internet business I was really amazed is how many sales that you make from selling a cookbook on the internet. Amazing just a cookbook you see, can you just tell me more about how did you start with this cookbook business on the internet. I mean where did you get your ideas, what makes you think of selling a cookbook... will sell on the internet.

Willie: Well when I first built my website, people told me I needed to have a niche or topic. I knew a lot about cooking because I learned to cook when I was very small from my grandmother.

Patric: Ok, all right.

Willie: And so I knew that I needed content for my website. So I just built a website with recipes, and then all of my website visitors started asking me if I had a cookbook.

Patric: Wait, let me just repeat that you started a web page not selling anything but just posting on recipes.

Willie: I posted recipes and I had some banners for affiliate programs but they weren't very good affiliate programs.

Patric: Ok, but there is so much, so many cookbooks in the internet already. What makes you think that you can sell against all that kind of competition around?

Willie: I knew that I had to make my cookbook different. It had to be my recipes, and it had to be better recipes. and I also in my cookbook and on my website I tell stories in my recipes. So people like my recipes and they bonded or they connected with me.

Patric: Uhuh. So that is what you do. Relationship element there and also with the cookbook, yeah.

Willie: Yes.

Patric: All right, then did you write your own cookbook? How long does it take you to finish this cookbook of yours?

Willie: It took me about two months to write it. The people that were visiting my website they liked my recipes. They ask me if I had a cookbook. I said, "No, but I am going to write one."

Patric: Right.

Willie: They all said we will buy it. So I said ok. I actually took advanced orders....

Patric: Coming in on advance cookbook.

Willie: I took orders before I had written the cookbook.

Patric: Wow.

Willie: Then there was pressure to write the cookbook.

Patric: Great, it takes you two months to finish a cookbook. How much are selling the cookbook for?

Willie: I am selling it for \$16.00 a copy, but it cost me only maybe a \$1.50 to print it.

Patric: Unhuh, you sold over \$100,000 dollars of value, that is amazing, Willie. That is like it really drops my jaw. It is totally amazing.

Willie: Cookbooks are a big seller. In America every supermarket has cookbooks. All the bookstores have lots of new cookbooks. So people are always buying more and more and more.

Patric: Wow. I just calculated on my calculator a few seconds ago with that you probably sell over 6,000 copies of the cookbook on the internet alone.

Willie: Oh, yeah.

Patric: That doesn't even count any people who is distributing it for free or any piracy percentage you see. It is just from the net so it is 6,000. Wow.

Willie: I sell both the PDF, or the electronic version, and the one that is printed. I am sure with the PDF people are pirating it, but people who buy that then want to buy the printed version anyway.

Patric: Yeah, correct... correct, we will call that electronic or getting the soft copy and also on the hard copy that I am sending you.

Willie: Yeah, Yeah.

Patric: But before that right, the book that you sell is that the only profit generating for that you sell... that you sell and do over \$100,000, or after you sell the book but what do you do after that?

Willie: After I sell the book when they fill out my order form on my website they are subscribed to an auto responder and that auto responder sends out messages offering them other cookbooks and other products.

Patric: Right.

Willie: So for about two years, I have auto responders that will go to them suggesting other products. Mostly cooking related products.

Patric: For two years, wow.

Willie: Yeah.

Patric: What is the conversion like for a recipient of the auto responder for two years? Do they end up buying at least a product from there?

Willie: They do but you see I haven't been selling this cookbook for a full two years so I don't have a good conversion rate, but if they get tired of receiving the messages then they will just unsubscribe, so that is ok. But if they bought a cookbook, I'd say 20% would buy another cookbook.

Patric: I would say that you didn't even have to work, wow.

Willie: Right. It is all automatic.

Patric: It is all automatic. Let's cover back on a moment ago and speak about selling the tangible book, and I saw the soft copy book? Why do you sell two kinds of book any way?

Willie: Some people want the recipes - they want the book immediately, and so they want the electronic copy, but if you are going to cook you want something that you can take into the kitchen with you and you can't take a computer into the kitchen. So even if they buy the electronic with a PDF book, they are going to print it out anyway from their printer.

Patric: Yeah.

Willie: It is cheaper for them to buy it from me printed already.

Patric: Right. The hard copy version and how much are them for the hard copy version?

Willie: I sell the soft copy, for the PDF version for \$10.00. I sell the hard copy for \$16.95.

Patric: \$16.95, will there be a shipping cost and other.

Willie: The shipping is extra, it is \$4.95 for inside the United States and that is for priority mail. They get it two days.

Patric: Right. Did you, do you put the hard copy book into other site sales like Amazon or any other sites to sell?

Willie: I haven't done that yet. What I do is I have organizations that have fund raisers like churches and they will order hundreds of copies.

Patric: Ok.

Willie: So I can sell them copies at maybe \$7.00 a copy and they only cost me \$1.00, \$1.50 so I am still making \$5.00 or \$6.00 per copy.

Patric: Yeah, the ebook right... is it printed on demand when there is a sale or do you actually get a publisher to print for you the ready made books to sell?

Willie: The ebook when they order they just get a file downloaded to their computer.

Patric: Yeah.

Willie: But, I have a publisher who prints copies for me. Prints thousands of copies at a time. My next printing will be maybe 5,000 copies.

Patric: Ok, all right so that means that you just sell the books in bookstore, Willie?

Willie: I sell some in a few local bookstores not many. Most of my sales are from my website.

Patric: Oh, all right. From your experience, comparing to the soft copy and the hard copy books that you sell for cookbook itself right, I am just mentioning on the cookbook specifically. What is the ratio... right... of soft copy and hard copy selling them.

Willie: For my cookbook, it is maybe 10% soft copy, and 90% hard copy.

Patric: Wow that is a lot of there. As a general thumb rule for other industries right it is a good idea to have a hard copy book on the sale page?

Willie: For most industries, lots of people would prefer the soft copy and I would imagine it is maybe 50/50. But because you can charge much more for the hard copy, I would recommend it. It is just that you have to print, I have to print thousands of copies at a time to get a very low price on them.

Patric: Yeah, that is true, right.

Willie: Then you need a warehouse or you need a fulfillment company.

Patric: Right, one more fix here. Is it that a lot of internet marketing gurus that saying that rather than selling the ebook to download you can convert to a CD and send a CD over when they purchase on the sales page.

Their reason of doing so is to reduce the refund rate because they need to send back the CD, you know... that they got to refund. But when this happens there will be a lot of customers who is so lazy to send back instead of refund you would show a charge back and the owner will actually incur a loss. What do you think about that Willie? What is your opinion on that?

Willie: I think that if you send a product that has in the customers mind... has a high value, the customer will be satisfied and not do a charge back. I send lots of things via the mail, and I use a fancy package that looks really nice. If I send something on CD it is shrink-wrapped and it is wrapped up very nicely. It looks like it is expensive! If you are selling something like software and you don't shrink-wrap it ... you just print it on your computer and then throw it in a box, when the person opens the package it doesn't impress them. It establishes a low value in their mind.

Patric: I see. Right. I am really interested on the two years of the auto-responders that you do especially your superb idea where you are committing nearly all of your visitors on the info products that you sell. Do you do what they call up-selling in a sense that when you sell a \$16.00 US dollar book to your customer, do you sell a \$160.00 for that later in the stage? I mean something way more expensive than for the \$16.00 cookbook industry.

Willie: With my cookbooks I don't have a lot of very expensive products, but when they go to my order form they are often offered like a quantity discount if they buy 3 or 4 copies they get a discount there.

Patric: That is a good idea, yeah.

Willie: I do offer other products but with the cookbook, I don't do that as much as with like my internet marketing products.

Patric: Umhuh. All right because many people always have this idea that you got to sell internet marketing or self improvement stuff on the internet. But what they do not know is real people, real successful like your case, that sells cookbook is like totally non related to the internet marketing and been successful with that.

Willie: Yes, I mean people would prefer those products... I... should sell easier, than internet marketing products because the internet marketing field is so competitive.

Patric: Yes, you see new marketing book popping out every day.

Willie: And because so many people give so many things away, lots of people won't buy internet products because they think that they can get them free.

Patric: Yes that is a point on that side as well. The selling on the cookbook, the amazing fact is that you sell really well on your website. Do you have to make a lot of friends because you get a customer to actually coming to buy the cookbook from your website?

Willie: No not really. What I do is I have a mailing list, and with this mailing list my website visitors submit recipes, and everyday two issues of my recipe list goes out to about 40,000 people right now, maybe 45,000. Each issue of this recipe list has an advertisement at the top and the bottom at least one of those advertisements is for my cookbook.

Patric: Ok.

Willie: That keeps reminding people of the cookbook and so that is who the majority of my customers are it's members of my list.

Patric: Right. If you are going to give a crash course right, how in the world did you successfully manage to build like 40 or 45,000 of mailing list of the cookbook industry itself?

Willie: I build a list that people feel a part of because they are submitting their own recipes. So they like seeing their name in print and it feels like a community. I don't allow people to attack other people.

Patric: All right, I see that a lot in internet marketing forums.

Willie: Then people who are maybe housewives, who are Grandmothers, who every morning they look forward to their email because a lot of their friends are on the list.

Patric: All right. For internet marketing or self-improvement there is a lot of those that are aware already doing JV, Joint Venture of efforts and so it

is basically very easy to increase the list. But for your cookbook industry itself it is incredible because you don't get to do a lot of JV's I guess.

Willie: I have an affiliate program, which I think of as a JV. I go to very large websites and I suggest to the webmaster that he join my affiliate program. I also... if the other website has cookbooks I will add them to my website. When I mail out my cookbooks I put a catalog or inserts in the package, so I am promoting their products too.

Patric: Is it as a back end product or are you promoting as them promoting you as well?

Willie: Both. Usually it is a backend product I never mail any package without having some type of additional product recommended in the package.

Patric: All right. People who buy your cookbook from you, did you manage to convince some of them to buy any of your internet marketing products? I know yes, a lot of internet marketing products are on the net. Yes.

Willie: I know that many of the people who are on my cookbook list, or my recipe list... I know many of them are unhappy with their jobs. I know that many of them want more money or they want a different lifestyle. So I do put advertisers in my newsletter explaining that I can teach them to make money on the internet.

Very few but some become my consulting clients and many of them buy my audiotapes and videotapes. Many of them do.

Patric: Right, assuming that John buys a cookbook from you, right... How did you get to know from, what type of method did you use to derive that John is actually looking for other streams of income from the internet? I mean there is like 40,000 people on your list, right, you need to have some type of strategy to extract these people you see. How did you do that?

Willie: I use two step marketing where I will have a short advertisement in each issue of my recipe list that talks about earning income from an internet business. I have also have banners and links on the cooking website and some other websites that they aren't internet marketing websites but they tell people that they can make money by starting their own business. I know many of these people need more money, need

extra income. So once they request information from an autoresponder then they are in my system and I can follow-up.

Patric: So from your experience, right when you do these cross selling promotions which is a totally different industry of a cookbook over then to internet marketing, it has been successful?

Willie: It has been successful, but I have tested many things like I have sometimes maybe sent a solo mailing to my recipe list and many people have emailed back and said I don't want to know about making money, but I had to test it, you know.

Laughter

Willie: So I sent out a solo mailing to my whole list telling them about a product and many came back and said we don't want to know about that... you know.

Patric: Another good thing, any un-subscription from that?

Willie: A few.

Patric: A few right.

Willie: A very few, but that is ok. I, at the same time, let them know that I have other businesses, so that is ok. I need to respect them and know that they signed up to get recipes, but I wanted to let them know that I have other businesses too. In each issue of my newsletter I also mention my other websites.

Patric: Yeah...yeah, the thing about the cookbook, I am not from the cookbook or cooking industry. I may not know much about cooking but what I am about to say is I believe that it is a lot of recipes that is free on the internet right now. They can just type like say chocolate cake recipe for free and stuff like that. Still you manage to sell over \$100,000 US dollar, it is something very incredible, you see. I know that you do build your relationship with your clients. But it is still an amazing thing that anybody will put in their credit card number when they can get something for free.

Willie: Well you see, to get it for free you have to spend time searching for it. I give it to them already in one place.

Patric: Right, so your unique selling point is actually you give convenience to them.

Willie: Convenience to them and I also... by them buying it from me they know that I recommend the recipes and if they go to a website and they find a recipe and they don't know the person who has the website, they don't know if the recipe is good or not. They assume because it is my cookbook they assume that it is a very delicious recipe.

Patric: Right... right. Many marketers that I have read and says that when you sell product right, don't really sell a really low end product because the profit is very minimal. I mean \$16 of your dollars compared to let's say \$50 of your dollars is that is a lot compared to them.

What they say is if you sell a low end product you should have something more expensive to sell to them at a later stage. But in your case you are selling a low end product which is \$16 of your dollars and yet you manage to make so much money off of it, right.

What is your opinion on selling a product or putting the price on the product? Should it price at like 12 dollar, 50 dollar, or should they go at like maybe 37 dollar. What is your opinion of pricing?

Willie: It depends on the product I prefer selling more expensive products because I don't like selling anything for under \$20.00 except for my cookbook. Everything else that I sell is usually above \$20.00. I sell many products that are \$500.00. \$1,000.00.

Patric: Yes, yes. I do see that you do sell other things successfully at that kind of price.

Willie: It is just up selling them, you know you get them to join your list, or maybe they make their first purchase at \$19.97, and they see that it is a very good product. I was taught to under promise and over deliver. So you give them tremendous value.

Patric: For the low end product you mean.

Willie: Yes. If an internet marketing customer orders let's say a CD from me I may include 4 or 5 other CD's in the package.

Patric: Without telling them or is it like a surprise?

Willie: I don't tell them usually it is just extra's.

Patric: All right, it is a special exclusive kind of a thing, yeah.

Willie: Yes.

Patric: Yeah, the main reason that I am doing this interview with you is I am really interested to pick on your brain because you are so exceptional. You make your money from a product like a cookbook, which is not an internet marketing thing. Whereas most of these people who are in this internet marketing thing they sell internet marketing related stuff.

So the next question that I have is how do you attract traffic to a cooking website itself.

Willie: It is with content. My website I post many issues of my newsletter on the site and these issues have keyword rich recipes and so I rank very high in the search engines for many many many recipe terms. 1,000's of them and so someone searching for a particular recipe will find me in the search engines. That is my biggest way of attracting traffic. I do use pay per clicks but I also have an affiliate program so that others are promoting me for commissions.

Patric: But your key traffic comes from the search engine itself?

Willie: Yes.

Patric: All right... all right... all right, cool. Just curious right, are you good at cooking, really?

Willie: Yes, I am, I learned to cook when I was maybe 7 or 8. My grandmother, I grew up with her at her house and she was you know old and so she was tired of cooking so she taught her children... her grandchildren to cook.

Patric: And that is how you learned how to cook?

Willie: Yes, and so I could cook cakes before I was 10.

Patric: Do you do a lot of cooking nowadays?

Willie: My wife does most of the cooking. She likes to cook. It is a different kind of cooking because my wife is from the Philippines. So she cooks egg rolls and things like that a lot.

Patric: Right, right so you do have a lot of Asia culture there so.

Willie: Yes, yes. Just because when I was in the military I traveled a lot and so I met her when I was in the Philippines.

Patric: Oh, ok. When you are dealing with professional people on the internet, your name is really a hot. I mean, I hear a lot of people. What is your opinion on building a successful business on the internet?

Willie: The biggest secret that I have learned is that you need to network and use other people. If you are just trying to do it all by yourself it is almost impossible but if you network people and joint venture with people you help each other out and especially if you can network with people who are already successful.

Patric: Yes, yes, speaking of network I do hear a lot of people do attend seminars if actually they want to network with other people. Is that true?

Willie: Yes, because if you are at home behind the computer nobody knows who you are or even if you are a real person. But if they meet you at a seminar they can look at you and see if they trust you, and you just feel better about a person once you have met them.

Patric: In fact when people attend internet marketing seminars...right, they manage to meet an expert or a speaker themselves to exchange thoughts. You never know the very next week these experts right might just endorse the customer product.

Willie: Yes because these experts are people, and if they like you they will endorse your product. I mean if it is a good product. If they had never met you there is a chance... there is a possibility they would have never discovered your product.

Patric: Yes, that is true because all these experts, all of these guru's... they receive like tons of emails for JV's each day.

Willie: Everyday. Always people sending software or books and asking them to read their products or look at it. There are not enough hours in the day to look at all that they get.

Patric: Yeah, there wouldn't be enough anyway, Willie. You know that they want it to be.

Willie: But if I am at a seminar and I am sitting and listening to a speaker, and I am sitting next to you, and I ask you what do you do. Well now you have my attention and you are sitting right there so I have to listen. If you sound interesting maybe I will want to do business with you.

Patric: Ok, in seminar it is different isn't it? A few people that even I sell seminar back in my hometown here, when people ask me right why don't I just buy a book, why should I attend a seminar? This is what I would tell people; it is just like driving a car, if you read a manual on how to drive a car it is not the same as putting your hands on the wheel, on the steering wheel and driving it yourself. It is the experience that counts when attending a seminar.

Willie: It is the experience, it's connecting with other people and building relationships. Many people at the seminars will form business partnerships with other people who are attending the seminar. At my seminar that I had last year there were maybe three or four different groups of people who later decided to become business partners. They wrote their own software or they created products together.

Patric: Right, I do hear those kinds of success stories often. The secret to your success I mean is a general thumb rule that you did mention about is building relationships and with other people's network, right. But your own personal secret to success is building an online business, right... what is the secret itself, if you have one secret to share? I mean the reason why I am calling you to interview is that do this is you do good.

Willie: My success didn't really become big until I started working with other people. I was selling my cookbooks and I was making over \$100,000 before I started speaking and doing things with other people. But after I met other people they started promoting me and then they started building my reputation and it like tripled you know. It became many many times greater.

Patric: So the cookbook that you sold over 100,000 US dollars is basically a product entry where you started to create your name in the internet marketing circle?

Willie: Yes and then people started talking about me and made me famous... [laughs jokingly]

Patric: Laughter. Make you famous, yeah. Anyway do you get a lot of email on your online marketing or is most of your business coming from the search engine or any affiliates. Do you use a lot of emails in your online marketing?

Willie: I send probably 200,000 or 300,000 emails a week. Because my recipe list gets emails everyday, and my internet marketingI have my own newsletter, I have a course, and I have a list of about 170,000 opt in subscribers. Some of these are co-registrations subscribers where you purchase the name but they have asked for more information. All together maybe 250,000 emails. I send out lots of emails, yes.

Patric: Right. How long does it takes you build your internet marketing list to like 170,000 additional names?

Willie: How long, I started building my list in 1998, maybe. It grew very slowly at first. But in the last two years it is where... that is where most of the people have joined actually. I have probably added 200,000 names in the last two years.

Patric: 200,000 names. Wow!

Willie: But before that it was almost never over 40,000 or 50,000.

Patric: Yes, once your name gets famous, your list starts to increase right.

Willie: Yes. It increased but like I said I also purchased some names through subscriber services. You can go to their website and say I would like to buy 50,000 names are something.

Patric: Does that work? I mean I saw those companies who just sell to co-reg in emails right? Do you see regular conversion from that?

Willie: If you use the names properly - you have to build the relationship with those people first. The first emails that you send have to introduce yourself and show that you really can help them and that you really want to help them. Then they become a part of your regular list. At first they do not know you, and they are not going to purchase from you. After five or ten emails that are all helpful many of them will start buying from you.

Patric: Let's say that I or John wants to purchase a subscriber do you offer an opinion, right how much will you be willing to invest into paying a subscriber co-reg a piece?

Willie: I have never paid more than .25 per subscriber. But I can buy them at a penny a piece.

Patric: All right, I see, I see. So email would be one of your main profit-generating vehicle that you use in your internet?

Willie: Yes, email and I also write many, many articles. Some weeks I will write three articles and submit these to newsletters through distribution services.

Patric: Right. Right.

Willie: I also use press releases.

Patric: Ok, I mean online press releases?

Willie: I use online press releases, but I use more where I will fax the press release directly to the newspapers and radio stations.

Patric: And they will publish that, yeah?

Willie: Yes, I am published or they will call me for interviews.

Patric: Ok so the next topic seems to be talking about the press release from the off line. Do you use any off line methods on your marketing for your cookbook?

Willie: I go to meetings that are held by Civic Organizations and I give presentations there. I go to charity events and things like that. I am becoming known and I submit articles to newspapers, offline newspapers.

Patric: For cook industry?

Willie: For cook industry, also for the internet articles ...on how to avoid getting ripped off articles. How to start your own business.

Patric: Right, there is just too many rip off's in the internet now a days.

Willie: It is just letting the newspapers know that I, because I am an expert, and because I was at one time thinking of starting my own business, I tell them things to watch out for. That makes them want to run my article and then in the article it will mention my website. So it will generate traffic for me.

Patric: Right, right. The off line marketing that you use right, would it be a little bit more cost compared to you doing it online? Since you are going to use off line marketing, would it be up in your margin of costing?

Willie: I don't think of off line as more expensive except when I do some direct mail where I mail letters. That is more expensive than sending email. Actually it converts better, too.

Patric: Yes, it is more percentage on positive.

Willie: Yes.

Patric: You have your cookbook, you have your audio, and you have your videos. You got lots of products right. What other products specifically that you are working on right now?

Willie: My next product is actually my workshop, which is April 30th through May 2nd in Florida. Because we will video tape that and make audiotapes and DVD's too probably that will create a product. In addition to that I am working with several programmers to create some software because I don't have any of my own software.

Patric: Right, right. I need to ask you more about the seminar later at the end this interview on how you market your seminar and stuff like that.

Willie: Ok.

Patric: Right. That is what you will be doing and talking about this software, right? You are planning to create software for your own usage or are you going to sell it out to the market?

Willie: Out to the market. It is different types of software. Most of it is not internet marketing actually. For example for my recipes, my cookbook audience, I wanted software that if you have like diabetes or you have high blood pressure you can enter a recipe and it will convert it to a recipe that is safe for you. So that is two pieces of software, one is for people with diabetes and is for people that have hypertension or high blood pressure.

Patric: Willie that is a killing idea, wow.

Willie: Yeah, I am not going to do it myself. I have other people writing this software but I know it will sell.

Patric: Yeah, because I don't think all of those cooking guys or those chefs, right is a marketing expert. You see these people can be really good cooking for people everyday. They actually need to be marketing experts to be the best sellers.

Willie: Right, and so I actually as I expand I will probably teach many of them to market themselves better. I enjoy consulting too... that is when you talk about different ways of making money; you talked about up selling, my up sell is actually consulting more than anything else.

Patric: Right, right. Consulting would it eat up a lot of your time? I mean you do enjoy your consulting, I understand that. But it would give you pressure and take up most of your time?

Willie: No what you do is you charge a lot for consulting so that you don't have so many clients. You know some people charge very little, so they get lots of clients. I also only take so many clients. So I... my clients have to fill out a survey and then I look and see which ones that I will accept. It is people that I see are focused and will be successful already. I just need to push them.

Patric: For those listeners to this audio that are interested in knowing more of Willie's consultation, you can go to <http://www.williecrawford.com>. Is that correct, Willie?

Willie: That is a correct. There is a link on that page for consulting.

Patric: Yeah, I am going to spell it out to make sure that you got it spelled correctly for those listeners: <http://www.williecrawford.com>, if you go to that web page now you will see there is a link for his consultation work and most of his services are there.

Willie, if you are to give a big tip this is like a big one ...yeah, for those who just going to start the internet business what would this big tip be and what do you think that they should avoid, so they will not fail? Like what most of the people that have failed earlier.

Willie: The biggest thing they can do is make sure that there is a market for the product they are thinking of creating or selling. Too many internet marketers are trying to sell things that no one wants to buy and so they waste their time, they waste money, advertising and building a website on a topic that no one cares about or is willing to spend money on.

You have worked with some very famous people and I am sure that you know that you need to create something for people that are willing to pay for it.

Patric: Yes, that is true.

Willie: You can make a lot of really good products but if no one will buy them, or because the people you have made them for maybe they cannot afford them. So you are not making any money if you make something for people who can't afford it.

Patric: Yes, sometimes it is like the wrong market, even your big freebies. But all of these people are interested in freebies, even though you have a good product they are not going to buy it.

Willie: Right and if you build your list by attracting people by offering them freebies, you also teach them also maybe not to buy sometimes. So that is only if they want to.

Patric: Right, I mean I personally.. I don't have a product for the last one whole year. I am just building the whole list, which I have got to the selected market. Recently when I launched my product, it is easy to sell.

Willie: There is nothing wrong with giving away things but don't give away too many things, and you want to let people know when you first contact them that you make money from selling things. You want to get them to.... you want to let them know you expect them to buy from you.

Patric: Yes that is true. I do believe that when you give a freebie, it preferably to be something that you create yourself. So that you can position in your subscribers mind you are an expert in the list that you are creating, rather than giving someone else product.

Willie: Absolutely.

Patric: Yeah, right. Creating a niche market is very important. What mistake that should they avoid once they find this market right and they create the product and this website right, what mistake should they avoid so they will not spoil the whole business?

Willie: The biggest mistake I see people making is under pricing their product. They are afraid it won't sell enough, or they are afraid that no one will buy it, so they set their price very low. When you do that your potential customer assumes that the product is no good or low quality. But if you sell an expensive product people will assume that it is good. When they use it they will remember how much they paid for it so that reinforces it.

Patric: I truly agree with you 100% Willie on this method. I mean weird to say if you got the product and it is suppose to bring a lot of value otherwise you would not be selling it anyway. So if brings a lot of value it should be priced up anyway.

Willie: Yes, and it is just a psychology that you know that if you pay a lot for something you also... you feel that it is better.

Patric: Yes and believe it or not when someone pays for their product for more than for what they expect to pay they are going to get more results in life anyway because like you say they remember that they paid for this for a higher price.

Willie, can you really sell a lot of, can you really make I mean a lot of money selling something as basic as a cookbook?

Willie: You can. You need to sell a lot of them, and you also need to think of it as a lead product. You have to have other, like you mentioned earlier, back end products. But that is the most important part of the whole system is after you make that first sale you offer them other products because now they trust you. They have purchased from you and they know that you will deliver the product and not take their money. So they trust and you are sort of obligated to them to offer them more things... you know.

Patric: Right. When you sell a low end product say... selling a \$10.00 product and then say your customer wants to buy, they might send you questions regarding your product, right? You probably want to answer them because they are your customers.

But the thing is if you sell a lot of products for \$10.00 to 100 people you earn 1,000 US dollars but you would be expecting to receive 100 emails a day. Would that take a lot of your time away, Willie?

Willie: It could, so what you have to do is you have to offer a product that either is very, very good, or you need to make sure that the product answers most questions. Some marketers will post a frequently asks questions file on their website or something like this.

Over time you see that you get the same questions over and over. So you post those through an autoresponder and you list that as your help email address, so when somebody sends that they get that first and then if they read the autoresponder and it doesn't answer their questions then they can email a different email address perhaps.

But when you sell low end products, you do spend a lot of time. You waste a lot of time answering very simple questions.

Patric: Yes, I do have low end products and I do get more low-end questions as well.

Willie: Yeah, when you sell say maybe a \$10.00 ebook you will get more questions from somebody buying that than you will from somebody that buys a \$500.00 video tape set. It is almost like they are more worried about their money, so they ask more questions. I have noticed that.

Patric: You have noticed that, yeah. How... ok this rewind this down now, we found a niche market and we know what the mistakes are to avoid. The next thing... how would you recommend people to the site what topic or niche to develop a product around?

Willie: Everybody advises that you develop a product around something that you are interested in and that you like doing and I agree with that. Also, you have to make sure that there are enough people who are willing to pay for that product. If there is something that you really like doing but no one is willing to pay, then don't waste your time developing a product. I think one of the easiest ways and best ways to development a product is to improve on one that is already there.

Patric: Ok that is an interesting one.

Willie: See when you create something that is a new product you have to prove that there is a market for it. But if you see a product that is already

selling well, and you can just improve on it, you don't have to be a pioneer. That is much safer.

Patric: Here is a tip to the listeners, for instance like Willie has successfully created a cookbook right, but what he come up with your cookbook say Asian ways of cooking or Africa ways of cooking or whatever... right you can just sell it to people who already have a your cookbook. It is just like Chicken Soup of the Soul. They have Chicken Soup for teachers, Chicken Soup for teen-agers and etc.

Willie: Yes, you can create a brand and then make many branches from that brand. Like Mark did with the Chicken Soup Series. You can brand it. I have not done that with my cookbook but I call my cookbook Soul Food Cookbook, right. So I do have a low fat and diabetic and low carbohydrates cookbooks I am working on. I am working on three new cookbooks that are all the same type of food. I know my customers will buy them.

Patric: Yeah that is what I am about to say. You have been successfully sell 6,000 over copies, which is what we can calculate you see. There is so many unique and on the internet for books and stuff like that. I think it is more than 6,000 it is maybe 20,000 plus.

Willie: Yes.

Patric: What I am saying is all these 6,000 buyers visit your site and read the book. Let's say 2,000 of them buy and you sell them at 10.00 US dollars that is 20,000 grand for one type of purchase. I think it is a good deal.

Willie: What you do whenever you sell anything whether it is over the internet or off line is you build a snail mail list. You build a mailing list too so that you can follow up. I follow up with autoresponders but I also follow up with regular mail. If I know that a person likes buying cookbooks, I know they will buy them over and over and over again.

Patric: Yes they will be cooking more and more.

Willie: They are just always looking for new recipes. It is like if you are an internet marketer and you sell audio tapes if you sell one set of audio tapes to a person you know that that person likes to learn by listening. So there is a very high probability that they will buy more audiotapes if you offer them to them.

Patric: Yes right now Willie, you have successfully hold a seminar called the How To Seminar last year, right?

Willie: Yes.

Patric: I think you did right, organizing an exclusive another seminar on the How To Seminar to show people the real methods how to start an online business. You see, if I understand what the unique the great thing about the How To Seminar it is a 'how to' seminar you see. It is not where a speaker that say and blah blah and blah blah blah, saying the same thing from a book. A how to in a sense that people like Willie, who actually successfully made over 100,000 selling a cookbook itself, just a cookbook. Where it is all about 'how to'. Can you just elaborate more about this, let me know Willie?

Willie: Yes what makes my seminar unique is that my speakers tell the people how they had there success but we also invite audience members to ask questions about their ideas and the speakers and even members of the audience will help them to brain storm and to think how to make their idea better and to tell them whether or not the idea will maybe be successful. We help the people who are attending the seminar plan their business. It is very personal.

The speaker asking you what do you plan to make as maybe an information product and if you say I am going to do a video on this maybe we can say that is not a good idea. Maybe you will say well there is no product like that there, and maybe we will say there is no product because nobody wants it, you know.

Sometimes when there is nothing there it is because there is no market for it. So we help the attendees to actually plan their product and we often take them one at a time and ask them what are you going to do and how are you going to do it. We help them to develop a plan.

Patric: Yes, I really don't see those kind of unique traits in other seminars you see. This is really, really cool.

Willie: It is because we really, really, really want to see the people succeed. I even have a schedule after the seminar - six months of follow-up where....

Patric: I am sorry to cut you off but wow - are you crazy, six months!

Willie: Oh, no for six months, I will have a conference with all of the attendees are invited on and we will see how they are doing, you know if they are doing their plan and if they encountered problems we will help them to solve those problems.

Patric: That is way to good, you know. I mean ... wow! Six months is heck a lot of time.

Willie: It is, but if the attendees are successful, as they would be they are going to be our customers in the future you know. They will reach a certain level, maybe in a year a person that attended his first seminar will be making \$100,000 and they want to know how to make 300,000 or 500,000. So they will come back to speakers who are making that much for consulting.

Patric: Exactly. You know what Willie, I am actually going to your seminar web page. Especially I saw these, all these names wow it just blew my mind away. People like Gary Knuckles, Bob Silber, all of these people are like really, really successful top-notch speakers in the industry. These people are like what is the word... the top of the league of this internet marketing industry.

Willie: They are all personal friends I have met over the years, people that I met with and then I was very impressed with and that I learned something from.

Patric: How did you manage to get all these people and convince them to reveal their secrets in a seminar? Things like... wow ... I manage to convince you to do correct JV's online but we are talking about sending them here. How did you manage to do that?

Willie: I convinced them that if they shared with people and they really helped people those people would become their loyal customers and clients. So it is a win win situation, when you help someone to be successful they will be your customers in the future too.

But they will also be so much more successful that they will tell others about you. You see, I know that if lots of people who attend this seminar, next year have very good businesses. they are going to tell all of their friends and so it is going to be twice as big next year.

Patric: I see names like Carl Galletti, this guy is like top of the internet advertising expert.

Willie: Yes, yes, Carl has people like Jay Abraham and Gary Halbert coming to him to help write copy. He is one of the best copywriters in the world.

Patric: I know the best, one of the best. It is amazing how you managed to convince people like Carl Galletti, and the rest to reveal the secrets.

Willie: You want to know my secret there?

Patric: What is the secret, Willie?

Willie: I met Carl at a seminar and I became Carl's friend.

Patric: Uh uh.

Willie: Because I am his friend I can pick up the phone and say Carl I am putting on a workshop and I need you to teach people how to write great copy, and because he is my friend it is very difficult for him to so say no to me. If he had never heard of me before... if he had never eat dinner with me before ,and knew who I was, then it is very easy to say no I am busy ... but that is one of the benefits of attending seminars. You get to meet people and they know who you are. So when you call them on the phone or you email them they are more likely do business with you.

Patric: Yes, yes, I don't like to mention names but I do know a few people that attend seminars and they get with other guru's, other experts like Carl and you know what the next thing... right they get to do more business on line just like in your case. You know, because you are a friend of Carl's you get to convince him to help you on this workshop.

Willie: Yes. He can introduce me to some of his friends and so my circle of friends grows, circle of very powerful people gets bigger.

Patric: Yes it is all the internet network that counts. Once you get to know one guy and you get to know the other guy, and the next thing you know the whole world, right.

Willie: Yes, yes. Maybe you are going to write a book or do a video and you.... maybe you want Mark Victor Hanson to give you a testimonial, or maybe he doesn't have time to read your book, but if one of his very good friends was also your friend ask him to read he will do that. But if you just send an email and ask him he probably, his secretary will probably say that he is to busy, you know.

Patric: So yes, that is true. That is the, I can't remember it is a law of ...what is the word. I can't remember the word, it is the law of, but they say that the due conscience plays a part sometimes.

Willie: It is like so many degrees of separation. It is like you probably know somebody that knows who you need to know.

Patric: Yeah, Willie what can the participants expect right by attending the 'How To' Seminar. I mean, what will be the thing that they are looking for, what is the expectation and after the attendees attend and complete the Internet Marketing How To Workshop 2004, what are they going to get?

Willie: What they are going to get is every speaker is going to present to them and teach them really everything that they know. They are not going to hold anything back, so they will teach how they run their business. What makes them successful. How you can do the same thing and if they don't in their presentation tell you something that you need to know any of the audience members can just ask a question. The speaker will not... they will answer they will not hide anything. We are going to record the entire workshop and every attendee will get a set of videos and a set of audio tapes. Now a lot of seminars they make you pay extra for those.

Patric: Yeah that is true. You know from this speaker at this seminar that I have seen and heard of, some even go as high as 500.00 US dollar per hour. Now if you can have them for free on the internet... wow that is like way to work for your money being invested in this seminar. People like Bob Silber - he is the guy on all this law, internet law and things like that. I think it is fine if you are going to call him at least it is not going to be...

Willie: If you could even get through to him on the phone. He has so much, he is so popular, and he is so busy. He knows so much about internet marketing and international law.

Patric: Exactly. If you can ask him questions on the law on the website, at the workshop itself, it is already worth the money invested. I mean look at people like Carl Galletti, this guy writes for Jay Abraham and Gary Halbert. Is that right?

Willie: Yes absolutely he writes for them and if you could pick up just one little thing from any of these speakers and it is worth the money. The whole key is you need to use what you learn. That is a big part of these seminar experiences you see. If you are sitting there... I am sitting next to you and I hear something said and I say that I am going to do that... if I tell

you that then I have made a commitment to you and you are going to be watching me and there is pressure for me to follow through on it. That is part of what makes people who go to seminars more successful because they build networks of friends who help support them and push them toward their goals.

Patric: Yes that is true. A point from that, right. What is unique you do this six months apart. I don't see that happening at a lot of seminars now days. This is way to cool, you know, I mean when you come back from the seminar just imagine this - you can still send email or attend conference to help the seminar attendees so you actually refresh your memory and get your question ask if you stumble to any challenges.

Willie: Absolutely I mean actually after the seminar anybody there can pick up the phone and call me and talk to me. I mean I have a consulting business where I charge my clients. But you attended the seminar and you have a brief question you can just pick up the phone and call me. You can email most of the speakers too. I know most of the speakers would answer an email from anybody who attended the seminar. But when I do the six months of calls the speakers have also committed to being on the call so if you ask a question about something that I am not an expert in one of the other speakers can answer the question you know.

Patric: Yes, that is true because someone who wants to market a product; say she wants to market I don't know... how to arrange flowers kind of book. She can always ask you for advice because you have done a successful cookbook, you probably have an idea on how to sell a how to arrange flowers book.

Willie: Yes, the principles what worked for selling a book to a consumer market they are the same, no matter what the book is on it is just a matter of locating the buyers. The stuff that I teach will work for any kind of book.

Patric: Right because even thought someone to buy a home study course or books, tons of books on internet marketing it ... is still doesn't explain directly how to market a consumer book that you have successfully done this.

Willie: The difference is that when you read it you understand it on a different level than you do if someone is there explaining it and discussing it with you. That is the difference. You read it and you understand on one level but you understand it on a much deeper level when you sitting right down in the room listening to the person explain it and you can ask

questions. Then later on you have these videos and these audios that you can go back and listen to over and over and over again.

Patric: Yes that is true. It is going to be a video and audio isn't it?

Willie: Yes, and that is included in the seminar.

Patric: That is included in the seminar, wow! You know this is like the best of the best deal that I can hear so far for seminars you see.

Willie: You know the best thing about my seminar is - have you read my guarantee?

Patric: Yes I do read your guarantee.

Willie: Yes it is a lifetime guarantee.

Patric: Yes that is why the next thing that I wanted to say. Let me just read what you did write on your website, right.

Willie: Ok.

Patric: Anyway for those that are tired of listening, if you want to know the address you can go to <http://www.mymarketingtatics.com/recommend/willie.htm> it is in the PDF file that you download this audio. Here is what is going to be here.

And To Ice the Cake, An Irresistibly Sweet Guarantee!

I'm so confident that this Workshop will surpass your wildest expectation, that I'll stick my neck out with this CRAZY...

LIFETIME, NO QUESTIONS ASKED, NO RISK, 100% MONEYBACK GUARANTEE!

If at any time for the remainder of my life you don't feel that you got more than your money's worth from attending this event, just send me an email letting me know. And no matter when this is, I will issue you a prompt and courteous refund! You simply CAN'T loose by attending my workshop.

There is one caveat... not a restriction ... just a request. I do expect you to ask lots of probing questions during the workshop to make sure that YOUR personal questions... those questions that have been on your mind for a

long time, finally get answered. I also expect you to follow through and USE what we reveal to you at this workshop. If you are not going to use the information, then you should not attend. Nothing can happen until YOU take action.

Patric: Yeah.

Willie: That sounds like I am taking a tremendous risk but I am not because first of all I believe that people are basically honest, but second I know that we are committed to teaching everybody there what they really need to know to build a successful business, you know.

Anyone who attends this workshop will see how much we really care about them being successful. I don't want their money. I have to get paid to cover my expenses and stuff but I want them to be successful. I am willing to say that if I don't give you more than you expected at this workshop I will give your money back to you, you know. You can't lose.

Patric: Yeah, what happens in books right especially soft copy books and download books, they can give you a lifetime warranty, guarantee I mean because they don't spend time. But your case is different, you have cost - you see, you pay to book your room.

Willie: I have video recording crew, and my room, and I transportation cost and I will have a taxi that will take people from their hotel to different places and things like that. So I have lots of expenses.

Patric: Yes, you have expenses in there. For instance, the most expensive is in there is each speaker is spending three days of their time. Those kinds of things come up to hundreds or thousands you see.

Willie: Yes, but again I am going to do everything I can to make them successful. If you attend this workshop and you want to have a successful business we will teach you everything that we know and we are successful. So if we teach you what we do and you do it and apply it to your situation then you will be successful.

Patric: Yeah, you know what Willie, I really see so much value in this seminar and I urge anybody that is listening to this audio to actually go for this seminar and just go and find out. The address is for sure in the PDF file.

But what I am going to do extra on this because I want actively invite you to attend this seminar and become success, as like Willie and the rest of the gang. Is that, I just published a new book called How to Make More Money Easily. See this book is not an internet marketing book or a self improvement book. It is a combination of how to make more money easily in your life. It is as easy as can be. It is combining communication, marketing, wealthy mindset and of course how to make it on the internet. You get a copy of that for free. Yes it is free. I am selling it for 67.70 US Dollar.

Willie: Wow, I want a copy of that.

Patric: You got to pay me. Just kidding. I will be giving one for free if you go for this seminar, instantly before you attend the seminar. On top of that Willie, I am going to offer something really, really extra to the first 10 people who sign up. I am restricting to 10 but it is not some urgency marketing strategy whatsoever. I really don't have the time to do this. I am going to give my free web copy writing to the first 10 people who signs up.

Willie: Wow.

Patric: Yes, this values at hundreds of US dollars easily. I cannot take more than 10 people because I really need to spend time on this. It takes me a few days to copy a web... copywriting that page.

Willie: You only have so many hours, you have given them your most valuable resource your time. Wow and your talent, you write incredible copy too.

Patric: Thanks buddy. For the first 10 people who actually sign up. What I will do is I will write a copy, like the web page like I have done for Willie and me, that you see when you download this ebook. I essentially call generation lead web page. Which everybody should have a generation lead web page. Is that correct Willie?

Willie: Yes a lead generation web page.

Patric: So I would do that web copy for free for the next ten people who sign up from this link:

<http://www.mymarketingtatics.com/recommend/willie.htm> the address again is in the PDF file. Now I can't deny that I do promote you this

program because I am a affiliate of the program but what I see the value here is like, come on, if you are going to be successful, this is your chance. You are buying a ticket, investing a ticket to be successful. Willie put his neck on this deal. He is giving a lifetime guarantee. I don't see people give a lifetime guarantee.

Willie: Nobody else gives a lifetime guarantee.

Patric: Nobody does that, man. I mean. So, you spend money you spend time, so much things involved and you still give a lifetime. I am use to seeing a guarantee that is if they are not satisfied in the first day, and that is it. Do you see that?

Willie: Usually I see that and you know if you are going to travel half way across the world or whatever to attend a seminar you probably are not going to leave after the first day so that guarantee doesn't mean a lot to me. So I am saying go home and think about it and then decide how much value I gave you, you know.

Patric: Yeah, exactly.

Willie: So really an incredible guarantee. It is like there is no way that you can loose. I am going to teach you everything that you need to know, me and the other speakers.

Patric: Exactly, you see. Or those interested today, like I say, of course it is important to me but then it is you.... to become successful. Look, you are going to sell my book 67.70 US dollar, if I sell 10 copies I make 670 dollars per day and I can sell ten copies a day by getting my network with other guru by promoting and stuff like that.

You see what I am stressing is, the money I will make from the affiliate is not a really a big thing after all. But the big thing is getting you to be successful and sending me email - "hey Patric thanks for getting me to be one of the first and getting me to attend this program and change my life."

Willie: And it does change our life. I mean when you have a really successful business and you are not worried about where the money is coming from to pay the bills or to pay your rent or to buy a car or to buy food or to pay for your children's college it changes your life.

You can have a lifestyle that you want. It is all about taking action, doing those things that you know that you need to do in order to be successful. Being around successful people, so that you can learn how they do things.

Patric: Yes yes that is true. A lot of people they realize that. You see, why we reinvent the wheel? Is obviously we re-invent a wheel when you can just short cut at your success by attending a three-day program.

Willie: Absolutely.

Patric: You know Willie, I am going to end this interview for those subscribers, is you can see all the links on the ebook that you download on this deal, the URL to the website where you can register immediately and to the ebook that I am selling you see, <http://www.mymarketingtactics.com> You can see the bonus that I will be giving, that I have been selling. It is not a free book and the webcopy that I am allowing but you must understand that you need to take action to be the first 10 people in the Let me see when do you close your registrations, Willie?

Willie: Well it's as soon as it fills up but I am thinking that you need to register within the next two weeks. What is going to happen is if I have any registrations open after the 10th or so of April the price is going to go up by \$500.00?

Patric: When will the price go up, Willie?

Willie: Actually I am going to raise it on April 16th, because I don't like that day.

Patric: If anybody wants to order before April 16th then I will throw in my free bonuses, both of my bonuses. I think that would be fair.

Willie: After April 16th the price increases by \$500.00. What actually happens is if you order before the 16th you get a \$500.00 discount.

Patric: 500 wow that is a lot. 500.00 US dollars that is a lot.

Willie: It is, it is a lot.

Patric: Right, so guys make your decision now don't wait for a piece of this or a piece of that. You know, what if you don't take action now, what you are going to do you probably think that 'I will think about it' and you know what? You will see the same people again for the next three years

and that will be the fifth or sixth intake of the How To Workshop and you just missed three of them on making money on the internet.

Do it now and go to Willie's, my email and Willie's email is in the ebook that I sell. You can email us if you got questions. Email us or call us about what the seminar is all about. Just go and do it, right Willie?

Willie: Do it now. It is your decision but now you need to do something to change your life. This workshop will change your life.

Patric: Right with Willie's lifetime guarantee.

Willie: Absolutely that is my lifetime though I can't guarantee after my life.

Patric: All right, all right Willie, it is very nice talking with you Willie.

Willie: Thank you Patric it was great talking with you.

Patric:

For additional free internet marketing resources, visit:

Patric's website at:

<http://www.automateinternetmarketing.com>

Email: <mailto:patric@mymarketingtactics.com>

Willie's website at:

<http://www.williecrawford.com>

Email: <mailto:willie@williecrawford.com>