How to Turn Your Passion into Profits

By Dave Dee
"Dave Dee has been one of my top students for over ten years and has become a top flight expert and mentor. His new book gives you step by step, easy to follow roadmap for creating a lucrative business doing what you love to do. I highly recommend it to anyone who wants to turn their passion into money."

—Dan Kennedy, www.dankennedy.com

“Dave Dee has long been one of my favorite business educators. You’re going to have to look a long time to find anyone, anywhere, who can equal him for experience, practicality, and sheer enthusiasm when it comes to guiding people in the art of turning their passions into profits.”

—Ken McCarthy, creator of The System Seminar

“About seven years ago, I was speaking at a seminar and Dave Dee approached me. He knew almost nothing about Internet marketing but was willing to learn, which was evident by the list of questions he had for me. He immediately applied what I taught him and since then has gone from student to master. Dave is the ‘real deal’ and his book How to Turn Your Passion into Profits teaches you in a no-nonsense manner how to quickly and easily create a massive income stream while having more free time and a great lifestyle. If that sounds good to you, this book is a must-have.”

—Yanik Silver, www.InternetLifestyle.com

“Dave Dee changed my life. By following his system, I made $117,000 in just 57 minutes, but that was just the beginning. By continuing to work with Dave, I started an area-exclusive coaching program which now has sixty members paying me $1,500 a month.”

—Alexis Martin Neely, CA

“We used the information to generate $40,000 in additional sales one month after the seminar— without any additional expense and without a large list. It is great stuff!”

—Ben Moskel, FL

“Dave Dee has jump-started my business! After three years with less than $2,000 in combined sales, I made $2,500 in one week thanks to his copywriting suggestions. I’m now updating my Website to reflect his methods. I will have three information products within two months of practicing his magic ways!”

—Aaron Murphy, CA

“Thanks to Dave Dee’s training and support, I was able to quit my job at Microsoft on my fiftieth birthday and within twelve months generate well over $200,000 in revenues with my own home-based business!”

—Jack Turk, WA

“Within fifteen minutes after I gave the callers the ways to respond to get my system, I had over $42,000 in sales!”

—James Brown, MO
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Preface

Dave Dee Tells All...

From Dead Broke To Financially Successful, Yet Unfulfilled & Burnt Out, And Finally To Whole Life Success In The Ultimate “Lifestyle Business”

I’m about to tell you some very personal things…some of which are, quite frankly, embarrassing. I understand you might be tempted to skip ahead, but I encourage you not to. My story contains many important lessons—lessons that can dramatically affect your life.

It all started…

… when I was eight years old and my grandmother gave me my very first magic set. I fell in love with magic and doing magic tricks. I knew even at that tender age that my passion was magic and my dream was to be a magician. My parents thought I would outgrow this feeling and move on to something else—like most boys do. But at age sixteen I still wanted to be a professional magician and knew it was my passion.

I have the most wonderful parents on the planet, but they grew up in the 1950s and their idea of living the good life was getting a job and working at IBM and getting a pension and a gold watch. That wasn’t for me. They didn’t know anything about being a magician or the idea that by doing what you love the money will follow.

So they began saying things like, “That’s not practical. You need to get a real job.” To this day, the phrase ‘that’s not practical!’ makes my blood boil. Don’t let anyone tell you that your passion—whatever you want to do—is not practical, because it is practical if you have a system. And after reading this book, you will.

I believed what they were telling me and began to doubt myself. Reluctantly, I took their advice and went to the University of Massachusetts at Amherst where I majored in Communications. I did magic shows while I was at school and my passion for magic still burned, but at that point I didn’t have the courage to make my passion into a reality.

When I graduated from college, I took the easy route and got a job at a radio station that I actually did enjoy. I had an on-air job (barely) and I was a promotions director and copywriter for the commercials. The only problem was I was only making $14,000 a year. At 21 years old, that wasn’t too bad, but I wanted to be rich. When I looked down the road 20 years, I could see my $14,000 a year job wasn’t going to be my path to wealth.

I noticed that all the people who were making big money (compared to me) at the station were in the sales department. So, I set out a plan to get myself into the sales department. At first, it was exciting (especially when I got my first commission check), but I had no training and I was really just doing it for the money. Within months, I hated it.
I was paid only on commission and was constantly nervous and scared. Every day I’d wake up and dread having to go work. And, I do mean dread it. Maybe you’ve had (or have) that feeling.

I had less than zero passion for the job. Nor did I truly believe that what I was doing was really helping anyone. I didn’t believe in my product (we never saw the results of the ads we were selling to local business owners) and we weren’t given the training to truly help the business owners we were working with.

Every day I still dreamt of being a professional magician. I just had no idea how to go about actually making a living with magic.

I loved magic so much that I spent much of my spare time reading magic magazines (remember the term “trade magazines” as this will come up later and I’ll explain why this is so important).

One day, as I was flipping through one of the magazines, I came across a small ad recruiting “magic demonstrators.” The ad said “Demonstrators wanted for Executive Magic Shop in Atlanta, Georgia.” As soon as I saw this ad, I could feel something happen inside of me. It was a tingle of anticipation mixed with nervous excitement.

Maybe this was a way I could make a living doing magic!

I wasn’t sure though. It was in Atlanta, Georgia. I had never been outside of Massachusetts. I folded down the corner of the page and went back to work the next day. But I kept thinking about that ad.

Maybe that was my way out.

Executive magic shop sounded good. Magic demonstrations sounded great. But, what if it wasn’t real? What if it was a scam? Or, I wasn’t going to make any money? Did I really want to leave my whole family and take such a big risk? Was this really legitimate? It sounded too good to be true.

I couldn’t even talk to anyone about it because I knew I’d just be discouraged if I did. So, I kept it to myself and didn’t do anything for a while. But that ad kept calling out to me.

Finally, I got up the courage to call the number in the ad. I left a message and got a call back when I was at the Radio Station. (Yes, I was naïve enough to give out my work phone number to my new potential employer—give me a break I was only 21!)

The guy who called asked me about my magic experience and my sales experience. He was gruff and to the point. As soon as he heard I could do magic and I was working in sales, he invited me down to Atlanta for an in-person interview.

When he said the company was going to pay to fly me down, the reality hit me … I was taking a real step to living my dream of performing magic for a living. I had never even flown on a plane
by myself up until then. I was scared and excited and nervous and excited and scared. You know that feeling, right?

I took a few days off of work, put on my best suit, and off I went. Atlanta, here I come!

The owner of the company picked me up at the airport (in his Cadillac, which I thought was super cool) and we went to downtown Atlanta, a real city. We walked into his first store at the Marriott Marquis and I was blown away.

The store was beautiful. It was like an extremely successful magician’s library. The walls were lined with magic books. There was a secret doorway… where once someone bought a magic trick, they would be taken into a back room to learn that trick’s secret. There were oriental rugs covering the floor. For a magician, it was like a dream come true.

I watched the finest magic demonstrator I’ve ever seen, Dennis Sowers, selling thousands of dollars’ worth of magic tricks and imagined the hefty commissions he was raking in … doing magic!

I couldn’t imagine anything better. I wanted that job. I called my parents and girlfriend from Atlanta and told them this was it. I’d found my passion (or so I thought).

Lo and behold, I got the job. After a month-long training in New Orleans, I moved to Atlanta to demonstrate magic tricks.

My goal when I got there was to sell more than Dennis Sowers, the magician I had seen during my initial visit. I wanted to be number one. And although Dennis was a far superior magician, I quickly attained that goal—due purely to my drive to be number one and my excitement about making a real living doing magic.

As I quickly found out though, demonstrating magic tricks is not the same as being a professional magician and doing magic shows for a living. Standing in a magic shop all day when there’s no one in the hotel to demonstrate magic tricks to is not all it’s cracked up to be.

I felt caged in by the four walls of the magic shop that only a short time before had so tantalized me with its promise. I felt frustrated, bored and stuck. And I was very quickly able to determine that this would not be my path to financial freedom. In my best year there, I only made about $21,000 and that was the year I was the sales manager working 12 hour days.

This was not the dream I had imagined. And so I began to get the spark of a new dream.

My best friend Geno and I spent hours talking about what it would be like if we had our own magic shop. We even started calling vendors trying to figure out how we could actually make it happen. Then, the owner of the shop where I worked found out about my plans and fired me.
Now I was without a job, but I had $5,000 in savings and credit on my credit cards. There was no reason not to move forward with my dream of starting my own magic shop. I was going to have my own business!

Geno and I invested $12,000 to lease a cart in the mall during Christmas of 1994. Our big goal was to have a $500 day.

The first month was dismal. Nobody buys anything in November, at least that’s the way it seemed to us. Even the day after Thanksgiving (which was supposed to be the biggest shopping day of the year), we didn’t hit our $500 goal. We were beginning to freak out.

But then December came and we started selling magic tricks like crazy. Our business was a success! At least as we defined it then. My business partner and I were both there 12 hours a day every day all month, but we didn’t care … we had a successful business!

We thought we were entrepreneurial geniuses! We had made a $10,000 profit in just two months. We could not fail. We were invincible! But then the holiday season ended and we had to make some choices about what to do next.

I figured that since I had six months of karate lessons under my belt, I was fully qualified to run a karate school. So, we bought one. (Remember, I still had this dream of being a professional magician, but I just didn’t believe I could make a living doing my dream.)

Unfortunately, after buying the karate school, we discovered it was $25,000 in debt! We were naïve and had done no due diligence, and hadn’t had an attorney look at anything. Bottom line, we got taken.

I was in absolute and total fear. We had invested everything we had in this karate school. We had an instructor to pay and a lease to pay. And thanks to the prior owner’s mismanagement, we couldn’t even buy equipment or supplies because the school was on such bad terms with its vendors. This was a real low point in my life.

Luckily, we found a lawyer who took a liking to us. Bill Schneider. He took a very small retainer and agreed to take the rest of his fee in trade for magic tricks. Really.

And, he saved our asses. Long story short, he got us out from under the business.

Now I had a decision to make. I heard my parents’ voices telling me to get a real job, a secure job, and go the “practical route.” Those voices were really loud now, especially after the failure of the karate school.

But my heart was telling me something else: “This is your chance to do what you’ve always wanted to do since you were eight years old. Go for it, finally go for it. If you don’t do it now, you’ll never do it. There’s nothing left to lose.”
So I made the decision to go for it at all costs. I was going to be a professional magician. I was going to do magic shows for a living.

As a professional magician, there are three ways to make a living: you can do magic for kids, you can do corporate magic shows (trade shows and the like), or you can become the next David Copperfield.

Obviously, every magician’s dream is the last one. But, the easiest path to money is the first and I needed to start bringing in some income, quickly. So, I started doing kids’ birthday parties.

The problem was, I was only doing three shows a month… and remember these weren’t big corporate extravaganzas. These were birthday parties, children’s birthday parties. That certainly wasn’t enough money to make a living.

I was struggling. My wife was working two jobs so we could make ends meet while I tried to figure out how to be successful and support us as a magician. But, despite the struggle, I was also excited. I was starting to really live my dream.

I was looking for every possible answer I could find that would let me be successful in my quest to have my own business as a magician.

I tried affirmations, motivational CD programs, positive thinking, and read just about every personal development book I could get my hands on it. And there was some good stuff in there, but I needed real practical, down to earth, step by step guidance for what it really takes to succeed in business.

When it came right down to it, I had to figure out how to book more shows.

Well, you know that saying, “when the student is ready, the teacher shows up?” That was certainly the case for me. I was ready for a teacher, though I didn’t think of it that way at the time.

As fate would have it, I went to a seminar where I heard a speaker by the name of Dan Kennedy. Dan promised to give me the blueprint for getting more business, if only I would buy his product.

There was only one problem: I didn’t have the money to buy his product.

I believe he was selling it at the time for $279 (it’s gone up to $399 today), but it might as well have been $10,000 because I just didn’t have the money. I was deep in credit card debt and didn’t feel like I could spend nearly $300 when my wife was the one bringing home all the bacon. I went home dejected.

I had this feeling in my gut that if I got this product and applied it, everything would change for me. But at the time, I still had a lacking mindset and couldn’t see any way to come up with the money. Today, my mindset has shifted from “I can’t afford it!” to “how can I afford it?” when I...
don’t have the money for something I want to do and believe is important. (Make a note of that and make that mental shift for yourself right now.)

Dan (being the great marketer that he is) sent me a follow-up letter after the seminar. It said “Hey, you were at my seminar and you didn’t buy my product.” The letter went on to say, “If you’re interested, I will make you the same offer if you order by the date stamped in red on the order form.”

I talked to my wife about the $279 and persuaded her that this was exactly what I needed to turn my business around. She agreed I should give it a try, pointing out that it came with a great guarantee so I could always return the course if I tried it out and it didn’t work.

So I pulled out my credit card and with the last little bit of credit I had, I bought Dan’s product.

Side note here: This book is not about getting more clients or customers for your existing business. If you want more customers or clients for your existing business, you should absolutely have Dan’s course. You can get it by going to:

www.dankennedy.com

When the package arrived, I tore it open and went through the entire program in one weekend. I hardly slept. On Monday, I started applying what I learned.

From all the personal development tapes I’d listened to and books I’d read, I knew that multimillionaires share a propensity for taking action quickly. They hear a good idea and they put it into action. They don’t think about it, they don’t debate about it, they just do it–so, that’s what I did.

I took action. Massive action.

I started writing sales letters. I transformed all my marketing materials based on Dan’s recommendations. And in less than three months, I went from doing three shows a month to averaging over thirty a month. In my fourth month of applying what I’d learned, I did fifty-seven shows. I was living my dream!

Or so I thought.

If you’ve ever been to a child’s birthday party, just imagine what it would be like to attend thirty to sixty of them in a month!

What I quickly discovered was that I’d left my secure salary to find freedom and follow my passion… and in my success, I had done nothing more than create another job for myself! A job without time off or sick days. A job that totally depended on me and from which I could never take a break. Sure, I was doing magic, but I was no longer doing it because I wanted to; I was doing it because I had to and I started to hate even that.
This wasn’t quite the dream I had imagined when I thought about having my own business.

I started doing corporate shows, which paid more than the kid shows. But ultimately I realized that no matter how much money I made as a magician, my income was limited by the number of hours I could perform in a day, week, or month. There were only so many shows I could physically do or even wanted to do. And when I hit my capacity, I still wasn’t making the kind of money I wanted to be making. Even worse, I had zero free time!

I was starting to dread magic shows and the thing I had been so passionate about once was now just a big weight around my neck. I knew there had to be a better way!

Well, just like with Dan showing up right when I needed him, my next teacher showed up. What he taught me has changed my life radically.

Today, I no longer trade my hours for dollars. I don’t do trade shows and I don’t do kids’ birthday parties. In fact, I’m no longer even doing magic for a living anymore. When I do magic now, it’s because I love it and I want to do it, not because I have to do it to pay the bills.

I fly first class across the country every other week to see my girlfriend who lives in California. I take time off whenever I want. I go wherever I want. I do whatever I want, when I want. There is nothing tying me down or holding me back. No employees. Very little overhead. Nothing.

But more importantly than all of that, I’m making a massive difference in people’s lives. I’m helping other people to live their dreams too. What I learned from this next teacher has allowed me to help the people I work with get what they want out of life. And it brought me back to the real reason I wanted to have my own business … freedom!

In the pages that follow, I will be sharing with you the rest of my story and how it directly applies to you and your life,

It’s no mistake you picked up this book when you did. Like I’ve said, when you are ready, the teacher will show up. You are ready for that freedom too. You are ready to love what you’re doing. And, you are ready to make a lot of money doing it.

By the time you’ve finished reading this book, you will have a step by step system for leveraging what you love to do, what you already have expertise in, and what you want to share with the world. You will have a system that will provide you with more freedom, success, money, and personal fulfillment than you ever thought possible.

Whether you want to be the next superstar business coach in your field, a world famous guru, or you simply want to quietly make a couple of million dollars a year doing what you enjoy, you need a system to do it. You’ll find that system here. Get excited because it’s all happening now!
Chapter 1

Do You Want to Be a Public Guru, a Private Multi-Millionaire, or Both?

As you read the rest of this book, I want you to consider what you want your life to look like on a daily basis. If your days could be structured however you wanted—from the time you wake up until you go to sleep—if you were in total control of your day, what would each day look like?

Do you want to be jetting around the country appearing on TV, making radio appearances, speaking to large crowds, writing books, and living the life of a well known celebrity guiding the mass public? Is fame and recognition just as important to you as freedom?

Or, are you more the low key type who would be thrilled to be making a couple million dollars a year helping other business owners like yourself experience massive success? You aren’t really interested in the fame so much as the financial freedom.

Or, maybe you just want to help a few more people than you’re currently helping now. Fame, freedom, none of that matters … you just want to help as many people as you possibly can and you’d like to make a great living doing it.

No matter which of these drives you, my Passion Into Profits System will help you. But, it’s important for you to honestly identify for yourself whether you’re driven by Financial Freedom, Fame and Freedom, or Pure Altruism.

Throughout the book, I’ll make references to these three categories and speak to each one of your motivations separately. There are different paths for each one of these end games and if you have honestly categorized yourself, you’ll get on the right path and reach your end goal much more quickly.

“Sometimes you keep busy reaching out for something
You don’t care, there’s always something there
Sometimes you can’t see that all you need is one thing
If it’s right, you could sleep at night
But it can take some time
But at least I’m here in line

’cause I’ll tell you one thing
You can’t get what you want
Till you know what you want
Said you can’t get what you want
Till you know what you want”

Joe Jackson
Here are three true stories that illustrate each of the three categories, starting with the rest of MY story.

**Even Houdini Would Be Amazed!**

On my way back from one of the many kids’ birthday parties I was constantly doing, I was listening to an audio tape program in the car and I heard something that immediately caught my interest. The host said I could make tons of money sharing my passion with other people and really help them at the same time.

And best of all, he said, I could stop trading my time for money. I thought to myself, “Wow, this is exactly the freedom I’ve been craving!”

I can stop trading my time for money? That’s exactly what I wanted to do. I could hardly sleep that night. I was tossing and turning in bed because my mind was spinning to try to figure out how I could make that type of business work for me.

Then at 4 a.m. it hit me like a bolt of lightning: I could help other magicians and other entertainers book more gigs!

I had gone from doing 3 shows a month to 30 shows in 3 months and it changed my life. Where before I’d been struggling, I was suddenly able to pay off debt and my wife was able to stop working two jobs.

I recognized that I was doing far, far better than almost every other magician I knew.

At 4 a.m. it hit me that I could teach struggling magicians how to do the same thing I’d done. I could help them change their lives the way mine had changed.

The problem, however, was I had absolutely no idea how to go about helping other magicians learn to do what I was doing. So for a long time, I stayed inside my comfort zone and continued to do magic shows, even though I woke up each day dreading what I once dreamt about.

Finally, one Saturday when I was heading out the door for my 12th magic show that week, I looked in the mirror and said to myself, “Enough is enough! You have to learn how to do what the guy on that tape said—no matter what it takes!”

I wanted the freedom of a business that wasn’t dependent on me, that didn’t suck the passion out of my life, and was extraordinarily fun.

That day, I made the decision to do it, no matter what it took. I studied everything I could get my hands on. I spent a ton of money trying different things, most of which did not work. I was confused, frustrated and experiencing information overload…and much of the information I was learning was dead wrong!
I was at my wit’s end when finally one day I met someone willing to take me by the hand and show me how to do what it was I wanted to do. Now he didn’t do it for free by any means. I paid him thousands and thousands of dollars. But he taught me a system for packaging my knowledge and expertise about operating and marketing my magic business, which I was then able to sell to other magicians who were struggling, as I had once struggled myself.

Once again, I took massive action and before I knew it I was making an extra $10,000 a month in mostly passive income working from my home. (Today, that’s often a days pay!) I had finally found the freedom I’d spent years looking for.

Other successful business owners, friends of mine in a variety of industries like day spas, martial arts schools, etc. started noticing I wasn’t working like a dog anymore. In fact, I seemed to have a lot more money then ever before, as evidenced by my new car, my new home, and most importantly my beloved season tickets to the Atlanta Thrasher hockey games.

They began to ask me if they could do what I was doing and asked me to teach them my System so they could make a lot of money sharing their expertise.

That was ten years ago. Since then, I have refined and perfected my System so it runs like a well-oiled machine. No matter what your business is, if you are successful and you’re tired of trading hours for dollars… you’re tired of serving your customers one at a time… and you’re ready to find the freedom you are looking for… my System will work for you too!

I didn’t care about becoming famous. I just wanted to help people succeed and get wealthy in the process.

The next true story is about a woman who wanted it all.
How to Make $117,000 in 57 Minutes…and Become a Household Name

It was her desperate, last chance. She was deep in debt and put the ticket to the seminar on the last bit of credit she had left on her nearly maxed out credit card.

She had come to the seminar literally praying to God that she would find the answer to making her dreams come true.

Alexis Martin Neely, a young, attractive attorney, approached the seminar leader and asked to join his “mastermind group.” (This is a small group of entrepreneurs who meet periodically to work on each others businesses.) He told her his group was full. She told him she would pay for private coaching, anything. But he replied that he was simply too busy and that she could not hire him at any price. But then he added, “Go see that guy over there. Maybe he can help you.”

That guy over there was me. She approached me and said “I’ve got a whole bunch of ideas and products, some of which are almost complete and I’m stuck. I need just a little bit of guidance and I know I can build something huge. Can you help?”

We went down to the bar and she enthusiastically started telling me her dreams and her goals. She was a lawyer who had gotten burned out on what she called the traditional, broken business model of the typical lawyer. Instead, she wanted to help other lawyers; she wanted to change the way the public thinks about lawyers; she had a product she had created for parents; she wanted to write a book; she wanted to be on TV; she wanted to have her own television show; and on and on and on.

There was no question that Alexis was a go-getter. She had graduated first in her class from Georgetown Law School and was immediately hired by the top law firm in Los Angeles, California. But she had a dream of developing personal relationships with her clients—and to do that she had to give up the big law firm salary and open her own firm.

She made the leap into her own business while pregnant…even though she already had a child at home and her husband was a stay at home Dad with no income. Clearly Alexis had courage.

I was impressed by what Alexis had done already and agreed to take her on as a private client (at a very substantial fee) and she flew to Atlanta for a one-day private consultation with me, which is the starting point for all my private clients.

During the consultation, she showed me a spreadsheet that listed about 15 products she had dreamed up to offer to other lawyers and to the general public. Some of these products were 80% done while others had not even started.

The first thing I did was help her narrow down her focus to just one of those products. (This is one of the most difficult things for big dreamers—you’ve got lots of ideas and sometimes it’s hard to focus on what to do first. The System you’ll learn here will help you do that just like I did for Alexis).
I then told her this: “Three months from now we’re going to do a teleseminar and we’re going to sell that product.” (A teleseminar is a seminar you conduct over the telephone—sometimes for free, sometimes for major “dee-nero”!)

“But I don’t have the product yet,” she protested. “I don’t know how to do a teleseminar or market it. I don’t have any customers. I don’t have any lists. I don’t have anything!”

My response? “In three months we’re going to do it.” And I put the seminar on the calendar and booked it.

For the next three months, she worked through my system and built her list of prospects.

Finally, the day of the teleseminar arrived. Lawyers from across the country were calling in, jamming the phone lines. Alexis was nervous to say the least. Of course, being the “nice” guy that I am, I instant messaged her right before the call was going to start and said, “Man, there are a lot of people on this call. Don’t screw it up!”

How was that for a motivational talk?!

We then did the teleseminar together. At the end of the call, she asked the lawyers to buy her $1,495 product. It was the moment of truth. Were they going to buy it or not?

Then, it happened…

Seconds after she gave the ordering information, orders started pouring in by email, one after the other, after the other. Alexis was literally screaming, dancing, crying, and laughing as she watched her sales total grow and grow at a breathtaking rate!

When the dust settled, she had over $117,000 worth of orders.

But that’s just the beginning of her amazing story.

Two weeks later, we did a replay of the teleseminar. I was at home and Alexis was with her son doing yoga. As the recorded teleseminar ended, once again orders started pouring in to the tune of $46,000! Keep in mind that neither of us had to do anything because the teleseminar was recorded! To me, that’s even more exciting than the $117,000!

Two weeks after that we ran it again and this time… well, she was disappointed, because she only took in $14,000 in an hour. I had to remind her that $14,000 an hour is a pretty good pay rate, even for an attorney!

After her initial success, this enterprising lawyer decided she wanted to start a national coaching program for attorneys. She now has seventy attorneys in the program who paid thousands of dollars down and continue to pay her company $1,500 every single month to receive training and branding as “Personal Family Lawyers®.”
Alexis has taken her expertise and her passion for helping other lawyers and turned it into profits.

Now she could settle for the easy path of simply adding lawyers to her program to pull in a cool one or two million dollars a year. And, by doing so, she would become famous in her niche market of lawyers. But she has much bigger goals, dreams, and aspirations.

Alexis Martin Neely wants to be a thought leader… indeed, she wants to impact the lives of millions of people and become a household name.

She’s now well on her way to making that happen. She’s published a bestselling book geared to parents entitled, “Wear Clean Underwear! A Fast, Fun, Friendly and Essential Guide to Legal Planning for Busy Parents.” (If your goal is to become famous and a “guru” to the masses, you need to write a book as well. I’ll talk more about this later on.)

Alexis has already appeared on The Today Show and Fox and Friends, She has regular, weekly segments on BetterTV and is a regular on CNBC. And she’s now in negotiations with major television networks for her own reality TV show.

Alexis is turning her passion into profits, fame, and fortune. Is that your goal? Then this book will show you how you can do that too.

(Oh, and in full disclosure, my life also changed after meeting Alexis. Not only did she become one of my top students, but she also became the love of my life. That’s what I really call turning your passion into profits!)

He walked into his boss’s office on his 50th birthday and said, “I quit.”

Here is one of my favorite Passion Into Profits stories. Jack Turk doesn’t particularly care to become mega rich and definitely does not want to be famous. His goal is to help people, make a nice income, and spend time with his family.

I’m going to let Jack tell you his story in his own words:

“For many years I led a double life. Day after day, week after week, year after year—I toiled away at the corporate grindstone, putting in the hours as yet another salary man hoping to live the dream… someday.

With a degree in English and a minor in Math, my college training left me with a somewhat confused skill set. However, I found my niche in the computer industry, working as a technical writer. For over 25 years I bounced around the U.S., working on user manuals, programming documentation, and marketing content for companies like National Data Corporation, Kodak, and finally Microsoft.
Microsoft was my home for nearly 15 years. It was an amazing ride. In the early 1990s I worked in the Multimedia Systems team and actually wrote the very first book on Multimedia Development for Microsoft Press. Later on I applied myself at different roles—Writing Manager, Software Program Manager, and even a bit of Game Design for the X-Box team.

It had its moments.

But deep down, I knew there was more to my career than working long hours to make the corporation wealthy. I had a passion for running my own business and making my own way in the marketplace. But I didn’t really know how to go about it. I was an excellent writer and project manager... however, my knowledge of knowing how to take those talents and actually use them to run a business was lacking.

I'd failed at one startup effort in the mid-90s and wasn’t excited about the possibility of failing again.

But as the old saying goes, "when the student is ready, the teacher will appear." And that’s when Dave Dee appeared in my life.

Dave opened my eyes to the power of direct response marketing, and the opportunities presented not only for the service side of my talents, but also in the wide-open field of reselling my expertise to others.

I invested in Dave’s programs, attended Dave’s seminars, and totally immersed myself in this brave new world. Every day during my commute I would turn off the radio and plug in another audio lesson from Dave and his friends. Over the course of several years, my expertise in marketing, copywriting, and business development exploded!

And the more I learned, the more passionately I wanted to try this stuff out on my own.

Initially I took some measured half-steps... a small ad here, a website there, some direct mail in the mix to see how that worked. I didn’t hide my experiments from my employers; in fact, I was even more motivated to show the group at Microsoft that I was working with how they could apply these very same techniques to their operations.

Moving a vast corporation takes time and a lot of patience. I guess I just ran out.

So, on my fiftieth birthday, as my boss was actually hanging a "happy birthday" banner on my office door, I pulled him aside, shut the door and gave notice. I was going out on my own. At last.

Two weeks later I left corporate life forever.

Since that day it’s been an amazing ride. I can’t say that there haven’t been some scary moments. But without a doubt the journey’s been an uncanny adventure. Since that day I’ve produced three seminars that have brought in attendees from around the globe, along with well over six figures
in revenue. I was asked to run for public office, and received over 55,000 votes (while spending only $18... that must be a record!)

And my business has expanded to include high level project consulting in a variety of endeavors. Today I’m working on launching an Open Source conference in Singapore for 2009, multiple product launches with entrepreneurs across the U.S., and many other projects on the horizon. The future looks awfully bright as I approach my 52nd birthday... and it all comes back to the lessons I’ve learned from Mr. Dave Dee.”

Three stories, three people—who in one year (or less!) went from nothing to turning their passion, knowledge and expertise into six to seven figure virtual businesses, doing what they love to do. That’s the key: it’s not just about the money; it’s about loving what you do.

Are these extreme cases? Absolutely. I’m not promising you that you’re going to make this kind of money—although you might even make more. There are many people who make big bucks doing what I teach, but this is not just about money. This is about fulfilling your mission, your purpose, your reason for being here.

If you get your message out to enough people in the right way, the money naturally comes. The right way is to have a system. There are millions of people around who have a great message and they’re passionate about their message and they’re passionate about helping people, but they don’t have a system for monetizing it and ultimately they’re not able to continue doing what they love. This is all about monetizing your message and making a difference while you do it.

After years in my own business, when I started helping others with their businesses, I discovered my true passion … helping business owners like myself find financial freedom. My passion is helping people like Alexis, who want to achieve fame and fortune and make a difference while doing it. My passion is helping people like Jack, who simply want to make six figures helping other people with their expertise while having a lot of free time to spend with their family.

This book is not for people who just want to make a quick buck.

You see these quick-buck artists all the time, especially on the Internet. They jump from one thing to the next. They’re not business people, they’re business opportunity seekers and they’re looking for new ways to make money without having to do any work. And they’re doing this because they have bought into a bag of tricks that some guru sells them.

My system is for speakers, authors, consultants, leaders, business owners … successful business people who want to use their talents, their experience, and their knowledge to help other people.

I’m not going to tell you that you won’t have to do any work at all because of course you will. But I can tell you that if you’re actually doing something you’re passionate about, it won’t seem like work. You’ll get lost in it, time will fly, and the money will naturally start pouring in.
Chapter 2

Why This Is The Best Business On The Planet

I believe that a Passion Into Profits business is the perfect business for many, many different reasons. Here’s just a partial list of those reasons. How many of them resonate with you?

1. **Total Freedom.**

Do you define success as the ability to do what you want, when you want, with whoever you want, where you want … without restriction? If so, you’ll love this business.

You make your own hours. This business gives you the ability to spend time with your family and friends doing things you enjoy doing. I recently took off for a 4 day trip to Las Vegas with my girlfriend. We spent 4 days in a suite at the Wynn Hotel. We did it because we just wanted to do it. I live half the time on the East Coast and half the time on the West Coast. My entire business is on my laptop and I carry it with me on the plane. I can work on the beach, I can work during the day if I want, and if I want to go to the movies during the day I can do that.

I have that kind of freedom and so can you.

2. **Unlimited income potential.**

You are not trading time for dollars.

There is no one-on-one selling. You don’t have to talk to anybody, unless you want to.

You create something once and then you create income from it over and over and over again.

3. **Make money while you sleep.**

I know that it sounds cliché but it’s a fact and you’ll never tire of waking up in the morning, firing up your computer, and checking your email to see how many orders people have placed the night before. There are times when I go to sleep at night and I wake up the next morning and people have bought $5,000, $10,000 worth of my products while I slept, all on autopilot and without me having to talk to anyone.

4. **Low start up fees.**

This is extremely important because when I got started I didn’t have a lot of money, so I couldn’t put a lot of money at risk. As long as you have existing expertise or knowledge you can leverage, if you have a computer you can start this business. Seriously. That’s all it takes.

5. **Extremely low risk.**
You’re not leasing office space, you’re not buying a building, and you don’t have to buy a whole bunch of fancy equipment. I have owned brick and mortar businesses (remember the karate school and the magic shops?) and it was stressful worrying about how I was going to cover my monthly overhead.

Today, my whole business is run on my laptop. The worst thing I have to worry about is a hard drive failure and that’s something I can easily insure against. What a lifestyle!

You can work it part time and make a better than full time income. My most successful students started their Passion Into Profits businesses in their free time, which reduced their risk to nothing. Should worst come to worst, if they weren’t successful, they could just stop and go back to what they had been doing.

The best part? The start up costs are tax-deductible against the income you’re currently bringing in right now, so in effect the government is subsidizing your new business!

The great thing about having nothing to lose is that you can take more risks, which naturally leads to much greater rewards.

6. **You get to have a tremendous, positive impact on people’s lives.**

   There is no better feeling than when somebody comes up to you with tears in his eyes, shakes your hand, and tells you that you changed his life. The power of that is immense. It happens to me all of the time now. That’s truly the best part of this business.

   The personal satisfaction of helping other people is a bigger thrill than the money. Now, of course, we’re in this for the money, but the beauty of this business is that: you can have both!
“When I say this is the perfect business I mean it!”
I went from this…

To this…
Chapter 3

The Component Parts Of My Passion Into Profits Business System

This book blueprints the step by step system for creating your own Passion Into Profits business, which will bring you great personal satisfaction and make you a fortune by helping other people while giving you the freedom you desire. It guides you through the following steps, which you will easily follow to achieve your goals.

1. Determining Your Specialized Target Market.
   
   What are you an expert in or have a lot of knowledge about? And who will pay you to share this knowledge?


   How do you know whether the market you have a passion for will be worth getting into?

3. The Big Moneymaker: Specialized “Information” Products.

   What is an information product and why it’s your fast path to riches.


   Do you want to quietly make a killing, become a world famous guru, or just make a nice living and help a whole bunch of people?


   How do you set up your business to operate at maximum efficiency—so it runs on autopilot and gives you the freedom you crave?


   How do you use online and offline methods to generate, hot, highly qualified prospects?


   How do you create a product your market wants to buy so passionately that it practically sells itself?

8. E-mail marketing and blogging.
How do you use e-mail marketing and blogging to your advantage and turn these activities into money-makers for your Passion Into Profits business?


What do you do after your customer has bought your first product?

BIG HINT: This is where you make the real money, and it’s the secret that most business owners miss completely!

By following the Passion Into Profits system I’m going to lay out for you now, you will be able to create a stable business that makes money year after year virtually on autopilot.

And speaking of money, here’s how you can…

Get to the Money Quickly!

One of the most unfortunate things I encounter in this business is the many people I meet who have great ideas that never get executed. These business owners approach me at seminars, or by email much like Alexis Martin Neely, full of loads of great ideas and big plans. And yet for one reason or another, the vast majority of them will not take the actions necessary to move their dreams forward.

It’s very easy to get stuck at the idea and planning level and never move forward.

Your mind will throw up all sorts of good reasons not to succeed.

• I’m not ready.
• I don’t know enough.
• What if I do all this work and fail?
• What if I do all this work and I become so successful I don’t have time for anything else anymore?

These thoughts are insidious and they plague us all. Almost everybody in this business, even the most confident guru and the most confident speaker, has this fear. We all do.

Underlying these fears is the belief that we’re not good enough, that we don’t have sufficient knowledge to forge ahead. It’s the “Who am I to teach someone else?” syndrome.

What you need to remember is that you don’t have to know more than everybody; you just need to know a little bit more than a select bunch of people. And here’s the best part… as you begin to teach, you will learn more than you ever thought possible. If you aren’t the expert now, you will be soon.

As Richard Bach writes in Illusions “You teach best what you most need to learn.”
If you find yourself procrastinating, consider that it may be fear. One of the easiest ways to
overcome hidden fear is first to acknowledge that it’s there.

Then, remind yourself that although the knowledge you have is common to you, it’s not common
to everybody else. Try and remember back to a time when you didn’t know what you know now
and how grateful you would have been to have someone take you by the hand and guide you to
your current level of expertise.

From that place, take action.

People say knowledge is power. Knowledge is not power, action is power. Taking the knowledge
and turning it into action and turning that action into money is power. Money is just another form
of energy and it manifests itself as a result of your action.

So, make a commitment today. This book is a quick read. Get a pad of paper and from here on
out, as you read, write down the action steps you are going to take next.

If you do this, you will be that much closer to manifesting the energy that is the result of your
action—money in your bank account.

And when that happens, I want you to email me and let me know the results of your action. I
want a testimonial from you that you made $10,000 in 67 minutes or $100,000 over a weekend.

I want to see you get to the money quickly.

I’m about to teach you my “Passion to Profits System” which will show you, step by step,
everything you need to know and everything you need to do to get to the money faster than a
greased monkey on roller-skates. By doing that, you will be motivated to do more. So, don’t
wait. Dive right in and get going!
Chapter 4

Determining Your Specialized Target Market

When I talk to people about Passion Into Profits types of businesses, most of them think that creating a product that has appeal to the mass market is the way to get rich.

While you can make a lot of money selling to the mass market, finding and selecting a specialized target market is a safer and better bet.

If you want to sell your product to the general public, you better plan on having a substantial marketing budget because you’re going to have to run ads in major publications like USA Today, Time, Forbes, etc. Even a tiny ad can cost you tens of thousands of dollars each time you run it. And let’s not even talk about selling your product on television. You’re talking around $100,000 minimum to play in that league.

Insider Tip: Don’t sell to the masses…at first

My strongest advice is for you to pick a specialized target market and get rich there first. Then, if you want to try to expand, you can give it a shot with a lot more money in your pocket to back your efforts.

I chose the very specialized target market of magicians because I was one of them. I knew what they were thinking. I knew their frustrations. I knew their fears. And most importantly, I knew what they wanted.

You should select your specialized target market in the same way. If you’re a dentist, target other dentists. If you’re a successful insurance agent, your target market should be other insurance agents.

Now you don’t have to target strictly business to business. For example, if you’re a yoga teacher, you could either target other yoga teachers (or teach them how to run their businesses more successfully) or you can choose a specialized market to reach with your yoga training.

Let’s say you’re both a yoga teacher and a working mom. You could create a yoga product for working moms.

What you don't want to do is try to market to every person who might be a candidate for yoga.

As I said, it's too big of a market and you can't afford to reach all of those people. Selecting a specialized target market is an easier and more effective way to get rich and help a lot of people.

Another advantage of selecting a specialized target market (also called a niche) is that you can charge more for your product. Think of it this way: you can create a basic time management course that has mass appeal and sell it for let’s say $69 or $79. But if your course were
specialized, like “Time Management for Dentists,” you could sell that for $350. Or maybe you could create “Time Management for Oral Surgeons” and then you could sell that for $500, $600, or even $700. It’ may be the same information, but because it is specialized information for a specific audience, you can get more money for it because the people in the target market will say, “Hey, this is specifically for me!” and find more value in the product.

Before you go any further, write down on your notepad your specialized target market. Get specific: what is the specialty group you are going to share your knowledge or expertise with?

*Insider Tip: The easiest way to get rich is to “sell money at a discount.”*

Sell money at a discount!? What the heck does that mean?

This simply means, for example, if I can convince you that by giving me $497 you will make $10,000, getting you to give me the $497 is a no-brainer. So while you most certainly can be successful selling products that have nothing to do with making money, it’s usually easier to “sell money at a discount.” So if you already have a successful core business, your surest bet to expand into your own Passion Into Profits business is to teach other people in your profession how to make their businesses more successful.

Here’s a perfect example of what I’m talking about:

Dr. Charley Martin is one of the top cosmetic dentists in the country. While the average dentist’s case size is around $1,500, he averages a whopping $30,000 per case. His practice bills a staggering two million dollars a year.

Dr. Martin clearly is an expert at running a highly profitable dental practice. The truth is, however, is that he can help almost any small business owner increase their profits. So he had a decision to make.

Did he just want to teach other dentists? Or does he want to try and become a world famous small business consultant?

Dr. Martin smartly decided to stay inside his niche for the time being and sell his knowledge and expertise to dentists.

I helped him put together his Passion Into Profits business—a high-end coaching program for dentists that we offered to dentists through a combination of direct mail, Internet marketing, teleseminars, and a live seminar. At the live seminar, he signed up one million dollars’ worth of business, with each dentist making a down payment of $25,000 and committing to a hefty monthly payment for his training.

A million dollars in one weekend? Not bad. Not bad at all. (And, yes, that is a true story, but don’t expect that to happen to you – Charley’s an anomaly. But, $100,000 in a weekend is not at all unheard of and that’s pretty damn good too.)
Chapter 5

The Profitability Predictor

Meet Claudia Portman. She’s the owner of a successful Italian restaurant, but she’s getting burned out from working the long hours. Her restaurant is packed almost every night and unless she opens up another restaurant, which she doesn’t want to do, she’s hit her money-making ceiling. Claudia wants to help other independent business owners by teaching them her business systems.

She wants to know if she’s going to make enough money to make it worth her time to do this. So she answers the following Passion Into Profits Profitability questions.

The first question: Is your target market easy to reach?

I explain to Claudia that if you can’t reach your target market, you can’t sell to them. And I give her the following checklist:

- **Are there discussion forums or online chat boards where people are congregating and asking questions about your topic of interest, your passion?**
  
  She says that there are and that she belongs to a number of them.

- **Are there e-mail lists or direct mailing lists available to rent so that you can reach other people passionate about the same thing?**
  
  She’s not sure off the top of her head so I give her the address of a free online research tool (www.edithroman.com) that will let her know. She does a quick search and, sure enough, email lists and mailing lists are available.

- **Are there trade magazines for your topic?**
  
  I explain to Claudia that there are five different trade magazines just for magicians. She tells me there are a number of trade magazines for independent restaurant owners that she personally subscribes to.

  So far so good. Claudia knows that she can easily reach her market.

The next question she needs to answer is crucial:

- **Do people in your target market have money?**
  
  I explain to Claudia that she wants to be dealing with “players with money.” People in your target market may want what you have to offer but if they can’t afford to buy it, they aren’t going to buy it. She says that the people in her market are cheap (I hear that about
every market, by the way), but then concedes that they will spend money if they think it will improve their business and put more money in their pocket.

Based upon Claudia’s answers to those questions, we’re both very confident that she will have a successful Passion Into Profits business…provided she follows the rest of the system.

Now, answer these same questions about the specialized target market you wrote down from the previous chapter. If you cannot answer these questions successfully, go back and choose another specialized target market.
Chapter Six

Your Big Moneymaker: Specialized “Information” Products

Selecting Your First Product

Brandon Yucco is the owner of a successful martial arts school in Southern California. He has smartly decided that he wants to help other martial arts school owners improve their businesses. What he needs to get his business off the ground is a specialized “information” product.

An information product can consist of CDs, manuals, books, reports, e-books, a course delivered by e-mail, teleseminars, DVDs, MP3s, seminars, newsletters, members-only websites, or any combination of these things.

Again, notice the word “specialized.” In Brandon’s case he would put together an information product exclusively for owners of martial arts schools. Remember you want to target a specialized market and then deliver information tailored precisely for them and no one else.

A huge mistake would be for Brandon to put together a single product for both martial arts schools and yoga studios. Although the contents of the product would probably help both martial arts school owners and yoga studio owners, the product Brandon creates should be specialized to martial arts school owners. Once successful with that product, he may decide to rebrand the product and market it to yoga schools—but only AFTER he has successfully mastered the martial arts school market and has his Passion Into Profits business serving the owners of martial arts schools running smoothly on autopilot.

Insider Tip: To be massively successful, your product must be precisely matched to your specialized target market. The tighter the fit, the better.

My product taught magicians about direct mail marketing, lead generation advertising, telephone selling, and more. You could walk into any bookstore and find a slew of books on all of these subjects directed to the general business owner. But you couldn’t find a book specifically about marketing for magicians.

The bottom line is this: If you don't have the "right" product, a product that pinpoints a specific and specialized target market, you're doomed to failure before you begin!

As I mentioned, selling a specialized product to a specialized target market about how someone can make more money—without really working harder—is the easiest type of product to sell and it can make you rich.

But here is a HUGE secret that will take your product to another level…
Insider Tip: Your product should alleviate the greatest pain and fulfill the greatest desire of the people in your specialized target market.

Read that again and burn it into your brain because it is literally a million dollar secret.

Remember that people buy products and services based on emotions and then they justify their purchase. So you want your product to speak to their emotional wants and needs.

For example, I knew that the greatest pain for magicians was not knowing how to book enough shows. I knew that their greatest desire was to make enough money with their magic so they could quit their 9 to 5 jobs. I knew this because I experienced the pain and the desire myself.

So my product taught them exactly how to do that.

Alexis Martin Neely knew that the greatest pain for estate planning lawyers had to do with closing the sale when prospects came into their office for an initial consultation. They would spend up to three hours with prospect—only to have them leave without moving ahead with planning.

So Alexis created the Client Engagement System that teaches attorneys her secrets for engaging 97.5% of the people who come into her office for an initial consultation. Again, her product was a perfect match for what her market ardently desired.

What does your specialized target market want more than anything? What are their greatest pain points and their most ardent desires? If you don’t know, you must find out before you think about anything else.

Publishing Your Product

A major benefit of selling information products is that you can…

Utilize The Magic Of “Self Publishing”

Brandon was gung ho about creating his information product for martial arts schools and he asked me, “How many units of my product should I have created? A thousand? Fifteen hundred?”

I cringed, realizing that this is where so many people go wrong. I’ve met many a business owner with piles of inventory stacked up in a storage unit just wishing they could get rid of the hundreds or even thousands of DVDs, CDs, and books they over-optimistically had printed.

This is a huge mistake and could put you out of business before you’ve even barely started.

The beauty of information products is that you do not, and should not, have tens of thousands of dollars tied up in a warehouse full of inventory that you hope to sell.
Insider Tip: You only “publish” your materials after someone buys them!

This is a major secret here, but one crucial to your success.

Let’s say Brandon’s product consists of a 250 page manual and a fast start CD that he calls “Kick Butt Marketing Secrets For Martial Arts Schools.” When he gets an order, he sends the electronic copy of the manual and CD via email to his local FedEx Kinko’s with instructions for them to print and bind the manual, and then duplicate the CD.

Thirty minutes later the product is ready to put in a box and ship to your happy customer. This way you can test your market without spending a bunch of money on inventory. Remember I said no risk? I was serious.

Now, when your business is really rocking and rolling and you’re making a bunch of sales on a consistent basis, you’re going to want to have a small supply of products on sale—but not many! That’s what I do now.

I don’t use Kinko’s, that’d be too pricey. I have a company that makes copies of the products I sell, then packages them and ships them off to my customers. They keep a limited quantity of my best selling products in stock. When the supply is almost sold out, they produce more of them.

By the way, my “fulfillment company” is in Texas and I am in Atlanta. Whenever I make a sale, the fulfillment company is automatically alerted so they can box up the product and ship it out. I don’t have to do anything. Pretty sweet, huh?

Information Products = Huge Profits

A HUGE benefit of selling specialized information products is that people will pay a high price for the information because they’re paying for the information itself, not how it looks.

For example, Dean DuVall, an old-time marketing pro, sells a three ring binder with 120 pages of information in it for $1,000! I know that because I bought it!

The product probably cost him around $10.00 to put together, which makes his gross profit around $990 per sale. It doesn’t take a math genius to figure out that this is a very profitable endeavor.

Insider Tip: Sell expensive products with a high markup.

If you remember, one of the “profit predictors” was whether the people in your target market are “players with money.” If your answer is “yes,” then these people will pay high prices for specialized information that helps them solve their biggest problems and fulfill their greatest desires. (Do you see how this is all fitting together?)

Here’s something else to consider… it’s almost as easy to sell a $1,000 product as it is to sell a $97 product! So why not sell your product for the highest amount possible? Remember, you are
selling very valuable: “how-to” information that can change people’s lives. Make sure you place enough value on it.

As a general rule of thumb, you want a ten times mark-up on your products. So if your product costs you $45.00 to make, you want to sell it for at least $450. You need to do this in order to pay for the advertising and marketing you’re going to do. We’re going to discuss that next.

Please remember that people are buying your product for the information it contains — the specialized information that they want. That’s where the value is, not how much it costs you to actually produce the product.

So… what’s your product going to be and how much are you going to charge for it?
Chapter Seven

The Magic Of Lead Generation Advertising

Let’s talk about Patricia Walding, who’s a highly successful chiropractor. Her appointment book is filled and she consistently brings in really good money. Even with all of her success, however, she’s bored and yearns to do something different.

She sees the multitude of ads in her chiropractic magazines from marketing gurus claiming they have secrets that’ll increase profits in any chiropractic office. She’s even bought some of these guru’s courses and, although some of them were good, they seemed incomplete and based on theory. She realizes that she can help thousands of chiropractors with her “real world” experience and advice.

She’s followed the Passion Into Profits system up to this point. She’s chosen her specialized target market, decided what her first product will be and how much to charge for it, but she doesn’t know how to start generating leads (people who may want to buy her product).

Here’s where I let her in on another important secret: “You need to offer free specialized information that will attract the prospects you want.”

There are two schools of thought about offering free information to get people in your target market to respond. The old-school model says that you don’t give away anything of real value, and you don’t tell them anything with real substance.

The new school model, and the model I recommend you use, is to give your prospects something not only of real value but of extreme value, something that will make them say, “If he’s giving away this information for free, can you imagine what’s in his course?” You tantalize people so much that they want more.

And don’t get caught up in the fear that you’ll give away too much. The more you give, the more you will create. You’d be surprised about how much you have to offer. In fact, you’ll discover this when you create your first free product and realize how much more people are begging for when you think you already gave away the boat.

There is an old saying in the business, “Always Be Selling.” I want you to change that mantra to this: “Always Be Giving Value.” When you do that, it has a viral effect. It’s contagious. When people get something of value, they tell their friends about it. Then their friends feel good about you and they trust you and they like you. And people who trust you and like you tend to buy more from you.
It’s a good feeling to give something away. Remember, your mission is not only to make money, but to help people. Do you really want to help people? If you do, then give them something of real value whether they buy from you or not. By doing that, more people will buy from you and you’ll be helping more people.

Let’s talk about the form your free information can take. It can be a free report that people download. It can be a free e-mail mini-course. It can be a series of online videos, or an MP3. It can be an actual report you send in the mail—whatever it is, it’s something of real value. This is the bait that attracts people. And of course, along with the free information, is a sales letter that sells your product for you.

**Insider Tip: Drive people to a simple website to get the free information you’re offering and in exchange get their name and email address.**

When I told Patricia that tip, a light bulb went off in her head and she said, “Oh I get it. I give away some free information on my website in exchange for my prospect giving me their name and email address. They get the free information along with a sales letter that sells my specialized information product.”

I replied, “Exactly, Patricia. If someone isn’t willing to provide a name and e-mail address to get something of tremendous value, what do you think the odds are of them actually buying something from you? Probably not very good. But if they do give you their name and email address and you give them valuable information, and a sales letter, they’re much more likely to buy from you.”

Patricia is perceptive and asked, “Okay, Dave. I’ve got my simple website up and the free gift ready to give to people who give me their name and email address. But how do I get these people to come to my website in the first place?”

I then tell her the story of Robert Hayes—the owner of a successful landscaping business who’s creating a Passion Into Profits business teaching other landscape business owners how to increase their profits.

**Generate A Flood Of Website Traffic**

Ken McCarthy of the System Seminar said it beautifully when he said that Internet marketing comes down to two things: traffic and conversion. Getting traffic (prospects in your target market) to your website and converting them into sales. That’s all it is, it’s that simple.

I told Robert the story of Lloyd Irvin. Lloyd, a champion martial artist, owned several karate schools and wanted to start a Passion Into Profits type of business. He didn’t have a product but he wisely started generating traffic by offering a free email newsletter to his target market of martial artists.
People started opting into his free email newsletter. Remember, he wasn’t selling anything. All he was doing was delivering great content. When his email list grew big enough, only then did he go about creating his first product. He created that product and offered it to his list. His subscribers bought it like crazy. That was about three or four years ago. His Internet-based business is now just a tick under $10 million a year. *It all started with him generating traffic and generating leads.* And he did that before he even had a product.

Here’s what I explained to Robert. “You don’t have to wait until you’ve created a product. You can start building your list right away. Then, when your product is created and you’ve delivered tremendous value to your subscribers, you come out with a product they’re going to jump all over—and buy.”

What I’m saying might seem counterintuitive. What most people think—which seems to make sense—is that they’ve got to create the product first.

No, no, no!

With a list of qualified subscribers, you can literally create money on demand. John Lennon said, “If I want a new built-in swimming pool in my backyard, I go and take a couple of hours and I write myself a swimming pool.” What he was saying was that the song will bring in the money for the swimming pool.

You can be in that same position and it’s a powerful, powerful position to be in. Imagine being able to send out an e-mail and have money come pouring back in. So what you want to do is build that list so you can do that.

“Got it Dave. Leads first, product second. But how the heck do I get these leads?” Robert asked. Here is what I told him:

“Robert, I’m going to talk about both kinds of lead generation: online and offline. Both are pillars of a stable business.”

**Low Cost And No Cost ONLINE Lead Generation Advertising**

Is it possible to drive people to your Web site without spending any money? You bet. I teach six ways you can do this, here’s one of them.

Post in discussion groups and forums that your target prospects are participating in and promote your free specialized information in your resource box, which is the signature area under your name.

I asked Robert, “Are there discussion boards and forums for Landscapers?” He told me there were.
The advantage of posting in forums is not only lead generation, but you’ll find out what your prospects are talking about. You’ll learn about the frustrations they have, because they’re going to be talking about them.

Almost every forum allows you to have a signature line or resource box, something at the bottom of your post that you will use to drive people back to your site. Each forum has different rules, and you don’t want to participate in a forum that doesn’t allow you to have a signature line. (I haven’t come across any that don’t allow you to do that. In fact, many require you to identify yourself.)

In one of the forums I’m involved in, my signature line says: “Free book reveals how you can increase your profits in a recession, depression or boom. Go to www.davedee.com.” So every time I post in the forum, this signature is there and there’s a link directing people to where?

To my website to get the free book.

Alexis’ signature line was “Free teleseminar reveals how I close 97.5% of the people who come into my office for an initial consultation. Go to…”

So her free specialized information came in the form of a teleseminar.

My favorite approach to forum marketing is to answer questions and to give solid, informative advice. You don’t want to tell people that they have to go to your Web site or buy your book to get an answer their question.

You must always give value. So you respond only to the questions that you have enough expertise in to give sound information in your answers.

When I go to small business forums, I answer questions about e-mail marketing. I answer questions about direct mail marketing. I answer questions about websites. I do not answer questions about search engine optimization or Google AdWords, because I’m not an expert in those areas.

I come across as authoritative because I talk only about the subjects I know. People read what I write and say, “Hey, this guy knows what he’s talking about. What else does he have?” So they click on my link, go to my site, and they opt in (give me their name and email address) because I am the expert.

So give good advice. And don’t be overly promotional when you do.

“Look,” I said to Robert, “you won’t drive a ton of traffic to your site by posting in discussion boards and forums unless you’re on a whole bunch of them. But you will be generating good, qualified traffic to your site. And you can start doing it for free, today.”

“Alright, I like free but I don’t want leads trickling in,” he replied, “I want them pouring in. How do I do that?”
Robert was smart to ask that question because the more leads you get, the faster you’ll become successful.

That’s why I like paying for traffic. Paying for traffic enables you to ramp up your process very, very quickly.

*Insider Tip: E-mail advertising can instantly get you an avalanche of targeted leads*

I prefer to rent opt-in e-mail lists to drive traffic to my site. These lists give me the names of people who are specifically interested in my area of expertise and want to receive e-mails regarding relevant topics.

*Insider Tip: The best opt-in email lists you can rent are from specialized magazines the people in your target market read*

We’re going to talk about the power of these specialized trade magazines in just a few minutes but if there are trade magazines for your target market, the magazine probably has a website. And if they have a Web site, they probably have an e-mail list of their subscribers. Many of the magazines will allow you to send an e-mail to these subscribers for a fee.

For example, a number of years ago, I had a product called: “7-Minute Yoga for Golfers.”

The way I got golfers to visit my website and buy my product was by renting a *Golf Illustrated* e-mail list. My e-mail sent them to my website to get free information in exchange for their name and e-mail address.

Robert interrupted me and said “Let me make sure I have this straight. I find an email list of people in my target market. Then I send them an email that promotes my free gift and drives them to my website to opt in to get it. Is that right?”

I told him it was and then said, “In some cases, you’re going to want to place an ad in an e-mail newsletter that goes out to your target market before you do a ‘solo mailing’ to the entire list.”

“Wait, what’s the difference?” he asked.

“That ad in an e-mail newsletter is a small blurb that’s sent out in an email newsletter with a lot of other information. A solo mailing is when just your e-mail alone is sent to the list at one time. You can place ads in email newsletters, along with other people’s ads, just like you would in a magazine. Think of it like a classified ad. Doing this is much less expensive and it’s a great way to test the email list. If you get decent response from the little ad, you can then send an email to the entire list.”

In the case of *Golf Illustrated*, I first bought an ad in their e-mail newsletter and I was able to see there was life when I got a few responses. Then I rented a portion of their list to see if that worked. It did. Then I sent out an e-mail to their entire list.
So the first thing you want to do is place a small ad in an e-zine (email newsletter) that goes to your target market and see how it does. If the results are promising, then look into renting a portion of the magazine’s e-mail list. If you do well, then consider sending an e-mail to the entire list.

You can also rent lists from high-profile-membership and niche-specific Web sites. For example, in the dentist market there’s a Web site called DentalTown which rents out its e-mail list of subscribers. It’s very expensive, but it works extremely well.

Here is an example of an actual email I wrote that was sent to the Dental Town list.

Subject Line: This ruins most dentists...

I'm going to get right to the point with no fanfare...

My name is Dr. Charles Martin (alphabet stuff) and I'm going to make you an offer, that, quite frankly, you'll be skeptical of.

First, let me tell you what ruins most dentists...especially in a tough economy.

It's doing the same thing over and over and hoping to get a different result. (Some wise man said that was the definition of insanity.)

This brings me to the unconventional offer that will help you to "step outside the box" and increase your practice profits. Oh, and it won't cost you a penny.

I'm going to give you over $0.00 worth of moneymaking practice building tools (including the breakthrough, controversial 'Dental Business Manifesto', 'Earn, Ask, Reward' Referral System, Case Presentation and more — all for nada.

I'll tell you why I'm doing this in just a minute but first here is what you'll discover:

* How to tap into a huge pool of unique new patients that other dentists are NOT addressing. People with diabetes are HIGHLY motivated, need your help, and are willing to pay premium fees for it — and will refer other patients enthusiastically.

* How to create sustainable competitive advantage — so that you are not viewed as a commodity or interchangeable choice, eeny, meeny, miney, moe, choose a dentist. Nor will you be advertising as other dentists do, marketing as they do. This is NOT the "bright, shiny object of the month" hordes of dentists rush to, then onto the next thing — this
is a System with long-lasting VALUE.

* How to fill your appointment book with these patients with little or no effort on your part. I know that sounds like pie-in-the-sky hype, but this System really does WORK FOR YOU...and I’ll prove it to you.

* How to be "THE ONLY CHOICE" in your town or area for these "unique" patients.

* How to REALLY get ‘peer referrals’...yes, a doctor-to-
doctor referral System (a System within our System) that actually has other dentists, M.D.'s, etc. referring patients to you...again, with zero work on your part.

* A new way of stimulating MANY REFERRALS from your own patients...that you are NOT getting now.

* How to add upwards from $100,000.00 a year to your practice’s NET PROFITS

Here’s just a sample of the gifts you get:

* Dave Dee’s new book:  How To Increase Your Profits In Any Economic Climate: 64 proven marketing strategies, systems, secrets and promotions that will skyrocket your profits in a recession, depression or boom.

* The underground video of marketing master Dan Kennedy revealing cutting edge success secrets at a secret meeting if elite dentists.

* My never before released, "Revolutionary Marketing Strategies for Dentists" MP3s

* The book, "The Ultimate Success Secret" learn the ONE thing the richest, most knowledgeable and most respected dentists in the country do that guarantees their success.

* Plus much, much more

Simply visit www.websitehere.com right now to get instant access to all of these gifts.

Why am I giving you all of this? To introduce you to the revolutionary DentistryForDiabetics program.

This is the system I use that can add $100,000 to $350,000 in net profits to your practice.

Please note that you are under no obligation - all the gifts are yours just for the asking...and all the gifts will help you grow your practice and put more profits in your pocket.

Go to: <link>

To be skeptical is understandable. To not at least check
this out would be a huge error in judgment.

Sincerely,

Dr. Charles Martin

P.S. This very special offer is only good until <date>. Why not take action now while it's still fresh on your mind.

------------------------------------------------------------------------------------------------------

I then said to Robert, “Now I’m going to tell you the biggest secret for driving traffic to your website and I am one of the few people who is teaching this. It’s mega important. It’s…”

**Offline Advertising Magic**

There are several reasons offline marketing ranks numero uno in my book:

- You can reach lots of highly targeted prospects.
- It’s easy. All you need to do is place a small ad or send out a postcard.
- You get a much, much higher quality of lead. Someone who reads your advertisement offline and then goes to your website to get their free information is a very good prospect.
- You can ramp up your business very quickly, make more sales, and help a ton more people.

**Insider Tip: Direct mail still gives you big bang for your buck**

Direct mail is one of the best methods for driving traffic to your site. That’s not to say you should only use direct mail. I recommend you use every method available to you. But do not overlook direct mail.

It’s very, very easy to rent the names and addresses of the exact types of people you want to target. So if your target market is pediatric dentists, you can rent a list of only pediatric dentists. If your target market is owners of Italian restaurants, you can rent that list.

Just as with e-mail advertising, some of the best mailing lists you can rent are subscribers of the trade magazines the people in your target market read.

I will often rent 5,000 magazine subscriber names and send a mailing before I place an ad in the magazine. If you get a decent response from your direct mail piece, you will, more than likely, get a good response when you place an ad in the magazine.

“Okay, so let’s say I’ve rented a mailing list,” said Robert. “What do I send the people on the list?”
“I suggest you send a postcard. It’s inexpensive, it’s fast, and it works. The postcard offers the free information gift and instructs your prospect to go to your website to retrieve it.”

An example of a lead generation postcard is on the next page. As you’ll see, it’s very simple and straight-forward.
FREE REPORT REVEALS:

How You Can Make $100,000+ As A Mobile Entertainer!

Who Else Wants Breathtaking Results Like These?

"With the help of your techniques, I booked over $50,000 worth of gigs in the last SIX WEEKS!"
-Rolf Schmied, Germany

"I got 40 calls in a single day from one of your copyright free ads."
-Bill Hanaford, NY

"Your stuff has basically tripled my business and my income. Anyone not using your materials should have their head examined."
-Tim Piccirillo, PA

To get your FREE Report, go to:
visit www.marketingfordjs.com

At last someone has unlocked the secret of making an enormous amount of money as a DJ...

“Amazing Free Report Reveals How You Can Make $100,000+ As A Mobile Entertainer...”

Alpharetta, GA- If you want to make some real money as a DJ, this might be the most important message you will read all year. Here’s why...

A new, confidential report has just been released called, “7 Insider Secrets To Earning $100,000+ As A Mobile Entertainer” and now you can get a copy of this eye-opening report for free.

This FREE OFFER is being made available for a limited time only...so please take action today. To get your Free Report to www.marketingfordjs.com

Do it today and get the incredible Free Report that will put you on the fast track to success.
Small Ads In Specialized Magazines = Big Profits

Another great offline marketing strategy is to place small ads in the trade magazines the people in your target market read.

There is a trade magazine for almost every profession. Believe it or not, there are five such magazines just for magicians. Now, you wouldn’t know about these magazines unless you were a magician, but magicians know about them, subscribe to them and, most importantly, read them.

The beauty of advertising in trade magazines as opposed to mass market publications is that there’s no “waste” of your advertising dollars. For example, if you have a product for restaurant owners, you could place an ad in Time magazine and, no doubt, some restaurant owners would read it. But there’s a lot of waste too, because the vast majority of eyeballs seeing your ad aren’t going to have any interest in your product for restaurant owners.

However, let’s say there was a trade magazine called “Restaurant Owners Today.” When you place your ad in that magazine, 100% of the people who read it are your prospects. Even better, it’s also a lot less expensive to place ads in trade magazines than it is to place ads in mass market publications.

Think about how powerful this is: you’re making a specialized free offer, to a specific target market, in a specialized magazine they all read!

I hope you understand the magnitude of what I have just told you. It is really a MILLION DOLLAR SECRET.

Insider Tip: Place small inexpensive ads to start and grow from there

I started my entire Passion Into Profits business for magicians with a small $65 lead generation advertisement. When I saw that the ad was working, I bought a slightly larger ad and kept doing that until I was running full pages ads.

Here’s an example of an ad that a successful real estate agent could use to drive traffic to her website:
I asked Robert, “Do you see how you could easily model this ad to reach your target market of landscapers?”

He rolled his eyes and said, “Um, yeah Dave. That seems like it would be pretty easy to change that ad to fit almost any specialized market!”

He was right, of course. If you have templates, most of this stuff is fill in the blank. (You may think your business is different, but it’s not. In fact, at their core, all businesses are the same. It’s amazing, but in fact a lawyer can actually use the same templates that a carpet cleaner or an auto repair owner can use—and they still work!)

So if you have a lead capture page and a lead generation gift, you can start driving traffic to your website today.

Let’s discuss the components of your 24 hour website selling machine.
Chapter Eight

*How A Simple Three-Page Website Turns Into Your Own 24-Hour A Day, 7 Day A Week Virtual Sales Department*

Let’s talk a bit about Matthew Pollock, who’s a highly successful insurance agent. He’s been one of the top three producers in the country for five years running. He doesn’t care about becoming famous but would like to earn a million dollars a year teaching other insurance agents his marketing and selling systems.

He wants to know how he should set up his Passion Into Profits business operations.

I explain to him that his new business can literally be run anywhere in the world, provided there is an Internet connection.

Notice the magic words: “The Internet.”

I tell Matthew that his business is going to be BASED on the Internet, but it’s NOT an Internet business. (The Internet is NOT a business. The Internet is a powerful media vehicle just like television, radio, magazine advertising, and direct mail.)

The beauty of having your business based online is that you can carry your entire business on your laptop. When I fly all around the country, my business comes with me and is under the seat in front of me!

Another major advantage of having your business based on the Internet is that it allows for the automation of many tasks that would otherwise be labor intensive.

Matthew froze up when I mentioned the Internet. I asked him why and he said, “Dave, I don’t know anything about putting up a website or any of that technology stuff. I’m an insurance guy, not an Internet geek.”

I said, “Well. Matthew, that’s good because I don’t know squat about technology either. I have people do that stuff for me so I can concentrate on what really matters: creating, selling, and delivering great information and training to my customers.”

I then instructed him to create a simple, three page website starting with…
The Lead Capture Page

This is the most important page on your website, because this is where you’re going to drive all your traffic and capture leads. Period. It’s not there to promote your image or to sell your product. It’s there to capture leads and that’s it.

On this page is a simple form so people can give you their name and e-mail address, so they can get the free information you promised them. When they click the submit button, their name and email address instantly go into what is called an autoresponder. This is just a fancy name for a database that you can send e-mails from and have e-mails you’ve already written pre-programmed to be sent at predetermined intervals.

For example, let’s say you are offering a free 7 part e-mail mini course on a hot topic of interest to your target market. The e-mails can be sent automatically every day, every other day, once a week—whenever you desire. Remember: You don’t have to do anything. The e-mails are sent out by automatic pilot. You write them once, program them into your autoresponder, and they go out like clockwork to every person who gives you their information on the lead capture page.

(To see a lead capture page that works like crazy, go to: www.davedee.com.)

The Thank You Page

As your prospect fills out the form and clicks “submit” they are re-directed to a page that thanks them for giving you their name and email address, and then tells them how they are going to get their free information gift.

If your gift is something they can download like an MP3 or an e-book (an electronic book which is nothing more than a Word Document converted to a PDF file – don’t overcomplicate this, you don’t need any special software or training to create an eBook), you can have the download link on the thank you page.

I prefer to send the download link via an e-mail autoresponder message instead of letting the prospect download it on the thank you page. This way I make certain I’m getting the prospect’s real e-mail address and not a fake one he or she put in just so they could get the free information gift.

The Sales Letter Page

It’s on this page where you’re actually going to sell your specialized information product. It’s beyond the scope of this book to teach you how to write sales letters. But, just as with the lead generation ads, there are templates that make writing the sales letter very easy. Or you can have a copywriter write the letter for you. In fact, that’s what a lot of my students do.
Matthew looked at me kind of skeptically and asked, “You mean to tell me that my entire business is based around a simple three page website? I mean, how much money can I possibly make with that?”

I explained that as his Passion Into Profits business grew, he would add more pages to his website. To get things started, however, all he needed were these three simple pages.

I answered his question about the money by saying, “With only a simple three page website, you can make hundreds of thousands of dollars per year! Alexis Martin Neely made $117,000 in 67 minutes with a simple three page website. Another student of mine, James Brown, didn’t do quite so as well… he only made $42,000 in an hour with his simple, and quite frankly, ugly website.”

“Poor James,” I added with a smile.

Matthew asked, “I know this might sound like a dumb question... but exactly how do I get the money?”

“That’s actually a very good question,” I replied. “There are three main ways you’ll get paid. The most popular way is online. Your website will be hooked up to an online “shopping cart.” Your customer will click a Buy Now button on your website and get directed to an online order form. He’ll fill in his contact information and his credit card number, and before long the money will automatically get transferred to your bank account.

The second way for people to buy your product is by the telephone. I don’t have someone who answers the phone live. Instead my buyers call a toll free, automated 24 hour “priority ordering hotline” where they leave their contact information and credit card details. I have someone transcribe the call and put the ordering information into my shopping cart.

The third way is mail. Some folks still want to mail in a check. What’s really cool is other than the checks, all of the ordering is automated. People buy and the money is put into my bank account without me having to do a thing.”

With a gleam in his eye, Matthew replied, “I think I’m going to like this Passion Into Profits thing!”
Chapter Nine

E-mail And Blogging For Big Bucks

Next we’ll talk about Anthony Supulo, a guy who started his own Passion Into Profits business selling a specialized information product to the automotive repair industry. He was excited about his success but then asked me a very astute question:

“What’s next?”

That is the exact question you need to be asking yourself once you’ve sold your first product. Because here’s what is really exciting about this system… now you are about to make the real money!

Let me explain.

The most expensive part of this business is acquiring the customer. Keep this in mind. Because you are selling information products, you can make a hefty profit right away… but in fact, the “real” money is made on what’s called the “backend.”

This is where most people lose tons of money because they don’t have a backend. For example, authors want to sell books, right? Well the truth is very few people make any money on books. Sure, if you sell hundreds of thousands or millions of books, maybe. But, with a Passion Into Profits business, you almost don’t care if you make money on your front-end product (like your book) because the backend is where the real money’s at.

The “backend” refers to the additional products and services you sell your customers after they buy your first product. You’ve already spent the money to get the customer. Now that you have them, selling them coaching, other products, seminars, etc. is inexpensive and, in some cases, free.

E-mail and blogging are two key tools for making money on the backend. Best of all they cost you nothing. I’ve made up to $9,000 by sending a couple of emails to my list of customers.

In this section I’ll discuss the techniques and strategies for different types of e-mails and how they can put big bucks into your pocket.

**Insider Tip: Send text e-mails that have a personal touch.**

Here’s another big secret: write the e-mail as if you are writing to a friend. Don’t write to a group, because groups don’t buy—individuals buy. People tend to delete stuff that looks too much like an ad. I like my e-mails to look personal.

Remember that you’re selling you. People do want to know about you. I am very transparent in my emails. People know about my life, they knew about my divorce and how difficult that was
for me. They know about my children and they know what I like to do. They get to know me and because they know me they trust me and because they trust me they buy from me. Make it personal, let people in. You want to write about your family and you want to write about your life.

The perfect person to model is Regis Philbin. Watch Regis for a few days or just during his opening monologue. What does he talk about? He talks about what he did the previous night and it’s usually self-deprecating. It’s usually something silly or embarrassing that happened to him and people eat it up because they live vicariously through him. People will live vicariously through you and through your life. Tell people what you’re doing.

Write about your hobbies and what you like to do. Write about bonehead moves that you made— for me, that’s pretty easy. I could probably write one email a day about that if I wanted to. You want to be self-deprecating at times because people love that. They love people who can laugh at themselves.

Write about you, because you are selling you.

**Insider Tip: Send text, rather than HTML, e-mails.**

As you can see from most of the HTML, full color email newsletters you get, this is not a well known secret and yet it’s very important. Sending text emails to your list is a whole heckuva lot more effective (and easier!) than any of that fancy HTML. It has better deliverability and it gets more response.

Don’t use fancy HTML e-mails. When Grandma sends you an e-mail, odds are she doesn’t send you an HTML e-mail with spinning pictures and colors. Instead, she sends a text-only e-mail. Text e-mails are easier to write. Also, they will give you a higher response percentage because HTML e-mails tend to get caught a lot more in spam filters.

If you are going to send HTML e-mails, you want to make them look like text e-mails. The big advantage of HTML e-mails is that you can track how many e-mails are opened, track how many links were clicked in it, and so on and so forth.

Nevertheless, I send only text e-mails.

**Insider Tip: Send e-mails on a regular schedule – daily is best**

You may be thinking that people will get mad at you if you send them an e-mail every day.

Yes, they will if your e-mails are boring or if the e-mails don’t deliver value. However, if your e-mails are entertaining in addition to being content-rich, people will look forward to getting them.

Why do people always tune into Rush Limbaugh or Howard Stern every day? Why do they watch Regis or Oprah every day? Because they’re always entertaining!
I send out a daily e-mail and I’m not the only one who does it. So does Matt Furey, a brilliant Internet marketer. And even mega information publisher Agora Inc., which does about $250 million online, sends out a daily e-mail.

Now you may be thinking that’s a lot of work! Not really. It takes about half an hour to write an e-mail. But the rewards for doing so can be enormous. Think about it. You’re building a relationship with your customers and subscribers—and by doing that, you’ll sell a lot more.

Finally, in the P.S. of almost all of my e-mails I put an offer for something. So not only am I giving my subscribers great content every single day, but I’m also getting the opportunity to sell to them every single day.

If you still think that a daily e-mail is more than you can handle, then at least send out a weekly e-mail.

The key is to remain consistent. Don’t skip a day, don’t skip a week—send it out.

And if some people request to unsubscribe from your list, that’s okay. Although this may seem counterintuitive, you actually want people to unsubscribe from your list. If people don’t want to get your messages, if they don’t want hear from you, they’re not going to buy from you. So get them off your list?

**Insider Tip:** Give your e-mails a unique signature line.

When you sign off your e-mail, you need to create a unique sign off, a unique signature. Mine is *Kick Butt, Make Mucho Dee-nero*. It took me a long time to come up with that line. Try to think of something catchy in language that people in your target market can understand.

**The Most Effective Types Of E-mails**

*The Q & A E-mail.* You respond to a question that someone sent in or you make up a question and answer it yourself. The beauty of this type of e-mail is that your answer should lead to a product sale or to someone clicking on a link to learn more about your product.

*The Testimonial.* You expand upon the positive comments of someone who has used your product so that your subscribers will want to buy the product as well.

*The Classified.* The classified e-mail is a short e-mail that doesn’t have any real content, it’s basically a pitch. It’s just a few lines that get people to click on a link to learn about something they just cannot live without.

*The Disguised Pitch.* This type of e-mail is designed to look as though it is giving information, but its real purpose is to sell something. For example, if you’re talking about how to write killer sales letters and there’s software out there that helps people to do that, you write about how great the software is, the formula it uses, etc. You’re giving information that does have value;
however, the point is to get them to click on a link to the sales letter page to read about how they can buy this software.

The Workshop. This type of e-mail works really well. This is where you ask your subscribers to answer questions relating to the content of your e-mail. I have them put their answers into my blog. So I have made them do something. You want to use devices like this now and then, so that your subscribers are fully engaged with what you are communicating.

Here is an example of one of my daily e-mail newsletters:

**Daily E-mail (with a P.S. Sales Pitch)**

Subject: The Worst Haircut Ever!

Hi Jack,

I'm in San Francisco for my Mastermind/Coaching meeting which starts tomorrow.

For the past two weeks, I have needed a haircut. Every day, I would look in the mirror and say, "I need to get a haircut." Then I would put it off. I would think, I can get it done tomorrow. This cycle kept on repeating itself.

I finally "decided" to get my haircut on Wednesday, first thing in the morning when I was in LA. Well, I missed my connecting flight the night before and therefore didn't have time to get my haircut the following day.

Today, of course I didn't have time to get the job done in LA by a hair stylist I really like because I was flying to San Francisco.

Now I am in SF, my mastermind meeting is tomorrow and I REALLY need to get my haircut. So off I go in search of a place to make it happen. Lo and behold, I find a "salon." I walk in and no one in the joint speaks a word of English. There is a giant poster on the wall with pictures of Mexican men with assorted hairstyles. I am told to select which style I would like. (This is not a good sign.)

Apprehensively, I sit in the chair and the stylist proceeds to take out the electric clippers and attack my head like a tiger attacks a pile of raw meat. Hair is flying off my head and dropping to the floor at an alarming rate. The hair on the back and sides of my head is SHORT. I glance back at the picture I said I wanted my hair to look like, wondering if I missed something or if my eyes were deceiving me. Nope. I had selected the right picture but my hair did not look anything like it.

Of course, my girlfriend, is sitting in the chair watching
the mayhem and just laughing hysterically.

The "stylist" then proceeds to work on the front of my hair, which she leaves quite long. I try to explain that I want it up a little in the front, not a clump of long hair going straight down my forehead.

I keep looking back at the picture of the Mexican gentleman whose hairstyle I picked because the guy's hair in the mirror looking back at me, did not resemble the picture even remotely! I don't think it mattered what picture I selected, the stylist only knew one "style" and that is the one I was getting.

Mercifully, the deed is done. I pay and exit the premises quickly. Alexis, still laughing, says "You have the type of haircut young, teenage Latino boys have." Ha, ha, ha.

So what is the point of my tale? Simply this: Do not procrastinate. Do not keep putting things off thinking that you'll just do it tomorrow. Plan what you need to do and then do it at the time you planned to. Let my head be a reminder.

Adios amigo!

~Dave Dee, President
www.DaveDee.com

P.S. Finally! Successful entrepreneur and high school drop-out Vincent James breaks 12 years of silence to teach you his money-making strategies and powerful secrets that anyone can use to (legally) make as much as $77 Million by this time next year!

Discover why marketing guru Gary Halbert is calling this... "By far the most important marketing product ever put together." Go to:

http://www.77milliondollars.com

On occasion, I will send out and email that is nothing more than a pure sales pitch. It’s important to note that every day I’m sending emails that contain very valuable content for free. So when I do send out an e-mail about one of my products, people are eager to get it and read it.

Here is an example of a pure pitch e-mail:

Subject line: A complete marketing department for less than $100?
Before you take off for the weekend, I want you to hire a
complete marketing department for yourself.

Seriously, do this and your business will explode. What will this marketing department do for you?

1. Create complete sales letter campaigns.
2. Write complete lead generation campaigns.
3. Create a series of direct response ads to be placed in the newspaper and in magazines.
4. Create a complete referral system.
5. Produce a monthly client newsletter.
6. Create scripts for people who answer your phones to use.

There is more stuff, but that is a good place for your marketing department to start.

Of course, you might not be able to afford to hire an entire marketing department. Maybe you just start with one guy. You can get someone with a little experience for $75,000. The problem is that it'll probably be some kid who just graduated with a useless marketing degree from some college.

Doesn't sound too appealing?

How's you like to get a complete marketing department that does everything I listed above and more for less than one hundred bux?

You can right now before the weakened starts. Just go to:

http://www.davedee.com/box

~Dave Dee

The bottom line is simple. When you e-mail great content to your customers, not only will you be having a positive impact on their lives but you will sell additional products and services that will make you very wealthy. There’s nothing better than sending out one e-mail and then have the money start rolling in!

**Big Fat, Juicy Backend Ideas**

As I mentioned, the really big money is what you sell your customers after they have bought your first product. Here is a sample of some of what you can sell on the “backend.”

*Coaching*
Let’s say you are a meditation expert and your “front end” product (the first product you sell) is a set of instructional CDs and a manual. However, a percentage of your customers would want more personal instruction. You could set up a program where you coached people in person, over the telephone, in groups, individually, or some combination of all of these options.

Coaching is one of the most lucrative aspects of the Passion Into Profits business and it gives you the opportunity to really make a personal, positive impact on your customer’s lives.

**Seminars**

Let’s say you’re a motivational speaker and your front end product was a book. The truth is, you’re not going to make a lot of money from the book alone—but you can make a ton of money very quickly doing seminars.

I have made over $100,000 doing one 2-day seminar. Seminars allow your customers to see you “live” and get close to the “guru.”

The beauty of doing seminars is that you don’t have to do all of the speaking yourself. You can get big name speakers to present at your event for free and then turn them into a major profit center. A little known secret is that the host of the seminar gets 50% of all the product sales his or her speakers sell from the stage. Recently, I had one of the country's top speakers speak at my event for free and I pocketed over $20,000 just from his product sales alone.

You can literally change people's lives when they attend your events. People attending my events have hugged me with tears in their eyes and told me I changed their life. (Until that happens to you, the feeling is indescribable.)

**Affiliate Programs**

This is one of the “sweetest” ways to make money on the backend. Basically, you recommend other people’s products to your customers and give them a “special link” (an affiliate link) for your customers to go check out and (hopefully) buy the product. Because your affiliate link tracks that the customer originated from you, you get paid a predetermined amount of money whenever any of your customers buys. Oftentimes you can get paid up to 50% or more of the sale price!

With an affiliate program, you don’t have to write a sales letter, process any orders, fulfill any products, do any customer service, etc. All you have to do is send your customers to websites selling products that you recommend.

Just yesterday, I received checks from different affiliate programs I belong to that totaled over $1,800. Now, that’s not a ton of money but I had to do very little to get it. It’s kind of like getting “free money.”
What’s exciting is that there are affiliate programs for every type of business, profession, interest, and hobby imaginable. If you sell metaphysical products, business building products, fitness products, products about how to win at computer games (a huge, lucrative market, by the way), or anything in between, there are affiliate programs you can immediately join and profit from.

Remember this, your customers desire to buy products related to their area of interest will far outweigh your ability to create products to sell to them. Yes, you do want to prolifically create your own products, but you also want to profit from selling other people’s products.

**Licensing**

Licensing is similar to an affiliate program but it’s even better—when you become a licensee of someone else’s products, you have more control and you make the lion share of the profits from the product sales.

For example, I am licensed to sell Dan Kennedy’s products. (I paid a very substantial fee to get this license.) I have my own Dan Kennedy website (which you can check out at www.DanKennedyWebsite.com).

When someone goes to that website and buys one of Dan’s products, I fulfill the product but get 100% of the money. And here’s the really important part: I also get the customer.

Remember: Once a customer likes you and trusts you, they want you to sell them more products and recommend products that will help them achieve your goals. That is what the “back end” sales are all about.
Chapter Ten

This Is About Much More Than Just Money

Yes, you can most certainly become very, very wealthy in a short period of time with your own Passion Into Profits business. But this is about more than just the money. It’s about living a life of passion, purpose, and prosperity. It’s about changing people’s lives. It’s about changing your life.

I’d like to end this book by reprinting a very personal e-mail I sent to my subscribers. You see, last week I received a scathing comment from one of my subscribers over one specific e-mail. He very angrily told me to stop bragging and gloating over how well I am doing and how perfect my life is. Here is the email he was talking about. Read it and then I’ll comment:

The other day, I was talking to the publisher of my new book (which is going to be released in the fall) and my team and they all thought it would be a good idea for me to put some photographs in the book to visually represent my lifestyle.

The ideas for pictures were, me sitting on the beach with my laptop computer (in fact, I'm looking at the ocean right now), me holding my computer bag with the caption "Dave carrying his entire business", me and my kids going to a movie in the middle of the afternoon, Alexis and I eating at fancy restaurant (in fact, we eat out almost every day) etc.

As they were giving me these picture suggestions, it hit me over the head like a ton of bricks that I have a damn good life!

No, really. I'm being serious.

I had taken for granted how good my life actually is. Not everyone can fly first class across the country every other week, take time off whenever they want, make money with nothing more than their computer, walk 50 feet out their front door and be on the beach, etc.

I was kind of embarrassed, not because of my lifestyle, I've worked hard and continue to work hard to make it the way it is, but because I've not as grateful as I should be.

Then I got to thinking about everything I should be grateful for and really felt gratitude inside my body. Quite frankly, it felt great in a humbling kind of way.

It was then I decided that every morning I would write down, in my PAPER planner (so far superior to an electronic calendar) one thing I was grateful for. Here are some actual examples:
I am grateful to have Randy as such a great friend and person on my team.

I am so grateful to have two beautiful, loving and healthy kids.

I am so grateful for being in love and being loved by my girlfriend.

I am so grateful for going home today (After my four day weekend at Burning Man!)

Mi amigo, I suggest you adopt this practice of writing down one thing you are grateful for every day for the next 30 days. After you write it down, feel it inside your body. Make a commitment to do this.

Remember the key to receiving more is to be grateful for what you already have.

---------------------------------------------------------------------

When I re-read that email, I did see how it might come off like I was saying how wonderful I am. But the point was definitely NOT to "brag"—in fact, it was the complete opposite. It was to show how grateful I am for what I have.

Let me tell you something very personal...

Before my divorce last year, I was very judgmental. And I DID think, in some ways, that I was "better than the average bear." And because I judged other people, I also judged myself and constantly used that judgment to compare myself to other people. Doing this led to what I believe motivational speaker Kevin Hogan, calls "comparison despair."

I always compared my success to the success of people who were doing better than me. Doing this is okay to see what’s possible, but it acts a negative motivator if you feel badly about yourself because you’re not doing as well as someone else. (And unless you're Bill Gates, there is always someone who is doing better than you.)

After my divorce, and what was the worst year of my life, I came to realize that I was no better than anyone else. Sure, at some stuff I was better than other people, but that did not make me a superior human being. Conversely, there are people who are superior to me at certain things, but that does not make me inferior to them as a human being.

Jesus said, "Judge not, lest ye be judged." How true.

I am starting a new business and have released this book sharing some of my best secrets to help people live their dream life by owning a business they love, that's fulfilling and helps other people.
When I tell stories about my lifestyle, it's not to say "Hey, look how great I am!" But rather to drive home the point that YOU can design YOUR life the way you want it to be. YOU can make it happen and I want to help you.

Yep, that sounds corny but I don't give a damn. It's really how I feel. It's my mission.

And yes, I am a Proud American.

Kick butt, make mucho “Dee-nero!”

Dave Dee
Before we talk about time management, I think it’s important to discuss outcome management. What are your goals? What do you want to get out of life?

Here are the steps you can take to greater productivity in your business, but also in your personal life.

1. **Set your goals.**

When you set your goals, you want to be positive, think in the present, not the future tense, and have a deadline. Let’s take a weight loss goal for example. You don’t want to say, “I don’t want to be fat anymore.” That’s not positive and there is no deadline. You want to say in the present tense, “I weigh 175 pounds by November 16, 2008.” That way you are telling your subconscious, “This is what I want my reality to be.” You’re not lying to yourself, you are setting a goal.

Anthony Robbins taught me that people are motivated by two desires: to gain pleasure and to avoid pain. So when I write down a goal, I also write down all the pluses and minuses that will happen if I achieve that goal.

When I set myself the goal of getting out of debt many years ago, I wrote down things like “I’ll feel like a loser if I don’t get out of debt,” “My wife will leave me,” “My children won’t respect me”—in other words, deeply emotional things that hit me hard. And then I wrote down the positive things that would happen to me. And that got me motivated. Reading both lists got me pumped up and anxious to pursue my goal.

2. **Map out the steps you need to take to complete each goal.**

Don’t go overboard. If you try to map out every detail, you may get overwhelmed and then you won’t get around to creating your action plan. I suggest that you map out three steps you’re going to take. And as you accomplish each one, you will strike them off your list. When those three steps have been taken, create another set of three steps. And so on and so on. It will be a much easier task if you break it into manageable chunks.

Also, if you try to plan out every step all at once, chances are you’re going to have to revise your list. If you’re only taking three steps at a time, it’s much easier to change direction.

3. **Plan your week ahead of time.**
Sit down every Sunday or Saturday or whatever day you choose (but be consistent), and plan what you’re going to do during the coming week. I used to use an electronic planner until I realized that the old-fashioned paper planners were faster, more efficient, and easier to use.

Look at your list of steps and put them on the calendar right away.

So you’re going to say, “Okay, on Monday of next week I’m going to accomplish this action step, on Tuesday I’m going to accomplish this action step, on Wednesday I’m going to do these 3 things, and so on…”

If you do this before the week begins… and you follow through… imagine what’s possible…

This seems simple, but it’s extremely powerful. You will be making measurable progress to your goals by taking the action steps necessary to reach those goals.

Maybe there’s a day of the week when you can get a lot more done than on other days. Go ahead and put most of your action steps on that particular day. That’s fine. Whatever system works for you.

But make sure that each day you take at least one step towards your goals.

4. **Schedule time for physical, mental, and spiritual enrichment activities.**

The purpose of these activities is to increase your energy level. Stephen Covey calls it “sharpening your saw.” The stronger your body and mind and spirit, the more you will accomplish. Let’s look at each of the categories of activities:

- **Physical.**

  What are you going to do during the week to keep your body in shape? Schedule time for exercise and make an appointment with yourself on your calendar. This appointment is just as important as any appointment you have to keep with someone else. For instance, say to yourself, “On Monday I’m going to exercise at 6 a.m. when I get up, on Wednesday I will be able to exercise at the same time, but on Friday I will have to exercise at 5 p.m.” Make those appointments with yourself and keep them.

- **Mental.**

  What are you going to do during the week to keep your mind sharp? What books are you going to read? How much time will you devote to reading and when? Schedule that time. Or maybe you’re going to listen to a motivational program for 15 or 20 minutes in the shower every single day. Whatever it is, make time for it.

- **Spiritual.**
What are you going to work on to feed your spirit? I’m not talking just about religion, I’m talking about spirituality. Maybe you will go to church, or just sit and meditate, or read an inspirational book. Whatever you choose to do will contribute to your general well-being and motivate you to pursue your goals.

- **Social/Emotional.**

What are you going to do for fun? What are you going to do to get your mind off work? I have to confess that socializing is not easy for me. I am not a particularly social person. I am what they call a loner. I don’t mind going to a movie or a hockey game by myself. It’s good to be able to enjoy your own company, but it’s also good to be with other people, particularly those with positive energy who are in pursuit of their own goals.

It’s critical to let your mind go free and think of things besides work. Take time to go out with friends. Spend time with your family. Take time to go out with your spouse or significant other—critically important, by the way. I could probably do a whole series on that. Don’t be checking messages on your phone, don’t be talking on your phone, be fully present. That’s the greatest gift that you can give to the people you love.

Yet it is one of the most difficult things for entrepreneurs to do. They are constantly thinking about work—morning, noon, and night. And they believe this is helping their business. By pushing, pushing, pushing, working 24 hours a day, thinking about their business 24 hours a day, they believe that business will improve.

But the reality is, it’s highly unlikely.

I’m not saying you shouldn’t work hard. On the contrary. I’m saying work your socks off but then take time to disengage and do what you want to do. The most successful people I know work hard and also play hard.

**5. Each day write down the six most important things you need to do.**

Do you make yourself a gigantic to-do list? If you do, you’re not alone. But what typically happens is that you do the easiest things on the list because that gives you a feeling of accomplishment, and you avoid the things that are the most difficult.

In many cases the most difficult things are the ones that will produce the greatest results.

Once you have your short list of six things, estimate how much time it’s going to take to complete each one. If one of the things is “check e-mail,” estimate how much time that should take and write that next to it. If another of those things is “put together two of the CDs for my product” and that’s going to take about 2 hours—write that down. Now enter those things on your calendar, blocking off the amount of time you estimate to complete each one.
Be realistic in both the nature of the six things, and the estimated time to take care of them. This is where I have a lot of trouble; I always think I can get things done faster than I actually can. It’s better to overestimate how much time it’s going to take to get something accomplished than to underestimate it. Underestimating can screw up your whole day.

Once you have made a to-do list of six things, you face the challenge of sticking to your schedule. Here are some strategies for doing that:

“Touch it once.”

If you get a letter or a bill, you do one of two things: file it or take care of it right away. Don’t leave it on your desk so that you look at it again and again and again. Only touch it once.

Check your e-mail no more than twice a day.

Many people, including myself, have an e-mail addiction. And now we can get e-mail on our phone. We get a little buzzing sensation from the phone, or else the computer announces that we have a new e-mail, so we check it out and spend three minutes doing that and it completely sidetracks us from what we were doing. And it takes a lot of time to get back to what you were working on when you were interrupted. So don’t let e-mail eat up a lot of your time.

It’s hard not to check your e-mail when you have a whole bunch of sales pouring in. But it’s even more exciting at the end of the day to see how many sales you made, as opposed to looking at them one and two at a time.

Work in uninterrupted blocks of time.

I recommend you schedule no more than 60 to 90 minutes for each block of activity before you take a break. Other people say you can work 2 to 2 ½ hours. I find it very difficult to remain focused and productive at a high energy level for more than 90 minutes.

How do you schedule blocks of time? Here are some practical tips:

- Turn off your e-mail so you’re not checking it every time a message comes in.
- Turn off your instant messaging system.
- Turn off your phone.
- Ask those around you not to disturb you unless it is an emergency.

The benefit of this approach is you’re going to do better work without distractions. That runs counter to the popular trend toward multi-tasking. I know of no successful person who multi-tasks. So work hard on one thing and then move on to the next thing.

Know your energy levels.

Do you work best first thing in the morning, after lunch, or late at night? I’ve got friends who don’t do their best work until 1:00 in the morning. I think that’s crazy, but that works for them.
I’ve read programs and books that advise doing your work first thing in the morning. That’s fine for a morning person, but it doesn’t work for others. For the longest time I kept scheduling exercise for first thing in the morning. However, I didn’t want to exercise first thing in the morning. Maybe it would have been good for me, but I couldn’t get myself to do it. Now I exercise in the afternoon or evening and I do it consistently, because that’s when my body wants to do it.

Don’t listen to any guru who tells you it has to be one way and no other. Understand the overall concept and make it work for you. Work on the hardest or most important projects when your energy level is high, and work on lesser projects when your energy level is lower.

**Don’t overdo it.**

Take breaks. When you sit at your computer hour after hour and you’re working hard and you’re tired, you start screwing up and your mind drifts somewhere else. If you keep pushing yourself anyway, you will feel the tension; you will feel an energy pushing against you. You know what I’m talking about, don’t you?

It’s far better to take a break, even if it’s just for ten minutes.

Go for a walk, breathe, meditate, read a book, listen to some motivational tapes, listen to some music, find any way to break your pattern. You will find that when you go back to work, you’ll be much more productive and more than likely you will have solved any problems that you couldn’t solve before.

This happens a lot, doesn’t it? You’re working on a project and you’re stuck on something and you finally give up. You go on to something else and when you come back to that problem, you’ve got the answer.

When I was working as a professional magician and was learning a new magic trick, I would work on it, work on it, and work on it until I got frustrated. Then I would put it down for a day or so, and when I came back to it, I could do it. Why? Because while your conscious mind is disengaged, your subconscious mind is still working on the process.

**Eat a good breakfast.**

They say that it’s the most important meal of the day. I don’t know who “they” are exactly, but I tend to agree with them.

What is a good breakfast? I used to be a vegetarian; actually, I used to be a vegan because that’s what I thought made me the healthiest. So I would eat fruits and vegetables and no cheese, no dairy, no meat, nothing. Man, I thought that was great.

But I finally got sick of that diet. I decided to try eating meat and so I went the other extreme and I started eating meat like crazy. I got tired of that, too. What I have done now is to find a balance.
So you need to find what works for you. If it’s a vegetarian diet, that’s fine. If it’s eating only eggs, that’s fine. The important thing is that you don’t skip this meal.

**Exercise for at least ten minutes every day.**

Believe it or not, I practice what I preach. I follow a high-intensity program called Pace Program of Health created by Dr. Al Sears. His Web site is [www.AlSearsMD.com](http://www.AlSearsMD.com). I’m not an affiliate of Dr. Sears, but I do recommend his e-book, which you can download. It’s inexpensive and offers cardio one day, body weight exercise the next. I can tell you it’s working like gangbusters for me.

The point is to find a form of exercise that you like to do and then do it consistently. The reason I like to do ten minutes a day is that it gives me no excuse not to do it. If I exercised for sixty minutes each day and had to go to a gym to do it, it would be very easy to say I’m too busy to get away. However, just ten minutes a day? Come on, you cannot ever be too busy for that.

**Take power naps.**

Some of the most successful and intelligent people in the world take a nap during the day. Albert Einstein took a daily nap every single day; so did Thomas Edison. I’m not saying that you should doze for 3 to 4 hours a day, but a 15- to 20-minute power nap when you’re tired can make a huge difference in your productivity. I usually nap in the afternoon—I don’t do it every afternoon, because on some days I don’t need to. I lie down for 20 minutes with my headphones on and I listen either to a self hypnosis CD or some soft classical music. Or I just take a nap. When I get up, I’m a little groggy at first, but then I get my energy back.

**Go for walks.**

Walking is one of the best things you can do for yourself. If you want to clear your mind, go for a walk. If it’s a cold day, a brisk walk will wake up your senses. If it’s a hot day, you’ll work up a little sweat.

**Take deep breaths.**

Breathing correctly will calm and clear your mind. Take deep breaths, fill your lungs, and breathe out slowly.

**Get enough sleep.**

If you don’t have a good night’s sleep, it’s hard to be productive the next day. And don’t think that you can shortchange yourself on sleep during the week and make up for it on weekends. You need to have a consistent sleep pattern. There are some gurus who brag about only needing only 4 hours of sleep a day, but most people need at least 7 to 8 hours of sleep a day.

**Make an entry on a gratitude list each morning.**
This is something that will give you a lot of energy. I know it’s helped me. When you wake up in the morning, jot down one thing for which you are grateful. You can write it down in a journal or on your computer or on your calendar.

Perhaps you are grateful for your children, or for having a computer or being able to put food on the table. You will never stop having reasons to be grateful.

But don’t just write it down; don’t make this only an intellectual exercise. When you write it down, let yourself feel the emotion that goes with it.

The beginning of receiving more is being grateful for what you already have. That is a law of the universe.

Am I perfect at this? No, but when you get off track, just get back on track. Don’t beat yourself up about it. Remember, you’re human and you’re going to make mistakes. If you get knocked down, get back up.

While I’m showering, I like to listen to motivational CDs—Tony Robbins, Brian Tracy, Wayne Dyer, or Jim Rohn. It puts me in a positive frame of mind. There are some people who say that motivational materials won’t help you accomplish anything. But Zig Ziglar said it perfectly when he argued, “Not being motivated won’t help you accomplish anything, but it will help you much more than negative thinking will.”

So those are all tips that will give you energy and keep you motivated, productive, and focused as you work toward achieving your goals.

Now go out there and turn your passion into profits.