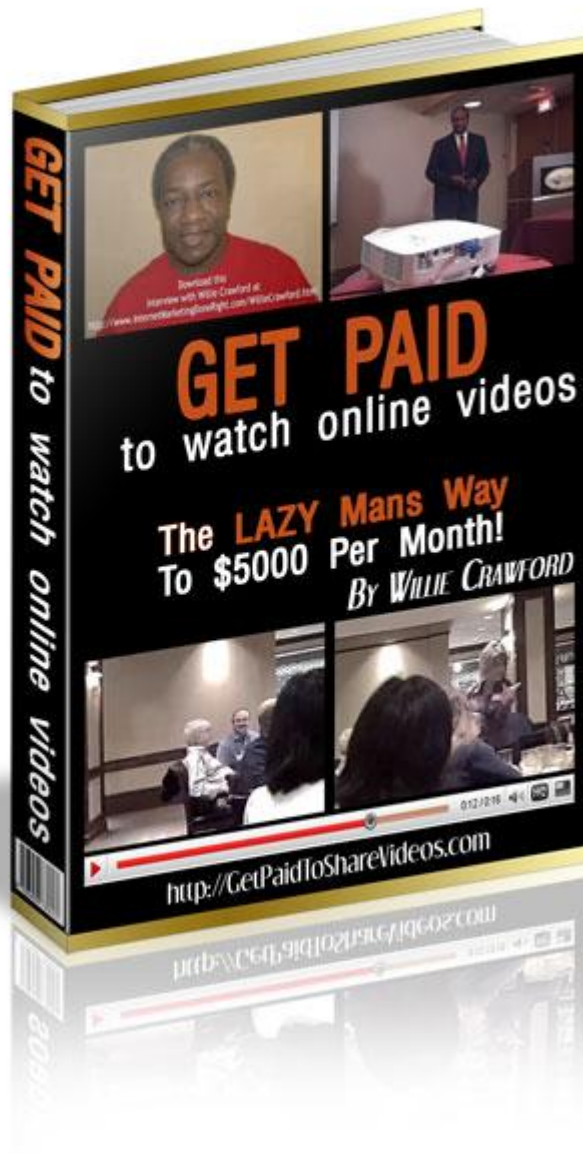


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NOTE: The main discussion on earning money sharing videos is in the latter part of the discussion, but it's also sprinkled throughout, so read the entire ebook.

Willie: Hi everyone, this is Willie Crawford and I would like to welcome you to another episode of *Willie Crawford Teaches Real Internet Marketing*. Today I will be joined by Mr. Ron Douglas, and we will be discussing launching a high retention continuity program. If there's time, you are welcome to call in with your questions later on, and we'll try to fit some of those in. To do that, dial 347-215-8784.

I also have the chat room open and if you're listening over the internet, you can just type in your questions right through the chat room. I'll monitor that during the course of the call and try to fit in questions or comments that you guys have over there too.

As I said, our guest is Mr. Ron Douglas.

Ron: Hey Willie. Thanks for having me on the show. I just want to say before we start that a lot of people out there in the internet marketing world complain about the lack of free content being given out by marketers.

All that marketers do is pitch them, but obviously they haven't tuned in to your radio show because you've really been doing it consistently with the free quality content for a while now.

Willie: Thanks Ron. Thank you. I just happen to have some really good guests on the show and have people who don't seem to mind just opening up and sharing what they're doing. So, it's not me, it's just that I luck into some really, really good guests.

Let me share with our listeners a little about you though...

Ron Douglas is an internet marketing expert. He is a New York Times Best Selling Author and a work-at-home dad. One of his titles, ["America's Most Wanted Recipes, A Cookbook Featuring Secret Recipes for Popular Restaurant Dishes"](#) has sold over 250,000 copies in just the past four months alone.

He's been featured on "Fox News," "Good Morning America," ABC, NBC, "People Magazine," and many other media outlets. Ron holds an

MBA in finance and investment, is a chartered financial analyst and has worked on Wall Street for J. P. Morgan and Citibank. However, in 2007, he left a promising career and a six-figure job to work at home and spend more time with his two young kids.

Ron currently enjoys the internet lifestyle from publishing his own newsletter to a database of over 265,000 subscribers collected on his websites. Ron also enjoys launching new web projects and making media appearances to promote his book. I can't blame him; I would be the same way.

Ron's latest project, which I hope we'll get to mention today, is Video Forward and that's at Video Forward.com It's a business opportunity that enables members to make money just by sharing videos. I've actually set up a tracking link so that you can check that out later and Ron can see that you've checked that site or discovered it through listening to this show and that will show him that it will be worthwhile for him to come back later and be on the show again. I'll give you that link now; it's at <http://GetPaidToShareVideos.com> It's a tracking link.

With all the out of the way, Ron, thanks for taking time out that the really, really busy schedule to join us today.

Ron: Thanks for having me on the show, man. I'm doing the work-at-home dad thing and I'm hoping my kids don't start screaming in the background while I'm on.

Willie: That's okay, we understand completely. I've interviewed numerous parents who had crying babies, and barking dogs, and delivery people and that's part of the work-at-home lifestyle. I've seen your cute children and they're why we do what we do.

Ron: Yeah, exactly. I wouldn't have it any other way.

Willie: You were first on my show back in February, 2009. I invited you back after we chatted at the Warrior's Summit, which was in Raleigh, North Carolina a couple of weeks ago because you had some exciting things that you showed me. Ron, do you want to update our listeners who maybe tuned in back in February on some of the things that you've accomplished since you were last on the show.

Ron: Wow. Since I was last on the show in February, I spent a really wild and crazy year. It's really been a year to remember. Lot's of good stuff happened, but I think the main thing that I'd like to feature is that I got a book deal with Simon and Schuster that was released in July. It was a cookbook, *America's Most Wanted Recipes*, like you mentioned. It featured my version of recipes from popular restaurants.

After that book came out, all of a sudden I started to get a lot of media attention. I mean, I wasn't on TV much before and then in two weeks, I was on all of these shows. I don't know if people remember, but I was the guy who had discovered the secret recipe for KFC Original Chicken. And it was all over the media. And all it was, was my version of the recipe that tastes similar, but the media really took the story and ran with it.

I mean, within two weeks after the book came out, I was on a dozen different shows. First was "New York Post," the "New York News Day," Then "Fox and Friends, then "Good Day New York," "Fox News, with Shepard Smith," ABC, NBC, "Good Morning America," I was cooking live on "Wendy Williams. I was in "People Magazine" next to the "Saved by the Bell" cast. It was really crazy. I was in "Inside Edition," "Today Show, Australia," "Home Shopping Network," and I was on like 15 different radio shows, which I can't even remember. It was really a national media sensation for a period of time.

I like to tell people that I'm the only internet marketer who is more famous outside of the internet marketing circle. I'm actually more popular when I go to the gym than when I go to internet marketing conferences. All the media attention was really crazy. Being the introvert that I am, I was really exhausted. I would come home and just crash in the bed. You would think that being on TV and all that, people would ask me, how many sales did that result in, and honestly on a show-by-show basis, I don't really know because there's no way to really tracking that directly back to sales.

But the one thing that got me the most immediate sales that I could track directly was, I did an interview with the "Today Show" on MSN. I did that interview over the phone right after I did "Fox and Friends." And I didn't really know who I was really talking to at the time, or where they were from. My publishers just handed me the phone and I just started doing the interview. The next day, that the story was on www.MSN.com and there was a live link from MSN right back to my website.

Wow! It was amazing. I got so much traffic from that one interview, that one story on MSN it crashed my server. I had to shut down my blog and my forum for about three or four days because of all the traffic that I was getting. All the MySQL queries that were being generated kept crashing the site. It was insane. I ended up having a record month and I signed up about 40,000-50,000 new subscribers in like three days from just that one story on MSN and I'd take that over all the other media attention I got. That was a wild summer to say the least.

Willie: Now, I would have never guessed that you were an introvert. I guess while I was just sitting around with you there in Raleigh you were sort of quiet, but I thought you were just sitting back just thinking and watching the crowd.

Ron: No, I'm laid back, man. That's me.

Willie: I sold your book when it was an e-Book on Clickbank several years back. I went to look for it now and I didn't notice it. Has it been pulled from the Clickbank marketplace?

Ron: No, what actually happened was, I got a book deal for *America's Most Wanted Recipes* and part of the book deal was, I was able to negotiate with them because I didn't want to cannibalize my existing business with the recipes, so I was able to negotiate doing replacement titles. So now, I renamed the book. I created two new books and I renamed them *Americas Secret Recipes*. It's still being sold on Clickbank, I just substituted that book for the one I was using before, and it's still number one in the cooking category on Clickbank.

Willie: Okay. You've been number one in the cooking category for years, it's just when I looked for the title, I didn't see the old one that I remembered, and I was wondering if you had pulled it for that reason.

You've sold over 250,000 copies of your cookbook since July 7, if I remember correctly. And at \$15 a book, that works out to a gross revenue of about \$3.7 million in four months. That's amazing. How were you able to sell so well in such a short time?

Ron: Well, I wish I got all of that money myself, but you know with a book deal, you only get a percentage, but I still got a nice chunk of change coming.

I think the media attention obviously had a lot to do with it and eventually from all the media and the book became a New York Times Best Seller. The publisher I was working with, Simon and Schuster, is really aggressive. They are really marketing oriented and they pretty much made sure that the book was in every store. I mean, literally everywhere books are sold from Barnes & Nobles, Amazon, Borders, and even places like Wal-Mart and Costco. I mean, just the other day, I went into PathMart Supermarket with my wife and I saw they had a shelf with some books on it, just a little section, and I said, "I don't think the book is going to be there." And it was right there next to Rachel Ray and Emeril. That was an amazing thing.

So, it's a combination of having a good story for the media and then having a publisher with a wide distribution.

Willie: We've often studied publishing a book, we often hear that the publisher doesn't really push your book that hard and that it's going to be you ending up doing most of the pushing, but I guess when you've got the right topic and you can manage to get that media attention, that's huge, isn't it.

Ron: Yeah. Once they see it starts making money, they start putting more money into it. Once they see some potential in it. They have the money to do it; they just want to invest in the right project. So a lot of people come out and only sell a few books and don't really earn the right to get that budget behind them. But we came out, me and my publishers, and got all that media attention. It was like a real circus going on and sold a lot of books right up front. And once I became a New York Times Best Seller then, they really got behind it. If you're a bookstore, you have to have all the New York Times Best Sellers in stock. That's just the way that works.

Willie: Okay. I don't fully understand the industry even though I have four print books of my own, they're all self-published. I haven't pushed any of them into traditional channels. And some day hope to actually, but that's neither here nor there.

Your book, as we mentioned, it was originally self-published as an e-Book just like most internet marketers do. A lot of them are actually afraid to take that next step and publish a physical book, although with a cookbook in particular, you need a physical book because people need something they

can take it in the kitchen with them. They can't take a computer in the kitchen usually.

How were you able to get this book deal for this e-Book?

Ron: Well, as you mentioned, it was originally on Clickbank and I started out as an e-Book back on 2003. And to be honest, I didn't really think much of the idea at first. I was just kind of throwing stuff against the wall to see what stuck. I was into internet marketing and I knew I wanted to find something on Clickbank, and I said, this was different, let me just throw the idea out there and make an e-Book. It was only like 12 recipes to start and just recipes that I was just fooling around in the kitchen trying to clone restaurant recipes. And yeah, I put it out there and it started making sales. I was like, Wow! This is really working.

So the more I made, the more time I devoted to it and it really got me involved in internet marketing because once you start seeing those dollars come in, you get a whole other level of motivation. So, I started learning everything I could about internet marketing. I started to study some of your stuff, I was studying Yanik Silver and guys like that, Warrior Forum. I would post on the Warrior Forum. I would just take in all I could about internet marketing and I would come in after work and stay up most of the night working on this stuff and it really became my passion.

It was on Clickbank and then eventually affiliates began making sales with it and over time, they pushed it to the number one product in Clickbank's Cooking category. Six years later, it's still number one on Clickbank.

Willie: It stayed number one for six years?

Ron: Well pretty much. I think it went up and down between one and three a few times, but in the past three or four years, it's been number one in cooking in that category.

Willie: Wow. That's huge. I have a whole bunch of questions I was going to ask you, but one of the questions I'm wondering is, are you managing to capture those sales, with the names and emails of the people who are buying on Clickbank?

Ron: Yeah. Definitely. Before they get the download, I get the email address. So, I've been doing that for years. Once I learn I really --

Willie: Clickbank doesn't make that easy.

Ron: Right. That's one thing early on was build a list. I mean, everyone was talking about it and it's so true. You definitely want to build your list, especially your customer list which is so important because customers make the best customers. When you're looking to sell more stuff the people that are going to buy are your fans, are your customers.

Willie: You mentioned Yanik. He taught me that a product like a book, you put volume 1, or a date on it, you know, a year so that that opens the door to roll out some more. I'm actually having one of my books reprinted and it will have the date on it so if people want it, "where's the 2011 version" and that opens the door for you to just blast off an email to them and say the new ones ready now.

Ron: Yeah, that's definitely the case. I started out *America's Most Wanted Recipes*, but I never put like a volume 1 on it. It just had the regular title. But then I came out with a second one and I just named that Volume 2. So a lot of people that bought the first one ended up buying the second one also. And I think if I didn't have that customer list in place, of the people who bought the first book, then I would have never made as many sales because those same people ended up buying the second one.

But back to your question of how I got a book deal for it. Eventually I turned it into a physical book and I began shipping it myself and we would go to the post office and they would hate to see us coming, especially during the holidays, we'd have boxes full of books.

One time they even called security on us. Like, get these guys out of here. So, we would have to give them free books and gifts and stuff just so they would process and mail all of our packages. So, we ended up selling over 50,000 copies self-published over the years and that really helped us get a book deal.

So, eventually I ended up getting a literary agent to shop for book deals with different publishers. And it really helped that also we were in the middle of the recession when I ended up getting the book deal because the book teaches people how to make restaurant recipes at home and save money by making it at home. So, in that way, the recession actually helped me get the book deal. So, I guess it was the right product at the right time with a demonstrated demand.

Willie: Excellent, excellent. And for the people who are just joining us on the phone or in the chat room or online, I am talking to Ron Douglas , and Ron has written a best selling cookbook that started out as an e-Book and is now a traditionally published book. Simon and Schuster published it. And he's got a bunch of other stuff we're going to talk about today too.

Again, that's Mr. Ron Douglas. If you joined us late, you will be able to listen to the recording later on and I'll even have it transcribed so you can download the PDF. But that will make it easier for you check out the things we talk about on the show so you don't really have to worry so much about talking notes and keeping up with all that.

Now, you have several other successful internet businesses. Can you share a few of them with our listeners?

Ron: Well besides www.RecipeSecrets.net, which is my cooking community, a big forum on there is where I sell my cookbooks from, there is also, www.TrafficOutsourcing.com, you know that as TrafficSage.com, which is website promotion service that pretty much does all the grunt work for you to get traffic to your site. We write articles, we market the articles, we create videos, we do audio, social book marking. And some of our past client and current clients include people like Steven Pierce, Mike Filsaime, Tellman Knudsen, so it's really helping a lot of people get traffic to their site.

Another project I recently did was www.TruthAboutDiets.com which is in partnership with the winners of the NBC hit reality show "The Biggest Loser." I partnered with them. They're both local guys here on Long Island where I live and they knew I was into marketing and I met them actually through my agent, he's their agent as well. So, I partnered with them to release their weight loss program on Clickbank. And it's really making steady sales. It's really starting to pickup right now because of the show, the new season of the show is on NBC and they've got millions of people are searching for the Biggest Loser each month due to the popularity of the show. www.TruthAboutDiets.com, that thing is starting to take off.

My latest project is Video Forward <http://GetPaidToShareVideos.com> as you mentioned briefly. It's a site that allows members to make money just by sharing viral videos created by others. Instead of forwarding videos – and everybody gets videos in an email, or if you're on Facebook your friends will post a video on Facebook or on Twitter. Now instead of forward

those to other people and sharing those with other people and getting nothing for it, you can actually post it to your page on Video Forward and get paid from it. So it's just a unique way for non-internet marketing people to even make a little extra money just by sharing viral videos.

Willie: You actually mentioned that to me when we were in Raleigh at the Warrior Gathering and my ears instantly perked up because I could see the potential for it to go viral and you really hadn't rolled it out at that time, had you?

Ron: No, not really. I was still Beta testing it and it's really been rolling for the past couple of weeks and it already has over 1,200 videos and approaching 500 members and it's starting to really go viral. I haven't even spent a dime of my advertising budget yet, which I had planned to do.

Willie: I look at my personal stats and in the first week, I was well over \$1,500 provided all of the referrals stick, and that amazed me. I could just see such tremendous potential there and so it's one of the things I enjoy telling my followers on Twitter and places like the about it because I see that as an easy way for them to make money. And they're already telling their friends about videos that they like, whether inspirational or ones that just move them somehow, so why not make a little money from doing that. So, I really like that.

Ron: Yeah, I'll talk a little more of how the compensation program works with Video Forward, but it's pretty straightforward and easy to do. Anybody can do it. I mean, my brother has never made a dime in internet marketing, he's like the guy that doesn't want to do anything that his older brother did. He completely doesn't want to be in my shadow. Like everything I do, he doesn't want to do. But he picked this up and he's made like \$100 his first few days just by posting videos on Facebook and not even selling anything, just by having his friends go back to his video pages he created on Video Forward and a few of them signed up right away.

Willie: Yeah, and I'm surprised how easy it is. And again, I see all of these people forwarding videos to me on – I get links in e-mails all the time for example. A lot of my friends are retired military, for example, and so I'm saying to them, why don't you tap into this and make a little extra money, and they're doing that.

But we advertised that today's show was going to be about high retention and retaining more members on your membership site. What tips do you have for launching a high-retention continuity program? I know a lot of our listeners are interested in that topic.

Ron: Right. Well, I think the thing is that everybody loved the potential of a membership site and continuity income and it's really cool to get dependable money each month from existing customers and not have to get new ones each month. It's the closest thing to a paycheck as you can get is having that continuity income.

But the downside is that people hate multi-payments. I hate paying for things monthly. I mean customers in general don't like things they have to pay for, a new bill, a new statement, a new item on their credit card statement each month. And they say the average membership term is just three to four months before members drop out.

Using a high retention continuity program, some of the strategies I'm about to talk about, it doesn't have to be that way.

You could really keep members for years.

A couple tips: if you look at a service like Aweber Autoresponders. I mean I've had an account with Aweber since 2002 and it's really a vital part of my business and helping me make money. It's also inconvenient. If I ever wanted to stop using the service because I have their form on all my different sites throughout the internet. I would have to take that form down, replace it, it would be a lot of work to switch, plus if I use another service, I would have to upload the database and the leads would have to reconfirm, so I would lose a lot of leads, so it's really inconvenient to cancel. Plus, I'm really accustomed to using their service, so I would have to switch to a new system. So a lot of it is deterrents in place to keep people from dropping out. And I don't know if they do that intentionally – they probably do, it's just the nature of their service.

So, if you look at that, you have three tips right there for a high-retention membership site. Make it something that people are going to actually use. And the best way to do that, I think is selling to sellers. And that's something I picked up from my friend, **Vondre Whaley**. Willie, he had this program called "Sell to Sellers." Now, if you're selling to sellers something that they can make money with, you know they're going to stick

with it because they're making money with it. As long as they can make more money than the cost of the membership, then they have no reason to drop out.

So, I think those are the points. I mean make it inconvenient for people to drop out, make it something that people are going to actually use, and make it something that they can make more money with than they are actually paying you for.

Willie: Okay and I can actually relate to all of those points. In fact, I have a private label, the One Shopping Cart System and it's a lot like Aweber in that once you build a customer database on it, you don't want to move the database because half of those subscribers aren't going to reconfirm, a lot of autoresponder services won't let you import e-mail addresses that you didn't build within their system, so you're sort of tied to the system and that does keep you with them.

I've been with www.ProfitAutomation.com, which is my private label in Shopping Cart since 2003. It's just too painful to move. I like that too. And also, you mentioned you get the people making money. That's one of the secrets to network marketing. What's critical is that the person in network marketing within the first month or so starts seeing money coming in, then they'll stick around, but it's when they don't do anything and they don't see the money, they drop out or do nothing. So, that's very powerful.

Ron: You can kind of get a feel for how much somebody can make in the first month or the first year with our service and you can adjust your pricing based on that in some cases. If you know the average person might come in and be lazy and not do much, but just using the service still maybe might make \$50 in a year, then you price it \$49 for the year. You want them to make more than – or at least see the potential to make more than what they're going to spend and they'll keep it.

Willie: Yeah, that's probably because they do work the number out in their mind, or they actually write them out or discuss them with anybody or not. So, if they see they're making money, especially if they're not doing a lot of work they'll stick around. So that makes sense.

Now, we've already mentioned that you recently launched VideoForward.com which in my opinion, there's already a real winner just because I am already signing up quite a few people. Although, as I log in, I

notice a lot of the people who signed they aren't doing what they need to be doing which is going ahead and building some pages on the platform.

They're just signing up and they need to be more proactive in getting those videos up because that's what will make them the money. And I guess I see that with affiliate programs in general, people sign up with things... they don't follow through. So I want to chastise people who aren't going ahead and setting up the couple of pages with some videos on, that's how you make the money. And it will shock you how easy it is.

Ron: Some people jump from one thing to the next, one shiny object to the next, one opportunity to the next, without actually giving it a try and see if it works. If you see people making money with it then you could make money with it. None of this stuff is really rocket science. A service like Video Forward is so easy to make money with, I mean you don't even have to sell anything you just send people to the page and the site pretty much does all the selling for you.

Willie: My selling is mostly... I see a video of an artist I like or something that is motivational or whatever, an airplane doing some fancy maneuvers or whatever, and I just mention it on Facebook or on Twitter and I can watch 60 or 70 people go over in like a minute to check it out and that's sort of neat. But had I just mentioned it on Twitter in the first place and send them over to YouTube to watch it, I would've had the same number of people. I wouldn't have known that I had sent all those people but there is a potential to get paid for sending them over to <http://GetPaidToShareVideos.com> And that's why it's so powerful.

Ron: And it's non-intrusive, you're not selling anything, you're just sharing and being social and your making money from it. What would you say you've made, over \$1,500 just by doing that?

Willie: Yeah.

Ron: Now that's amazing.

Willie: It is. And you know, in fact, my wife she asks how much did I make this far and I told her and she sort of raise your eyebrows because she thought that – I guess she couldn't imagine me doing that in a month or two but that was like in the first week. And so it shows me the potential if I really actively use the system, which again was my point. Don't just sign

up! Go ahead and use it to tell other people about videos, share videos with them, and also set up so you can earn Ad Sense revenue from the system

Ron: To that point also before you go on, part of what I'm also doing is training people how to get the most from their account. So you pay a small membership fee and you get thousands of dollars worth of training and really understanding everybody because I want the site to be as successful as it can, but I've been doing that to my marketing since 2001 and I'm taking the time to show all of these people how to really get traffic not just your pages on Video Forward - to anything. And I'm using many of the things that I've learned by having clients with my www.TrafficOutsourcing.com service and applying that towards this Video Forward account and really training people how to do it.

I don't think of it as... any other site that actually... that's what we do actually train you how to make the most from it.

Willie: Yeah, and that's key actually because so many people get into things like affiliate marketing, and they don't really know how to do it because they've never done it before. So they just flounder. And your training really is pretty good too. And I appreciate that because without that a lot of people wouldn't know what to do.

How does Video Forward fit into the high retention continuity model?

Ron: Well, I think the first thing is selling to sellers, as I mentioned. Everybody who signs up on Video Forward is automatically made an affiliate and they have a chance to make money with this service you could make more money than the membership fee too just by fooling around on the Internet. Literally just doing the same stuff a lot of people are doing, sharing videos and sending... floating e-mails back and forth and posting stuff on Facebook. You could just do that to make money. So I think that's the easiest way that even greenest newbie could make her first money online, and experienced marketers like yourself can really take off with this thing.

Willie: Oh yeah. I can see the revenue stream from this. And it's because it has the potential to go viral if people visit your pages and forward the link from your pages and sending you traffic. So that's powerful too. So other people actually start making money for me as I get more pages out there.

Ron: Sharing your pages to their friends, and their friends start sharing the same page to their friends, and you get paid from everybody viewing it. Well, let me tell you the revenue model for it. On Video Forward you could sign up for an account and you can instantly create pushbutton video pages, similar to like having your own video blog, or vlog as they call it. Each video page that you create is automatically embedded with your AdSense ad, So you have AdSense ads all around the videos. So after people have finished watching the video there's nothing left to do but really either click your AdSense ad which are related to the video, or sign up for the site. So each video page you create also automatically has your affiliate link embedded in all of the different sign up links and banners on the site.

So if someone goes there and like, "Wow, you can make money sharing videos," and they click the link, that's already embedded with your tracking ID so you get credit if they end up signing up for the site.

Willie: Okay, that's excellent. I send quite a bit of traffic over to my pages and I've noticed that I'm converting at about 5% just by really passively mentioning on Twitter, [Sokule](#) and Facebook and the AdSense revenue is starting to creep up. So it's really easy. I think this is something that even people's children can do.

Ron: Exactly. Get your kid or your cousin or anybody. Your little brother, or anybody can do this stuff. I mean, and it has a video right on the site that shows you exactly how it works and how you'll be paid and everything you need to know. What was that link, that tracking link again?

Willie: It's www.GetPaidToShareVideos.com Again as an affiliate marketer, which is what I am, I use links to basically describe the benefit of a product but it's easy to use at the same time – you should always track where your traffic is coming from first of all. Like, Ron is doing this show and Ron should know whether or not doing radio shows is worthwhile and he will only know that if he tracks where is traffic is coming from. So that link is a tracking link www.GetPaidToShareVideos.com

Ron: Yeah, I would prefer that you use that link so, exactly as he says, I can see how many hits I'm getting from the show. But I will certainly come back on the show whether I get zero hits, man. Just hanging out with you is cool.

Willie: Excellent. Now we mentioned we were going to take some questions later on. I've got Wendy in the chat room who had a question. She asked if she could ask and I told her to go ahead and she said well now I'm over on the phone line. So do you want to maybe take that?

Ron: Sure.

Willie: She is anxious to ask her question. Hi, this is Willie, is this Wendy?

Wendy: Hey, it's Wendy. Thank you so much for taking my call. I really appreciate it guys.

Willie: Our pleasure.

Ron: No Problem.

Wendy: So, actually I have more than one question, or we could say like a six-part question.

Willie: A six-part question?

Ron: Welcome to the Wendy show :-)

Wendy: I won't take long, I promise. And here's the thing I'm confused about because for the past I guess year and a half the idea of creating membership sites has been really intriguing obviously from a financial standpoint, but what you just said was that one of the best models is to create content to show people how to make money. It kind of confuses me because a lot of the guys that I've seen who sell how to set up continuity programs are membership sites, what they say is they have set up membership sites that have to do with things like scrap booking or just common topics.

That confused me because I can understand that your how to make money niche is really alluring for somebody who would want to join a membership site, but also at the same time and it would be advantageous because you would be able to create a great deal of regular content for the crowd. But what about other kinds of membership sites? I mean, are the how to make money sites the ones that really do the best and the ones for just normal topics not so much?

Ron: Well first, let me clarify. I didn't really say that to create a membership site teaching people how to make money, what I was saying

was, where your offer – it doesn't have to be a content site. There are many models of continuity programs you can create. Create a site where you can have some type of service, or some type of information that your members can take and make money from and resell to someone else.

One example would be, I guess, if you were selling PLR or resale rights, I guess that's one example of content you can create. Another example is this service I created with Video Forward is actually a continuity model and allows people to make money just by using this service.

Wendy: Let me ask you this. You had success with your Clickbank e-book which was seen all over the place, it's like a common book and now with your cook book, would you ever consider creating a continuity product that is a tie-in with the cookbook or the e-book?

Ron: Right. I have a continuity program that is called www.SendMeRecipes.com, which gives people, like say for instance you are a diabetic and unique diabetic recipes, it will send you three course meal diabetic recipes every day. The daily distribution like that but I don't think that's as powerful as having something to sell to sellers and having something that people could actually make money from. Although that's a service that people might keep because there's a need for it. So I guess the main thing is just to fulfill the need, an ongoing need, that people have and make the price reasonable enough where they'll stay with you.

Willie: I think you hit on the point there Ron, in that if its something like recipes, or something along that line, the price could be low enough where every month, when they look at their credit card bill it's not something that makes them recoil. It's just a little thing.

Wendy: Okay, so my final question is this, as I'm listening I had this idea to take the public domain book, *Masterkey System*, and create a program with it, like audio and PDF's, nothing too innovative but just something that people can use.

Now, from my perspective, my own selfish perspective, it would be something easy to create but obviously it's not going to be on of those things where going to be a must-have for the customer. So I'm wondering if you would just give me just a tiny bit of advice. If I were to take a product like that, how would you change it so that people would get excited about it in the sense of that it could turn into a must-have product? If that makes sense.

Because trying to think how can I turn into a product where people could go out and resell it, or –

Ron: Well, I mean I guess we're taking a private-label product are you saying?

Willie: It's public domain.

Ron: Public domain, right. Well just look on Yanik, Russell, and those guys have public domain information sites where they actually do the research to find public domain content and then sell it to internet marketers and people that want to use that information to create sites and to create their own products from it. So, that's one way to do it, I suppose.

But if there's not a demand for it, then it's just not. I mean, you shouldn't force it. One other thing that you could do is create products that are physical products... have higher perceived value, so a lot of times instead of just having a membership site with information on the site, you convert that into a newsletter or a DVD-of-the-month-type deal where it has a higher perceived value, and if the price is right, a lot of people will stick around.

Willie: And because you work with Public Domain and you want to see how to position that, one of Yanik's students, Rebecca Fine, took a public domain e-book and turned it into a membership site where it basically taught people how to understand and consume the product basically.

Wendy: Right, and that's actually, it's weird that you mention that's because that's what I'm basing my course on because I know Rebecca and I am just astounded by the success that she's had with the program. But I guess with her it was the right place at the right time, or whether there was, again, I'm just kind of curious of how to create that kind of need for something that is more of a curiosity.

Willie: People are fascinated by Charles Haanel's works and all that stuff, so you could very closely model what Rebecca did.

Wendy: Okay. Thank you so much for answering all of my questions. I really appreciate it. Willie, I always love listening to your show. Thank you.

Willie: Thank you. Good luck to you.

Ron, when we spoke back in North Carolina, you mentioned like seven criteria you have for creating the perfect internet business. And I thought your success formula was very interesting. It's rare that you can come up with an idea that meets all seven criteria, but if you do, you know you have a winner. Would you mind sharing with our listeners what you shared with me?

Ron: Right. I guess out of the seven criteria, the first one would be, are you leveraging an existing hot trend? I mean, if I was creating an ideal internet business, I'd want to tap into an existing hot trend because you know they'll be a demand there. You don't want to try to reinvent the wheel and create a demand when it's not one there ready.

The second thing, I would say is, you want to make it so that the people who are involved in your site can actually succeed with it. If you have a site and you have a product for affiliates, for instance, you have an affiliate program and affiliates can make money and succeed with your product. If it's easy to promote, if it's something that sells well for them, they'll continue to promote it enough, it's a surefire way to come up with an idea that is going to succeed. A lot of people can jump in and start promoting it and make money.

The other thing that I think is important, which a lot of people might disagree with me, but I'm moving more towards that with a site like Video Forward. For example, does it have like a viral-type of mainstream appeal? Is it something that you can sell to a larger audience than just a little niche?

For instance, I could say that Video Forward is really in the internet marketing type of niche because the people who are using it could be internet marketers, but at the same time, it also has a mainstream appeal because anybody can use the site. You might not even have to know who John Reese, or Willie Crawford, or guys like that are to jump into this and make money with it. So, I think it has a mainstream appeal in that regard.

Willie: I do too. As I glanced at my wall on Facebook and saw all the people sharing videos and a lot of those didn't interest me at all, but it showed that the people had a variety of interests and they do share videos a lot.

Ron: Right. People can take notes and this call is going to be available later, right, on a recording.

Willie: Right, on MP3, and I'll have it transcribed.

Ron: Right. I think one of the other things... if I was creating the ideal site is I'd want to make it where the content can be created by users. It has a lot of user-generated content and user-generated link building in a way. So if you look at a site like Video Forward, it has over, approaching 1,200 pages on it now, all created by the users and they're all motivated to it because they're compensated from those pages. And they build links back to those pages as well because, again, they're compensated from those pages so they want to get traffic to it. So, I think a service like that that has a lot of user-generated content would fall into that ideal concept for a new site.

And I'm just throwing these ideas out there. I mean, you don't have to have all seven of these ideas to have a good idea, but if you have all seven, you know you have a homerun.

Willie: Right.

Ron: The fifth one is motivated members. The members are motivated to promote your site. I guess that falls into my previous point. But on Video Forward, all the members are already made affiliates and that's one of the best parts of having a site, like a "make money site" internet marketing site is, is their customers can also be affiliates for you.

The sixth point, does it have continuity income? If you don't want to have to recruit customers all over again, or market and find new customers all over again each month, if you have some type of continuity income in your site you know you're going to get paid and it's the closest thing, as I mentioned before, to having a steady paycheck. I mean, when you're working for yourself, you really need that. You need some type of continuity income because it's stressful. I mean, if you don't know how much you're going to make next month without working hard and busting your tail, then it's really stressful that. "Okay, my bills are due, how much am I going to make this month. I don't know, I gotta do a WSO, or you know. If you had that continuity income coming in, you have that insurance, that security that okay, next month, even if I take off the whole month and go on vacation, I'm going to be just fine.

Willie: Especially if you've got user-generated content where you're not the one that has to keep the site churning along.

Ron: Right.

And the seventh point, is high retention. This whole thing is about high retention. If you have a membership site, the whole point of it is to have member keep paying you and have something that they can use where they don't drop out, and they don't drop out at a high rate. I mean, the three to four month average doesn't have to be the case for you, you just have to be creative, and put yourself in the shoes of the member and think, what would make me stay with this program long-term. And that's what you want to come up with.

So, if you can combine all those seven things, I think you'll have the ideal site on the internet.

Willie: Excellent. I can see the Video Forward fits into the formula. What are your plans for Video Forward and where do you see it going? I see it just growing and growing and growing, but what are your plans and you thought there?

Ron: Yeah, I agree with you, I think because of the viral nature of the site and the motivated members who are sharing videos and promoting the site for me and generating content to the site. I think with all the links and the traffic that it's going to get, Video Forward is going to go mainstream and just become super viral. I think it has the potential to be one of the top thousand most visited sites on the internet and definitely probably like a page rank of a five or six just from all the links.

And once it gets there – I mean once this thing gets to 2,500 members, the way it's set up, it's just going to snowball, and just domino. So, that's why I'm trying to get it there. I have my team at www.TrafficOutsourcing.com working on it, and I have a budget for it and I'm going to start running Facebook ads and start running ads on AdBright and Google AdWords, and another place I advertise is Arcamax, Ezines, and if you have a product that has mainstream appeal, Arcamax is a great place to advertise. So, I'm just putting all of my resources behind it and I just want to get this thing eventually to 10,000 members and just sit back and go fishing, like you Willie.

Willie: Yeah, and when you live on the Florida coast, it's a shame if you don't take time off from work and enjoy the internet lifestyle, which is what it's all about. I mean, it's not about just creating another job for yourself, it's about doing something you enjoy doing and for me, it's also about

helping other people and knowing that I'm making a difference in people's lives.

So when you showed me Video Forward, I said first of all, I know that people can make money from this, I know people are already sharing videos, and so it's a no-brainer. I know that grandmothers, and teenagers, and all kinds of people, retirees, and students, they can all and already are passing along videos of their favorite artist and funny videos and sexy videos and whatever. And so I knew that they would use this and make money from it. I like products like that.

Ron: And this is not the first AdSense revenue-sharing site on the internet, but this is the first site I can say that gives you 100% of your AdSense revenue and 50% recurring commission on all new members that happen to sign up from the video pages you create or just by referrals that you made sending them your affiliate link and they signed up it. So, I think it's the first site – I can't think of another site that does that, both the 100% AdSense and 50% recurring commission, plus the training that I provide. So, I think it's unique in the regard.

Willie: Yeah, and for people who don't have a website, and may be intimidated by the prospect of setting up a website, while the pages are hosted on your platform, it's really their website as long as they pay that annual fee, which is like nothing. So, they've got pages they can point people to and say, look at my website, you know, look at my pictures.

Ron: Exactly.

Willie: It's sort of neat.

Right now, to start the site, you're offering new members a free trial membership, they get to stay for awhile, and then after that, they can pay an annual fee, which is pretty low. How long do you expect that to last?

Ron: Well, I just really did the free-trial as an introductory offer until the site really gets off the ground. And it's starting to really go virus. I'm anticipating any day now getting rid of that free trial offer and just having a standard pay before you sign up. So, anybody who wants to get in now can get in free for 21 days and make a little money and probably make enough to pay the membership fee, or probably more. You could probably make a profit in that three weeks. My brother did it, I mean he's not into the internet marketing and he made more than the, call it the yearly costs.

Then after 21 days, you're billed for the year and it's really a small amount and you don't have to worry about another bill until the following year, so you can make as much as you can during the year, get as many members under you. And if you think about, paying out 50% on all new memberships that sign up under you, so, 50%, all you have to do is get two people under you in a year and the membership pays for itself.

Willie: And those people are going to stick around because they are building pages. Most of them should stick around for years and so, your membership is basically paid for, for a long time after that. That's what you're pointing out.

Ron: And the only other thing, I mean to be fair, for all the members that are paying the fee and not dropping out, if you sign up, start creating video pages, start making money from it, but then decide you want to drop out, you no longer get money. All the AdSense ads revert back to the site, it defaults to the site and any new members that may click your video pages going forward – it's not fair to keep paying you on it. Everybody that is existing or already signed up, you get paid for, but any new members that may sign up for your video pages, you kind of lose that income.

So, this is like a deterrent and that way to keep people motivated and not dropping out. It's the same thing for the people that you bring in under you. The people that referred, you can have a good feeling that they are going to stay in longer term and you're going to get that money each year from them because of that.

Willie: That makes perfect sense and again, I really like this platform. I look at a lot of things just because I am a super affiliate and so people show me their products and services. They want me to recommend them and I look at a lot of stuff and a lot of the products that I could probably sell well, I don't see others being able to do well with because they don't have the marketing skill and yet, you have that training that shows people how to set up their pages.

One of the things you show people, also, is you show people how to select videos from places like YouTube and Viddler, that are already going viral so that people are interested in them. That's one of the biggest mistakes I actually see some member making as I visit some people's pages. I look at videos that they've stuck up there that are maybe videos they made of their pet project and they only got like three visitors over at YouTube and so

they're not selecting viral videos. You need to put something up there that a lot of people are going to be interested in because people will drop by Video Forward and they'll start exploring and they will not just visit your profile, but other members profile and you can do that too. I check on who are the members and as I wonder around, if I see a video that really grabs my attention, I'm going to point it out to other people, but if it is boring, I'm not.

Ron: The key is, you want people to see that video and then almost have to forward it to their friends. Like, check this out. This is crazy. You want it to go viral right on your page. Like I like to show people this video on YouTube, "The Evolution of Dance" which got 126 million views. I'm saying imagine, when you came to it and you looked at it that it only had maybe 500,000 viewers. And then boom, you put that video on your page on Video Forward and start forwarding it around the internet and then you start getting millions of viewers and it goes viral on your page instead of on YouTube, how much money could you have made?

Willie: Yeah. You know, it's like human nature to want to share things with our friends, especially if it's something that shows that we are in the know, that it's just a really cool video. We want to pass that along to our friends. And so it is key that as you build your pages on Video Forward that you select videos again, that are going to go viral. Although I don't see anything wrong with sharing your own business, your own company videos on the site too. I mean, if you're going to point people to videos that aren't hosted on your own domain name, there's no advantage to pointing them to YouTube. I would point them to pages hosted on Video Forward.

Ron: Right. You can create as many pages as you want on Video Forward. Each page... John Reese wrote one time – I read one time that John Reese said, "If you want to get more traffic, own more of the internet." Own more pages on the internet. Well, on Video Forward you create is your page. You can create these pages in less than 30 seconds just by boom, click, copy and paste, put the embed code in, press submit, and you have a new page on the internet that belongs to you and has the potential to generate passive income for you. So, you could do a book. I mean, you could do viral videos, you can put your own videos, but there is really no limit to how many pages you can create.

Willie: And each of those pages is monetized. You plug in your AdSense code one place in the system and all of your pages, your AdSense code is embedded. Then when people hit those pages, they watch the video, they

want to share it, there's a "tell a friend" button where they can actually use that or they could just copy the link and share it with their friends.

Or you can make money from setting up their own pages like that and when they sign up again, the affiliate earns 50% commission on the annual hosting fee, which is very, very low in the first place.

So, the site is well monetized and I find it fairly effortless to sign up new people. So, it's one of those – A lot of us have mad money, I guess you'd call it. And this is one of my sources of money that I, of course, I don't work very hard for, but I know it's going to come in month after month, year after year without a lot of work.

But I am building a lot of pages on my profile. I don't see any reason not to just to go over to YouTube and search through a category that interests you. I'm a flyer, for example, so interesting video of airplanes or interesting video of my favorite singers, or famous speeches by coaches, or whatever, I share those with my followers and I grab a link and I drop it onto Twitter and say, check out Coach Jim Valvano, get one of his speeches or whatever and within seconds, I can see 60 people run over and check it out. And all of those 60 people are potential prospects saying well I want to do this too. And when they see they can make money from it, but also them being inspired and passing along to their friends. So, it's a really, really easy to use system. It's very powerful and I do recommend that people check it out.

That link to check it out is www.GetPaidToShareVideos.com. And for the people joining us late, this call is being recorded and in about five minutes after this show is over with, it will be available on the site for you to listen to again and because some people prefer reading, I will make it available as a PDF transcript. If you're on my list, or I'll even post a link on the site, on the blog talk radio platform where you can download the PDF and read it at your leisure and pass it along to your friends and it will have clickable links for you to check out all of the things that we mentioned during the course of the call.

I appreciate Ron taking time out of his busy day. I mean, he's flying all over the place and doing infomercials, he's on the "Home Shopping Network," he's doing network news shows and he is very busy and yet he came and shared with us what he has learned over the years makes a successful business.

I mean, we're talking to somebody who has built a list of 265,000 in the recipe niche, who's taken an e-book and had it published by a traditional publisher, who has had the number one seller on Clickbank in his category for most of six years. And has a very successful business with <http://www.TrafficOutsourcing.com> where people come to him and his team generates traffic, writes articles, does all that type of stuff for their clients.

So he's a very successful business person and I appreciate you taking time to share with my listeners what's working.

Ron: I was my pleasure Willie, really. Willie, it was my pleasure.

Willie: And we've got two minutes left to go in the show. So what I want to do actually is, I don't see any listeners asking question, well, we've got one with her hand raised over on the phone lines. With a minute to go, we've got a caller, I guess that's a Skype calling in.

Did you have a question for us to comment real quick? Doesn't sound like it, it sounds like he's actually talking to someone in the room, or whatever.

Ron, why don't I let you end with some closing thoughts if you had anything that you wanted to share with our listeners. We've got about a minute to go.

Ron: Well, I believe many listeners are aspiring internet marketers and I just want to tell you that you're probably just one good idea away. Once I found that one good idea, my career literally took off and I was able to quit my job, a six-figure Wall Street job and really stay at home with my kids and enjoy life and build this internet business and do something that I love.

Do something that you're passionate about. I mean, rarely in life do people get to do for a living something they are passionate about. So, I just want to encourage people to stick with it and it definitely pays dividends in the long run if you're doing something you love.

Willie: Excellent advice. With about 40 seconds to go, I also want to throw my advice in there. My advice is, once you start something, go all the way through to completion. I mean, so many people, including myself, have a dozen projects started and we know we need to finish them.

The thing is that until you finish that project and get it to where it is making you money, it's not doing you any good. So, just pick one of your projects, like Video Forward, actually build out your profile, build a dozen pages, two dozen pages with videos that are going to go viral and then start telling people about them and just watch how many new signups you get that you earn a commission on and watch your AdSense revenue start creeping up. This stuff works, but you've got to follow through on it.

And with that, we are out of time. I do want to thank you all for joining us. I ask you to go over and tell your friends on Twitter and on the social networks what an interesting and information show we had today and give them the URL to this show and they can come over and listen to the audio later.

NOTE: Register for video forward now, before you forget, and start earning those commissions. Register at: <http://GetPaidToShareVideos.com>

After registering for video forward, here's how I generate a lot of organic website traffic to my Video Forward pages, and all of my web projects:

<http://EasyPushButtonTraffic.com>