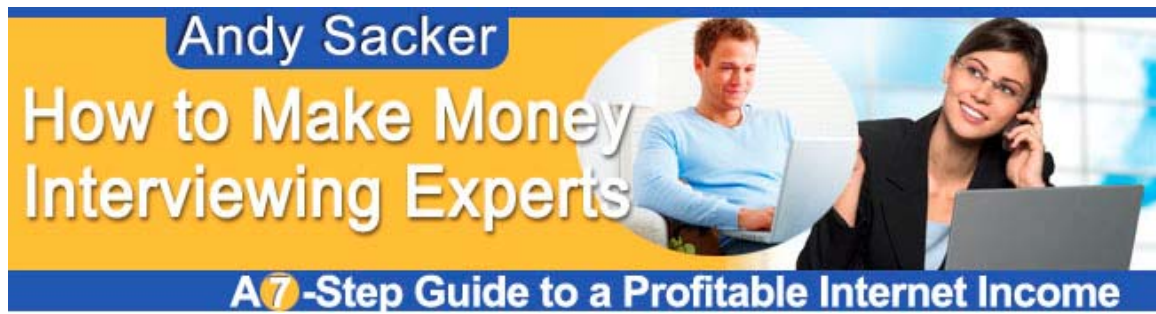


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About the Author

I am married to my soul mate Julie and have been with her for 7 years, meeting her on Valentine's Day 2004. We have 3 wonderful children (and another one on the way) and we live in Devon, a beautiful part of South West, England.

I was an average pupil in school, with just average grades, then left to begin an engineering apprenticeship, of which I almost got kicked out of...

I bought my first investment property in 1995 at the age of 25... then just 2 years later almost lost it due to bad tenants, rental arrears and all that stuff.

I really hated my job and the mundane day to day treadmill that I was stuck on. So in 1997 I decided to go into business for myself and began cleaning windows. I started reading self-help books and I began studying audio programs, and in just a few short years I had built a 3 truck window cleaning operation, employing a small team of window cleaners.

I then decided to sell the window cleaning side of the business and specialized in only carpet cleaning and stone floor restoration. By the end of the second year it had become a well-respected company in our area winning the investors in people award, the ISO 2001 award and it was also featured in the local paper. All this time I was continuing to build up my property portfolio. Things were going great.

Then I came down to earth with a thump in 2008-2009 when the credit crunch hit and we were struggling to fill the works diary. Money was going out like a leaky tap and not enough was coming in. Things were getting desperate...

I realized that I had to do something, so after attending an Internet marketing event came across 'some stuff' that blew me away, and I had to find out more...

I began my first Internet business interviewing experts in 2009 and people said I was crazy if I thought these 'experts' would give up their time for nothing, talking to a 'nobody' like me.

Now two years later having interviewed loads of experts, I have put together a successful monthly interview series, (*Wealth Secrets Interviews*) and various other online businesses, including a marketing company which guarantees success for your business or your money back by using advanced online marketing techniques and social media.

I love what I do.

"They say you treat people exactly as you see them.

***I wanted people to see me not as a hopeless vegetable,
but as a man who would one day stand tall again."***

~ Morris Goodman

If you don't believe in miracles I highly recommend that you check out the Morris Goodman story.

It could change your life forever...

Foreword

By Internet marketing expert, Brett McFall

Andy came to a seminar of mine. He sat a few rows back from the front. He listened and learned. But then he did something that very few people do: he went home and applied what he'd learned.

It might sound strange, but that very act is his success strategy. I teach tens of thousands of people each year about Internet marketing and about how to become financially free.

The fact is most people get excited and motivated when they learn. And that goes for any seminar they attend. But unfortunately the majority of people waste their time.

They invest their time, money and effort in being taught. Yet when they get home, they allow the everyday distractions of their lives to take center-stage again; meaning that all the plans they had to change their habits and their lives get put on the shelf.

Andy could have done the same. He was insanely busy at work and at home. But he decided differently. He decided that this was the day he was going to change his path.

Then he put one foot in front of the other. He made mistakes, and then corrected them. He lost his way, and then he found it again. He got confused, so he asked for help.

Now today you are reading his book about how he did it. Pretty amazing? Yes it is. But could you not do the same? Only you can decide.

I cannot wait to hear your story of adventure should we meet in person one day. Just do what Andy teaches. That's it. Just follow his steps.

Congratulations Andy and I know that this is just the start.

Brett McFall

www.brettmcfall.com

A Note from the Author!

*** **VERY IMPORTANT** ***

Thank you and congratulations on investing in this book. However did you know that 90% of people NEVER even finish reading a book that they have invested in? This does not make sense. Do not make this same mistake will you?

What if I told you that the information contained within this book will make a big difference to you and your life?

What if I told you that you will gain instant credibility?

What if I showed you that you could easily build a huge list for free?

What if I told you that it is as easy as falling off a log to get interviews, and not just anyone? I’m talking about world leading experts.

What if I were to show you step-by-step how to make money online super easy? (Guaranteed to make you money every single time)

Am I just spouting out a load of BS?

Maybe you’re thinking to yourself right now **“What If?”**

This simple idea has totally transformed my life, and all I ask is that you open your mind and really take on board the principles I will be sharing with you, and even more importantly, USE THEM!

I believe it can totally transform your life too.

Yes you can build your list for FREE. Yes you can get targeted traffic to your website for FREE. And YES you can make money.

Everything in this book I have done and continue to do and my promise to you is that I will spill the beans on exactly what I’ve done, so that you can simply copy and profit.

This has personally helped me to grow from someone who would never, and I mean NEVER get up and speak in public, to interviewing the world’s leading authorities on business, wealth creation and Internet marketing. And yes become a public speaker too.

I do not say this to brag, but only to impress upon you that if I can do this, then anyone truly can if they choose to do it.

You will soon discover the exact same secrets that I took step-by-step, as well as the many hidden benefits that you will gain from this. I cannot let you in on the inside right now, simply because I do not want to ruin the surprise for you.

Take what you find useful within this book and apply it to your life today.

Do not let this become another one of those How To Shelf-Help books...

***"Deep within man dwell those slumbering powers;
powers that would astonish him,
that he never dreamed of possessing;
forces that would revolutionize his life
if aroused and put into action."***

~ Orison Swett Marden

Why this Book was Written

After being online for over a period of 18 months or so, I experienced something that you may have already gone through. I made absolutely no money. I just couldn't believe it; all these *gurus* made it sound so easy yet I'd been spending money on this program and that program with no success. When I finally discovered the concept of interviewing and thought to myself, “Hey I could do that”, I really got excited.

However, I had my own limiting self-beliefs to combat. Once I knew and understood that experts would freely want to be interviewed, doors began to open and that was the beginning of a brand new world for me.

I then realized that I couldn't be the only one struggling to make money online, let alone a full-time income. So I started writing notes on what I was doing in order to get hold of experts and to help other people if they liked this system too.

I mean, I really cannot believe some of the guests I have had the pleasure of interviewing. If I were to share them with you, firstly you probably would not believe me, and secondly think that I'm bragging.

That is not what I am saying at all.

You need to understand that I never would have thought this possible; interviewing some of the world's leading authorities, and I have only just begun to understand the power of using this concept.

I know what this can do for you and my hope is that you do something with what you're about to discover in this book.

Andy Sacker

YES, I’d Love To Hear Your Feedback

..... So, please give me your thoughts!

Your feedback is essential to me, can you please let me know what you think and send me your thoughts to the private email address below.

feedback@andysacker.com

Or, if you prefer, you can leave a comment on my Facebook Page.

<http://www.facebook.com/TheRealAndySacker>

I look forward to hearing from you in the near future.

Introduction

~ A journey of a thousand miles begins with a single step' ~

Lao Tzu

If you want to learn to swim, how would you go about it?

Would you walk into the nearest sports shop, buy a swimming costume, cap and goggles and then head straight off to the nearest swimming pool? Would you then get changed into your gear and simply jump into the deep end?

No, of course you wouldn't. Before getting wet, you would look for someone who is a swimming expert. It might be a friend, an associate, or even a professional coach - someone who could first teach you how to swim.

Why then, do so many people in the business world try to dive in and figure things out on their own, thinking they'll instinctively know how to swim, especially when there are so many experts around? Let's consider for a moment that you could ask any expert for their advice. Let's look at how you may benefit from such a conversation.

This is something that you can easily do and it is my wish that you raise your level of awareness to see the huge benefits that will come your way.

How To Interview Experts will guide you to the keys that you hold right now, and to a much brighter future, filled with opportunity and excitement and enriching your life to achieving your true potential.

I encourage you to draw a line in the sand right now, and make a commitment to yourself to nurture your dreams, and the dreams of others.

Remember that:

- You can't push a rope
- You can't run from the wind and
- Water can't flow uphill

... but you can do this; you can interview experts and make money.

This is easy.

I look forward to greeting you in the near future.

Yours in prosperity



Andy Sacker

Live Life With Passion ~ Dream Big Dreams ~ Inspire Others

PART I – Introduction to Interviewing

~ 'Shoot For The Moon,

And Even If You Miss

You'll Land Among The Stars' ~

Les Brown

Why Interviewing Experts Can Set Your Business On Fire

~ You see, it's never the environment; it's never the events of our lives, but the meaning we attach to the events — how we interpret them — that shapes who we are today and who we'll become tomorrow ~

Anthony Robbins

Interviewing Is One Of The Quickest Ways To Become An Authority.

When you interview an expert there are more benefits to you than just the knowledge and information that you can gain from interviewing.

It also leads to an association with the expert and you will also be raising your profile by your association with that person.

If done correctly, of course, this can then lead to many doors being opened for you, but more on that later...

Once you have interviewed just a few experts, you soon start to build a reputation for yourself, quickly and easily.

When people with high profiles hear that you have already interviewed other business authorities, whatever topic you choose, I'm just very passionate about entrepreneurship. It could be health, fitness, weight loss or anything - it doesn't matter, they are far more likely to want to talk to you too. After all, you are helping to promote them, to help to sell more products/services for them and to get their messages out there for free.

I will use the example of business authorities as I have said that this is what I'm passionate about; helping people to become free from the BOSS so that

you can then live your life on your terms and not on the terms of someone else.

Just think for one moment what your life would be like if you had just an extra \$2,000 - \$5,000 a month.

What could this do for you?

You can apply the exact same simple principles to interview any type of expert in any market or any particular niche.

They could be health practitioners, actors, public figures, business owners, entrepreneurs, home business owners – whatever fits with you.

Think of famous television stars like Larry King or Oprah Winfrey. Today, very few people will turn down an interview with them. I mean, would you? In the world of television and radio it's these people that have a reputation for being an authority, and the same principle can apply to you too, even if it's on a smaller scale.

When people see the value of what you can offer them by interviewing them, it makes you much more of an authority figure.

~ That some achieve great success, is proof to all that others can achieve it as well ~

Abraham Lincoln

Interviewing Opens up New Business Opportunities

When you associate with an expert, it raises your business profile at the same time. People learn more about who you are and what you do.

This can often attract new customers and new business opportunities your way. People like to associate with winners and people that are successful. Interviewing experts can help you to build a positive business reputation in your industry.

When you speak to an expert, take the opportunity to ask if they know of someone else who'd be open to the idea of being interviewed. Ideally, it should be someone that they know and that they look up to. This is how you get an opening for new business opportunities.

It really can be that simple.

This is just one of the steps in this system that can help you build a successful and profitable online business by interviewing. It's the cornerstone of how I built my business, and I will explain in detail for you exactly how you can also have the opportunity to profit in this simple step by step system which you will discover in this book.

~ Success is a journey, not a destination ~

Ben Sweetland

Interviewing: A Sure Way To Boost Business Success

Think of the valuable information you can gain from interviewing an expert. Now, instead of trying to figure out how to start an online business on your own, you can get the inside track from an expert who can explain to you how to go about it.

Your business can directly benefit from information shared by an expert. You can apply their strategies directly to your business confident in the knowledge that they are already tried and tested strategies.

***~ Luck is not something you can mention
in the presence of self-made men~***

E. B. White

An Opportunity For Personal Growth And Learning

Throughout the centuries, people traveled across the globe for the opportunity to hear words of wisdom. In biblical times, the Queen of Sheba traveled from Africa to hear King Solomon’s wisdom. In more recent times, many followers have traveled to Tibet to hear wisdom from the Dalai Lama.

When you have the opportunity to speak to an expert, a guru or a leader (whatever you choose to call them), you have an opportunity to grow and learn from their wisdom to the limit of your own personal capacity.

We may read things and yet not really absorb what we are reading. But, when that same information is passed on to us by an expert, we suddenly take more notice. There is something about hearing information from an expert that makes us sit up and listen.

You agree with me here, yes?

For example, if there is an area of your business or profession that you do really well in, you may not see it as a strength because you have been doing it for a while (maybe even several years) and it’s something that seems to come naturally to you, because you have been trained to do it in a certain way.

(Important note this – we can change our situation by learning new things)

But, if it’s pointed out by an expert as something which you can build on, there is an ***opportunity for us all to grow.***

~ You have all the reason in the world to achieve your grandest dreams.

Imagination plus innovation equals realization. ~

Denis Waitley

Making The Learning Process Much Easier

One of the key things that made a difference in my life was working with mentors.

Just to clarify for those of you that have not heard the term before, mentors are people that help to guide you, encourage you and show you the way to reach your goals. It was my mentor that first introduced me to the idea of interviewing and who then helped guide me through the process, for which I will always be forever grateful to Brett McFall.

When you find that things are not going quite as you hoped, a mentor's encouragement and guidance can help you through the learning process. This is ABSOLUTELY CRITICAL to your success, because sometimes things don't go exactly as planned, do they?

But, you knew that already, right? So, please keep this in mind.

In a similar way, you can learn from an expert's experiences. If the expert mentions an area that they once struggled in, that may resonate with you. Maybe you are facing the same challenges right now.

What an Opportunity to Grow and Learn!

As an expert shares their experiences, you can learn what worked and what didn't and avoid making the same costly mistakes. **How much easier is it to learn if you have someone else's experiences to guide you along the way?**

This is made even more valuable if the person achieved a level of success and is now known as an expert in that particular field.

Learning from an expert can and will help you fast-track your success.

~ Every man is the architect of his own fortune. ~

Sallust

Interviewing Is For Everyone – If I Can So Can You!

One of the comments I used to get when I started to talk about interviewing experts was. “That might work for you, but why would an expert speak to me? I’m a nobody! I’ve got no experience and I wouldn’t know what to say?”

Whatever you call this, it’s just an excuse. And this is where I was coming from just a little over 2 years ago now. I said the very same things.

Take my first interview for an example. It was a complete disaster. I was so nervous, sweating buckets; I couldn’t even remember my own password to login to the conference call service to record the interview. What a doughnut!

More about this a bit later...

I’d grown up in the southwest of England and, for those of you who are not familiar with the area it has a large farming industry and is also a major naval port. I was just an ordinary lad in every respect. I did have big dreams, but no idea at all as to what to do.

I always thought that there has to be a better way to live; there just had to be, right?

I just couldn’t imagine working for someone else that couldn’t care less about me for 40 years or so, and then end up with nothing. (Well, maybe a gold watch!)

If you’ve lived in a small community you’ll know that big dreams are often thought of as foolish. An honest day of hard labor is held in much higher esteem. A job and security are often valued much more than entrepreneurship, right?

After leaving school I followed the route I was supposed to. I became an engineer, a regular blue-collar worker at a local factory. Day in and day out, I trudged to work and put in my day’s labor. But, at the back of my mind, I was thinking, **“There has to be a better way to live than this!”**

I didn’t want to have a thankless job my whole life and only have a gold watch to show for it when I retired.

I started looking around for alternatives and was sold the Network Marketing dream. It provided a way out for me from my blue collar job. The only problem was it involved giving presentations, and I was petrified to stand in front of a crowd of people and talk.

This was all because of my low self-esteem at the time.

To add to that, many people I approached just laughed at me, including management at the factory where I was employed.

One manager got very angry about some ideas and opportunities that I had and told me that I'd never ever accomplish anything in my life.

If you have ever had anyone tell you that, you know it can be very discouraging, but **DO NOT LISTEN TO THEM.**

You have greatness within you; all you have to do is surround yourself with those who can help bring it out of you.

I will explain more about this later.

What he didn't know was that, instead of deterring me, his actions and what he said really inspired me to try even harder to succeed. It made me even more determined to achieve my dream.

Instead of listening to the negative feedback from nay-sayers, I chose to listen to my mentors instead. At this time, I got their words from books and audio programs that I invested in.

They saw true potential in every person and I chose to believe in that also. I will be forever grateful to all of them for that. Within a few years, as a result of this input, I left the factory and built a very successful window-cleaning business.

Around five years later I had sold this company and built three other successful businesses.

I share this with you not to impress you, but to let you know that I've been there. I know how you feel, because I felt the same way.

But, I want you to understand that you can do this. If I can, anyone with a desire can do the same thing and a whole lot more.

This business model is for everyone. There will always be people who tell you, “You can’t!” or that, “You don’t have what it takes!”

As I have said before, don’t listen to them. Hold on to your dreams instead. Know that success begins with your thoughts and aspirations. Believe you can achieve your dreams and you are already halfway there; a big step in the right direction.

You are capable of greatness. Believe in it.

I wanted to learn, and I wanted to hear what the experts had to say. I let that drive me and now I am able to share with other people these success principles.

I truly believe that interviewing is for everyone.

~ There are those who look at things the way they are, and ask why...

I dream of things that never were, and ask why not? ~

Robert Kennedy

Interviewing Requires No Experience at All - Zip, Zero, Nada!

This model is not only for people who have experience in interviewing. In fact it's better that you don't have any experience as you will follow my proven system and not try to change it. You don't need any experience at all, and I certainly didn't when I first started out.

Instead, I discovered that experience is something that you can gain over time if you are willing to copy a recipe that works.

You didn't give up trying to learn to walk did you?

I had absolutely no previous experience in Internet marketing or creating an online business at all. I found it completely overwhelming and I was tired of hearing about how much money people were making online while I was struggling to make anything online.

In fact, I can remember getting all excited one evening while I sat in front of my computer when I checked my emails and saw that a sale had come through.

What a feeling, I loved it, and was really chuffed with myself. Only later to find out about thirty minutes later that it was from a product that I had bought which I was an affiliate for.

What a doughnut, right? ☺

Anyway, I was genuinely pleased that lots of people were making a full-time living online as it was proof that it can be done. I was just frustrated at myself that I seemed destined not to make it.

After all, I had built up some '*regular*' companies which were successful and yet could not seem to make this *little Internet thing* work.

But, I really wanted a piece of the action and was determined to find out how to get it.

The thing that really turned things around for me was discovering interviewing and how I could simply ask for experts' advice and then use that as leverage for my online business.

A mere conversation or interview with a leading authority could become the basis for a highly successful Internet business.

~ What would you attempt if you knew you could not fail ~

Dr. Robert Schuller

Interviewing Provides Simple Steps To Success

What makes this model really easy is that there are seven proven, simple steps which you can follow step-by-step.

I will be going into these steps in much more detail in the following chapters. But, what you need to know for now is that you can be at any stage of your life. You can be in any industry or live anywhere in the world.

As long as you are willing to work through the information and follow the simple proven steps, there is every chance you will succeed. Simply copy and paste. Yes, sometimes the learning experience may be a little awkward. Sometimes, you may be asked to step outside of your comfort zone. Pretty scary stuff I know, but I can assure you that it is worth it.

Just imagine if you were earning just \$2000 - \$5000 extra each month.

What could this do for you?

This is very simple to do and I will show you how to easily ramp it up and do a whole lot more.

~ What lies behind us and what lies before us are tiny matters compared to what lies within us. ~

Ralph Waldo Emerson

Summary

Interviewing experts leads to an association with them raising your profile. And, when people see the value you can offer by interviewing them, it makes you much more of an authority.

When you have the opportunity to speak to an expert, you have an opportunity to learn and grow in your own personal capacity.

Always take the opportunity to ask if the interviewee knows someone who'd be open to the idea of being interviewed. Ideally, this is someone they know and look up to.

This is how you get doors opened for you - simply by asking.

It's ABSOLUTELY CRITICAL to your success to find a mentor, because sometimes things don't go exactly as planned. To have someone else's experiences to guide you along the way is priceless.

Never listen to those who constantly remind you of your past mistakes.

You have greatness within you; all you have to do is surround yourself with those who can help to bring it out of you.

What really turned things around for me, was discovering I could ask for expert advice and then use this as leverage.

Chapter Two:

The Key Secrets To Interviewing Success

***~ Most great people have attained their greatest success
just one step beyond their greatest failure. ~***

Napoleon Hill

~ Measure your mind's height by the shade it casts. ~

Robert Browning

What Do I Mean By interviewing Experts?

I'm sure you're wondering, "Can I really do this? Could this really work for me?"

To answer that question, I want to explain what I mean by interviewing experts, why they will speak to you and why this is such a valuable tool to use in your business.

An expert is defined as someone who has a high level of knowledge and expertise in a certain field. They will be someone who has achieved a level of success and is well known for it. It could be a business person, a celebrity or a sportsman or woman.

An expert can be in any field of work and in any industry. They do not need to be on the TV or on the radio.

They just need to be an expert at what they do.

For example, it could be your builder or plumber who has a successful business right in your area. You may be thinking, "Who wants to hear from them?"

Let's think about it. Say that you interview your local successful builder and you asked questions like:

- Can you describe the 7 most critical mistakes made by virtually every person when choosing a builder?
- What are the 3 biggest secrets we need to know in maintaining our homes?

- What kind of qualifications and references should we all look for in finding an outstanding builder?
- What service should we expect to get from an outstanding builder?
- How about a guarantee of your work? Can you explain this for those that have had an unpleasant experience in using a builder?
- How important is the right kind of experience and education that we should look for?

Do you think that people looking for this service would want to know the answers?

Yes, of course they would, and you can easily supply it to them.

The idea of interviewing experts can be applied to any industry and any aspect of business. You may want to find out more about Internet marketing, real estate, stocks, health & fitness, dating, public relations, client retention, back pain or obesity.

You name it, it can be absolutely anything at all.

There are so many experts out there just waiting for you to interview them, you just need to find them and talk to them – easy peasy!

I have targeted experts in the field of business and wealth-creation because this is what I’m passionate about.

When I interview these experts, I find out everything I can about their success and their secrets to creating wealth and freedom. In return for them sharing their knowledge, I help to promote them and give them ***exposure to a much wider audience.***

It’s as simple as that - a very effective business strategy that actually works.

~ So much is a man worth as he esteems himself ~

Francois Rabelais (1532)

Why You Don't Need To Know Everything To Interview Experts

In fact, you don't need to know much at all. That's why you are speaking to an expert, to gain access to their knowledge and expertise.

If you can talk and have a conversation with a friend, a work colleague or industry associate, ***you can very easily interview an expert.***

Of course, starting out can be a little nerve-wracking, especially if you've never done this before.

But, I personally guarantee you that you will soon gain a level of confidence and experience if you just copy these easy to follow steps.

The point here is that ***you do not need to get to that point of confidence before you start*** to interview experts. Start out with what you have, and you will learn the rest as you become more familiar with the techniques.

***~ If you don't like what you are doing,
you can always pick up your needle and move to another groove ~***

Timothy Leary

Why I Believe Interviewing Is the Key

I believe that interviewing is one of the most powerful tools you can use to build your business.

I say this because it costs you just an hour or so of your time and it gives you access to information that people may literally pay thousands of dollars to receive.

This is powerful stuff because it is so simple.

The experts are willing to share their time and expertise because, in return, you can offer them *exposure to a wider audience*.

By following my example, you can promote each interview and share the information with your customers. This enhances the expert's profile as an authority in that field, so **it's a win-win situation** for everyone.

The **expert wins** because their *profile as an expert is being raised*.

You win because you are being *associated with the expert* and their level of success. Just the fact that you have interviewed them adds to your personal and business credibility.

You win because you also *get valuable information* that you can turn into a product for your customers.

And *your customers win* because they gain access to information that can *help them to achieve success*.

Another benefit is that *you can get access to the expert's client list* for free.

You only have to know how to approach this 'missing secret' in the right way for you to profit.

This is just one valuable secret that I will be sharing with you later in the book.

~ A coward dies a hundred deaths, a brave man only once...

But then, once is enough, isn't it? ~

Judge Harry Stone

How You Can Become an Instant Authority

When an expert shares with you their knowledge which is something you can adapt and apply to your business, this *turns you into an instant authority*.

You will have gained a wealth of experience without having made the mistakes along the way.

You will have learned from someone else’s experience. It is one of the fastest and most effective ways to learn strategies that can help you grow your business.

I hope by now you are starting to get excited about this concept. If, on the other hand, the cynic in you is saying that it sounds too good to be true, I encourage you to read on.

I promise you that everything I share in this book is something that I have personally experienced whilst putting together my Internet business.

I know this works and why it can work for you. It can and will if you only copy the proven steps.

It’s just like baking a cake. If you have all the right ingredients and follow the recipe you end up with a cake, right? Well, if you follow the recipe in this book step-by-step you will have interviewing success.

I’m a young guy living in the south-west of England who never would have dreamed of interviewing some of the biggest names in business. But, here I am, and below is a picture of me interviewing Nik Halik who became a multi-millionaire in his late twenties and the author of a fantastic book called ‘The Thrillionaire’ To find out about Nik simply visit www.nikhalik.com

Not only have I learned volumes from interviewing, I now have a successful business built on that single principle.



As I share my story with you, I hope it will inspire you to think, “If this guy can do it, then so can you.”

I also hope that this will inspire and encourage you to get more out of your life. Later in this book, I’ll take you through *the seven simple steps on how to make interviewing work for you*, because it will work for you if you simply follow my step-by-step, proven system.

Interviewing is one of the most powerful tools you can use to achieve business success. Discover it today, and interviewing can change your world!

***~ While a person hesitates because he feels inferior,
the other is busy making mistakes and becoming superior. ~***

Henry C. Link

Summary

An expert is defined as someone who has a high level of knowledge and expertise in a certain field.

The fact that you have interviewed an expert adds to your personal and business credibility.

Interviewing experts can be applied to any industry and any aspect of business.

Remember, interviewing can be about Internet marketing, real estate, stocks, health & fitness, dating, public relations, client retention, back pain, obesity or any other subject that people are interested in.

You name it, it can be absolutely anything at all.

You don't need to get to that point of confidence before starting. Start out right now with what you have.

Interviewing is one of the most powerful tools you can use, to build your online business.

Consider the wisdom that you will have gained without having made the mistakes along the way.

Learning from someone else's experience is one of the fastest and most cost-effective ways to learn strategies that can help you grow your business.

It's a win-win situation for everyone.

Chapter Three –

Too Much Information and Can't Make any of it Work?

~ *Everybody is like a magnet. You attract to yourself reflections of that which you are. If you're friendly then everybody else seems to be friendly too.* ~

Dr. David Hawkins

Information Overload

Don't you think the *Internet has really changed the way we live* and do business today?

Instead of public libraries and encyclopedias being the most popular reference sources for information, it's the Internet, right? Whether you are searching for a new home or car to buy, or wanting directions to a meeting, *you can find that, plus much more information, on the Internet.*

Search online for just about any topic and you will get responses from thousands of websites. Now, while at first glance you may think, "This is great, there is so much information available.", you find most of the time that ***a lot of that information is not really relevant*** to what you are looking for.

Also, so much of the information can be conflicting.

So, what do you believe?

When I looked into starting an online business, I was trying to find a way to make money from affiliate marketing programs.

I was looking for a niche product that I could sell to a 'hungry' market eager to buy. It needed to be something that I could maybe turn into an e-book or sell as PLR (Private Label Rights) product..

The more time I spent online, the more frustrated I got.

There was just too much information. I felt like I was constantly chasing the next "Shiny Object" at the end of a rainbow. It seemed to me that I could

read for months on end and still not get things to work for me. That was possibly because I had no direction...

Plus, the technology is constantly changing. I was beginning to feel like a complete Internet failure. I kept asking myself, “Why can’t I get it right when all these other guys can?”

Perhaps this has been your experience too.

Maybe you have read several books on the subject or, like me, spent hours researching the information online.

Maybe you’ve even signed up for some programs but, instead of the income streaming in as promised, it’s barely trickled in.

It hardly seems worth your while when you consider all the hours that you put in, right?

~ *The great aim of education is not knowledge but action* ~

Herbert Spencer

Knowing What to do And Making It Work Are Very Different Things

What I realized after a while was that knowing the theory of how affiliate marketing is supposed to work and the being able to make it work are two entirely different things.

It is like sitting through a class on economics. You think you understand what is being said but, if you were asked to draw a graph or apply what you have learned in a practical way, it would not be easy for you, would it?

Now, there are two ways in which you can overcome this.

The First Way

You can go away and study the material.

You can then get hold of question papers and exercises, and systematically work through the material. After some time, you can then test yourself.

If you’ve got it right, great!

But, most people like me are not that fortunate; we make mistakes and get things wrong, don’t we?

How do I know? Because I’ve been there and felt the same way that you may be feeling right now. And, you know what happens don’t you; frustration begins and self-doubt starts to hook its claws into our thinking.

You start thinking to yourself that this isn’t for you and, maybe, your family and friends are right and all that kind of stuff.

Sorry I drifted off for a moment. But, what do you do if you are working on your own?

You have to go back to your study notes and try figure it out all over again.

This takes time and it takes effort.

The Second Way

The second option is to work with someone who has already gone through the jungle and cut a path for you to follow;

- ✓ Someone who understands what’s involved
- ✓ Someone who has actually done what you are looking to do and can guide you through the jungle step by step.

~ To change one's life:

Start immediately - Do it flamboyantly - No exceptions ~

William James

Frustrated By Limited Resources

There are three things that most small business owners are usually short of: Time, money and physical resources.

If you are looking for ways to make additional money, it is probably because you are not in a good financial position.

You therefore need to find a solution fast so time is not on your side.

If your financial resources are already stretched, you also will not have much money to invest in a program. You need to find something that will generate money for you, without requiring a huge initial investment.

Most importantly, everyone only has twenty-four hours in a day and a limited physical capacity to work. You need time to rest, eat and sleep or you won't be able to function efficiently, will you, especially if you have a full time job or run a business that adds more demands on your personal physical resources?

~ When people say to me: "How do you do so many things?"

I often answer them, without meaning to be cruel:"

How do you do so little?"

It seems to me that people have vast potential.

Most people can do extraordinary things

if they have the confidence or take the risks.

Yet most people don't.

They sit in front of the TV and treat life as if it goes on forever. ~

Philip Adams

Interviewing Experts Becomes a One-Stop Solution

Considering the limits on your resources, do you really have weeks and months to try to figure out things on your own?

Why, when there are people out there who have achieved a level of success, would you want to blaze your own entrepreneurial trail?

Why not tap into the resources of the people who already have it all figured out?

Contacting and interviewing experts can be the best thing that you do for your business. It can save you very valuable time, effort and resources.

You no longer need to wade your way through the mass of information available.

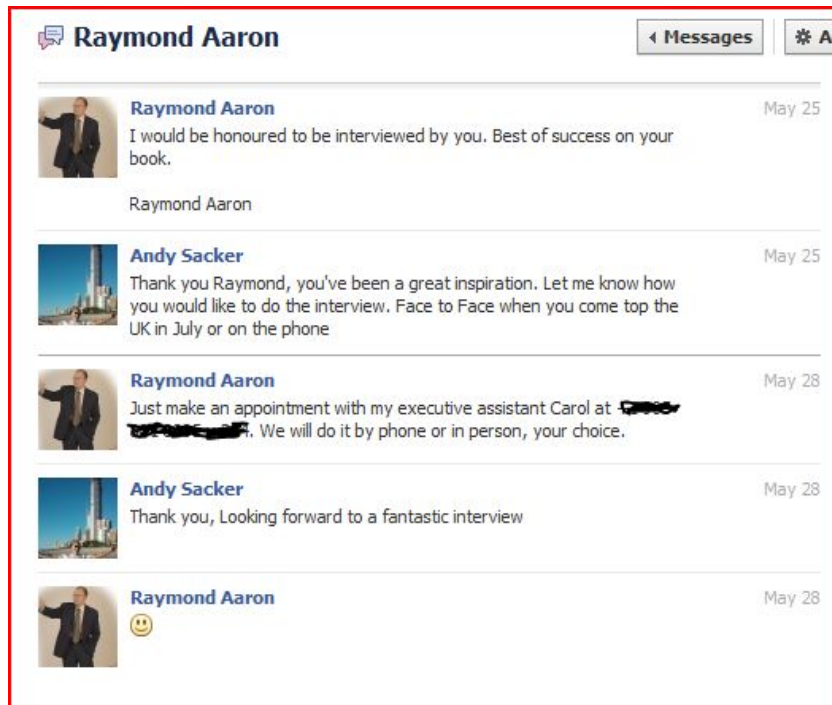
And, to make it really easy for you, I'll show you guaranteed proof in chapter eight that this can work for you too.

I'll even show you the exact email that I received from an expert, which came to me just seven minutes after sending an email asking for an interview.

Plus, I will show you how I got to one of the best motivational speakers in the world, on Facebook. Just wait to see what [REDACTED] had to say!!! 😊

I give in, here it is!

Turn the page right now to see proof...



(SPELLING MISTAKE – Can you see it? “Top” was meant to be spelled “to”; you see - I still mess up even now).

You don’t need to spend your days feeling frustrated by not being able to figure out how to make things work. You can find an easier solution simply by interviewing experts.



An interview with Raymond Aaron

~ The cave you fear to enter holds the treasure you seek. ~

Joseph Campbell

Summary

Remember that Time, Money and Physical Resources are what most of us are short of. Think of ways to fill in these gaps which exist in people's lives.

The best thing for you and your business right now is to interview an expert. It will save you very valuable time and money.

Consider sticking with just one thing at a time until you master it, and not constantly chasing the next "Shiny Object" at the end of a rainbow.

Consider someone who understands what's involved, someone who has actually done what you are looking to do it and can guide you through the jungle step by step.

Consider tapping into the resources of the people who have already figured it all out.

You cannot find a much easier solution than by interviewing experts.

Part Four –

My Early Experiences

~ Change your thoughts and you change your world. ~

Norman Vincent Peale

My Story

I was tired of hearing how EASY it is to make money online.

“Just go online and you can be making thousands of dollars in no time.”

Business in a box – Push button System – you know, you’ve heard them all before, haven’t you?

I had heard it all and I felt like I had tried it all. But, I wasn’t any richer.

In fact, I had invested in quite a few programs and I still couldn’t get anything to work. I was becoming more and more disillusioned and getting very frustrated.

Like everyone else around the world, I was feeling the effects of the 2008-2009 recession.

My cleaning business was still doing okay. Well, we were getting by but the profit from 2007 was reduced by 60% and the steady decline in revenue was becoming more noticeable.

I was very concerned about the financial future of my wife and family. At this time, we had three children all under the age of five to support, a huge mortgage and a business in steady decline.

The recession did not appear to be showing signs of ending anytime soon, so I needed to find other sources of income.

This is one of the reasons why I had started looking at starting an online business. I felt it was something I could do part-time, in addition to my existing business and get some revenue to boost my income.

Well, that was my plan in any event. But it wasn’t quite working out that way.

One of my mentors, Brett McFall, was working with me as I tried to navigate these muddy waters. He gave me his book, entitled '*How to Make Money While You Sleep*' to read.

The whole concept of building an online business is to create information products. This is what I was trying to figure out how to do but I was not winning - yet.

On page 63 of Brett's book, I came across a paragraph that would change my world and my outlook on creating an online business.

“Interview Experts from your Niche”

Interviewing is your savior when it comes to creating information products quickly, especially if you have never written a word in your life. By interviewing an expert in your chosen area, you can actually create a product that is full of good solid information and that people will enjoy using and would have no hesitation buying.

- Extract from '*How to Make Money While You Sleep*' Reprinted by the kind permission of Brett McFall

You mean, I could simply ask an expert and they would tell me how I could make money?

...YES!

Surely it couldn't be that simple?

Would they even give me the time of day?

To my surprise, I was to discover the answer to these questions was **a Big Fat YES!**

Yes, I could simply ask an expert. Yes, it's that simple. And yes, they would give me the time of day.

And, the best part of it is that it would bring me the online income I'd been after, and it can do the same for you too.

***~ My father instilled in me that if you don't see
things happening the way you want them to,
you get out there and make them happen ~***

Susan Powter

So What Does This All Mean For Me?

The purpose of this book is to share with you how, using interviewing, I managed to set up a successful online information business. And, **I will show you EXACTLY how I have done it, step by step so that you can copy and profit.** No fluff.

You can apply these easy to follow steps and achieve the same kind of success, if not more.

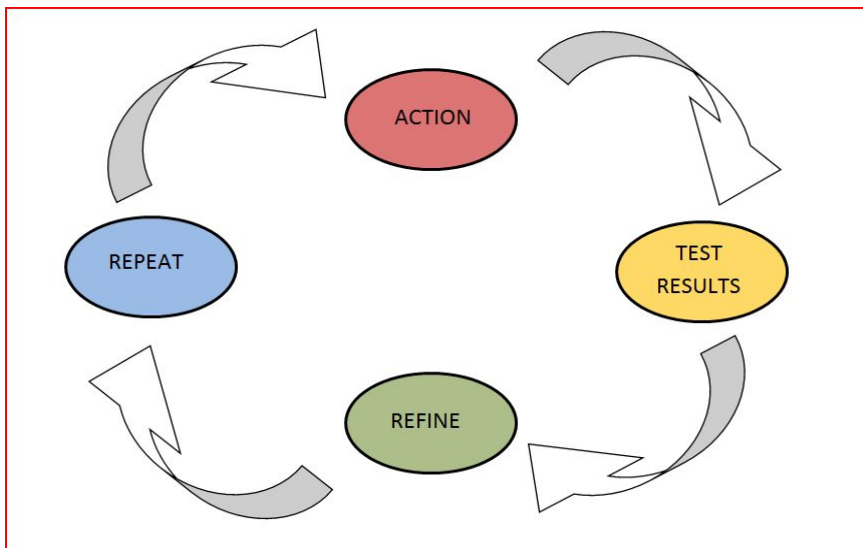
It's really not rocket science you know. It is designed for ordinary people like you and me.

You don't need to have any specific skills or talents or online expertise.

You just need a desire to want to work through the process, learn the simple principles and techniques that I used, and then apply them to creating your own successful business.

Easy, right?

I hope this diagram below illustrates the learning process:



This is open to everyone; you don't need to be an expert interviewer to get started. Trust me, if I can do this then so can you.

Just be committed to your dreams and this can easily provide this for you, and a whole lot more.

If I had given up after my first botched interview I wouldn't have the business I have today. I wouldn't be able to share with you what I have learned on the road to success and I certainly wouldn't have become an authority in interviewing.

Will Experts Talk To Me?

It was my mentor, **Brett McFall**, that first introduced the concept of interviewing experts in his book, '**How to make money while you sleep**'. At first, the idea seemed a bit daunting. Ordinary people pay thousands of dollars to hear these experts talk, so why would they share their knowledge with me for free?

What you need to remember though, and this is something that Brett explains in his book, is that experts know that they **need exposure** in order to maintain their profile.

The more people hear about them, the better. And, if you offer an opportunity to provide an expert with exposure to a **broader audience**, it's almost certain they will **gladly share** their knowledge with you.

When you understand this, you realize that there is no need to get frustrated and battle away all on your own.

I had reached a point where I didn't know what to do anymore. It felt like I had tried everything and failed.

Maybe it was this desperation that drove me to overcome my fears and decide that I was going to try this idea of interviewing experts. Or, perhaps at that point I felt I really didn't have much to lose from trying.

What I know is that I haven't regretted my decision at all, not for one minute.

Today, I have a successful business and a secure level of income because of the many experts I have interviewed in the past two years and the guidance of my mentors.

Do you realize how important having a mentor is?

If you do not have a mentor yet, then I suggest that you consider having one?

Here's a free gift to help you go further.

The Jim Cathcart Interview >>> <http://bit.ly/pVKKUM>

This is one of my early interviews, and Jim is absolutely brilliant.

You'll hear why:

- Most people never succeed
- You must go through your own learning curve
- You need to take control of your own thinking, and not allow others to do this for you
- The more value that you give, the more rewards you get
- Starting the day and ending the day with positive input is so important.

And yes, I was still very nervous at this point, but I think it's important to share this interview with you, to show you where I started from. And, you will just love what Jim has to say anyway.

Now the reality is that not everyone will say yes. I'm sorry, but that's just a fact.

Just move onto the next one. I used to ask myself “Who's Next?”

There are so many experts out there who would love for you to interview them.

How do I know? Because I am doing it. I just go in search of them instead.

~ Most of us go through life as failures,

because we are waiting for the 'time to be right'

to start doing something worthwhile.

Do not wait. The time will never be 'just right.'

Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along. ~

Napoleon Hill

My Embarrassing Learning Curve

I can still remember my very first interview. I had arranged to interview an Internet marketing expert based in Australia and, because of the time zone difference, it was at a very early 5:30 a.m. in the morning for me.

I sat there in my dressing gown, hands all clammy and sweat beads lining my brow. In fact, I was so nervous that I forgot my login to the teleconference service in order to record the interview.

At the time, it felt like it was a complete disaster. But the expert was gracious enough to allow me to reschedule for two days later. Looking back, I think that it ***took me more than seven different interviews before I started relaxing and feeling more comfortable.***

It wasn't an easy learning curve for me, but I am very glad that I stuck with it to overcome my own fears, because it is so worthwhile.

I stumbled my way through those early interviews and probably embarrassed myself more than once. The important thing is that I kept at it.

Just because I wasn't comfortable with my first few interviews didn't mean I wouldn't ever be. It just meant that I wasn't comfortable - yet.

I learned something new with each interview: I would ***find out new ways to make money, and to inspire myself and others.*** And, with each interview, I would come away with a wealth of resource material that I could then turn into something of value for my clients.

So, I stuck with the process. I learned a valuable lesson in perseverance, and today I have a successful business to show for my efforts.

Even though I was still getting valuable information and advice from the experts I was interviewing, I still had to go through my own ***learning curve.***

I needed to ***learn how to become comfortable*** with the interviewing process and the initial approach.

I also needed to learn what questions to ask so that I could get information that would be useful and valuable to me and my clients.

And, I needed to find ways to build my confidence and find my own natural style.

In the process I learned that a big part of what was holding me back was my mind-set, my insecurities and fears.

It was time I shifted some of my thinking.

This brings us to Part Two – How To Think Like A Millionaire.

~ Dream, learn from the best to become the best you can, and take action.

Success is a doorway, choose to walk through ~

Andy Sacker

Summary

Consider doing something to put you and your family in a good financial position. Do not wait, as I did, until a financial disaster hits you.

Remember that interviewing is your savior when it comes to creating information products quickly.

Think: By interviewing an expert in your chosen area, you can actually create a product that is full of good solid information.

You don't need to have any specific skills or talents or online expertise at all.

Action – Test – Refine – Repeat

Consider that experts know they ***need exposure*** in order to maintain their profile.

Do you realize how important having a mentor is?

Here is your free gift to help you go further. The Jim Cathcart Interview <http://bit.ly/pVKKUM> (Just In Case).

There are so many experts out there that would love for you to interview them.

Consider my first botched interview; a nervous wreck early in the morning, sweating buckets. Believe me, you can do this, you only need to decide whether you want to or not. That's your choice.

We all have to go through our own ***learning curve***, there's no hiding here!

Consider finding ways to build your confidence and finding your own natural style.

PART II

How to Develop a Millionaire Mind-Set

~ *'If You Can Dream It, You Can Become It'* ~

William Arthur Ward

~ *When you squeeze an orange, orange juice comes out — because that's what's inside.*

When you are squeezed, what comes out is what is inside ~

Wayne Dyer

The Entrepreneur

There are going to be a lot more millionaires in the future, and I have a question for you.

Do you want to be one of them?

I say this because this time that we are living in right now more than any other time in history is the best time ever for anyone of us to reach our dreams.

We are moving into the age of the Entrepreneur.

In his book, 'The Entrepreneur Revolution', Daniel Priestly shares how the Industrial Revolution swept the world in the mid to late 1800's. At that time family businesses literally got swallowed up as they were unable to compete with the huge conglomerates that emerged.

Now, many years later, the reverse is happening. Small entrepreneurs all over the world are slowly taking market share back from big businesses.

This Entrepreneur Revolution has a huge impact on you as the emerging entrepreneur. ***Right now, we are living in an age that encourages us to reach our dreams.*** More than before, there is a greater chance of you achieving your dreams. But what will it take to get there?

~ ***Go confidently in the direction of your dreams! Live the life you've imagined.*** ~ **Henry David Thoreau**

What the School System Teaches Us

Traditionally, most school systems focus only on academic learning and achievement. For most subjects, students are simply required to regurgitate what they have been taught during the school year for their exams. Students are not really encouraged to develop on a personal level, think outside of the box, and build a great self-image.

When you ask a five year old what they want to be when they grow up, there is almost ***no limit to the imagination*** reflected in their answer. “I want to be a fireman, an astronaut, a pilot!” come the enthusiastic replies.

But, several years into the schooling system and those replies change don’t they? Why is this?

Well the school systems are there to keep us in a job, and are used to teaching us the 40-year plan. This entails finding a good job after leaving school and simply sticking with it for the next 40 years until retirement. Not much of a plan, if you ask me.

Fortunately, things are changing. Many educational institutions around the world are starting to change their approach to learning. Mentoring is being encouraged in colleges and universities. Students are now being asked for their interpretation of the facts and to start expanding their thinking.

We are ***living in exciting times***. I’m certain that 20 or 30 years from now we can look back at this time and recognize that it was the beginning of an age where ***anything is possible***.

More than ever before, we will see more and more people ***living the life that they dream of***.

But, it starts with you and your thinking. This life of endless possibility is open to everyone who is willing to ***expand their thinking***.

Are you willing to do that?

Too often, it is not circumstances or our abilities that holds us back. Rather, it is a fear of stepping outside of our comfort zones. Taking a risk, and paying

the price in terms of effort and perseverance is well worth it to become the person you were born to be.

Our self-image and how we talk to ourselves is often the basis for our personal life story. To change our life - to turn it into the life we dream of living - it's mostly our thinking that we need to change.

How do we do that?

Let's look to the example that many millionaires have already set and see what we can learn from their life stories.

***~ Stay committed to your decisions, but stay flexible
in your approach. It's the end you're after. ~***

Anthony Robbins

What Makes A Millionaire?

There are ***more millionaires today than ever before.***

The interesting thing is that very few of these millionaires were born into wealthy families. Most of them had ordinary childhoods, went to local schools and some didn't even benefit from a full education. Yet, they have become self-made millionaires and billionaires.

If becoming a millionaire has little to do with your station in life, ***what is the defining factor that differentiates those millionaires from the rest of us?***

Surprisingly enough, many studies show that it has to do with belief and mind-sets; what you believe about yourself and what you believe you are capable of achieving. Millionaires simply have a mind-set that they can and will achieve their goals and they use this to drive themselves towards success.

~ The starting point of all achievement is desire.

Keep this constantly in mind.

Weak desires bring weak results,

just as a small amount of fire

makes a small amount of heat ~

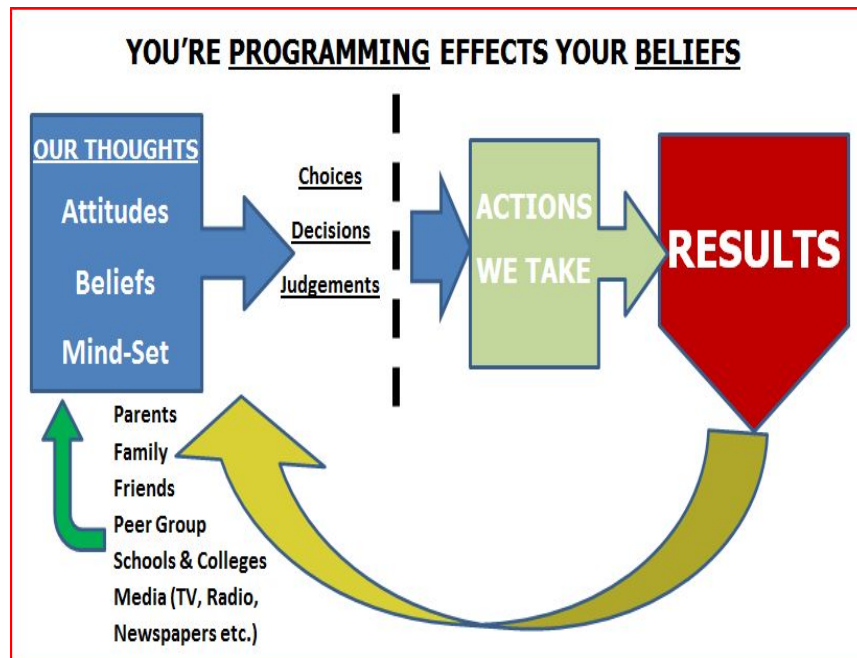
Napoleon Hill

How Beliefs Affect the Results You Get

If you're in a place where I was two years ago, feeling tired and frustrated, your biggest enemy right now is your mind-set. It all starts with our own programming; the things that we accept and believe govern how we live out our lives.

Everything we experienced since the day we are born is recorded into our subconscious mind, and therefore whatever programming you have received has got you where you are today.

The diagram below illustrates this perfectly:



Therefore, if beliefs have such a strong influence on the results you get and you are looking for different results, the first thing you need to do is work on changing your mind-set. Starting out with your beliefs you have the ability to change your potential, to influence your actions and therefore affect the results you get.

Beliefs affect so much more than we are aware of, including the way we act in situations, the way we talk to certain people, and the way we approach each work day.

Have you ever noticed that, when things are good, you manage to get through your work quickly, you feel great about what you are doing and you walk around with a little spring in your step?

But *if you are having a bad day, **just one thing after another seems to go wrong.*** Often, it's simply a case that you are already in a bad mood so you believe the world is at war with you. You react badly because you are grumpy and that just makes situations worse.

So, it's not really the rest of the world, it's just you.

Your beliefs and your mind-set affect your life every day. Becoming more aware of this gives you the power to change your beliefs and mind-set.

In turn, you can then influence your potential, your actions and your results through your beliefs.

~ My greatest challenge has been to change the mind-set of people.

Mind-sets play strange tricks on us.

We see things the way our minds have instructed our eyes to see ~

Yunus Mohammad

What Influences Your Mind-set?

In order to be able to change your beliefs and mind-set, it's helpful to become more aware about what influences them. Every day **interactions** and **conversations** with people can have a big **impact on your beliefs**. This impact can be either positive or negative.

Some common influences are:

- Your Family or lack of Family

Your family relationships are often the ones that possibly most influence your life and your mind-set. A loving and close family tends to bring out the best in people, whereas physically or emotionally absent parents tend to stunt personal and emotional development. Your family, or the family that you don't have, has a great influence on a person's mind-set.

People have a natural instinct to feel connected and a family is the closest of those bonds. If it's absent, people may carry a sense of loneliness with them from not being part of a family.

- Your Upbringing

Your parents' style of bringing you up has a major influence on your mind-set. **Parents act as role models** that children often subconsciously play out in their own lives.

For example: If your mother was a keen homemaker and spent a lot of time with you and your siblings, then you may grow up to believe that that is a woman's role in the family. This can have a large influence on your personal ambitions if you are a woman or your expectations if you are male. This is a mind-set that you may carry with you into adulthood and which WILL influence your dating relationships and your career choices.

- Your Culture and Society

There are different cultural and social norms in every nation. The culture in which you grow up has a strong influence on your mind-set.

Some cultures believe that you follow family traditions and that breaking away to follow your own ambitions is not acceptable. If this is the culture you’ve grown up in you may not believe that there is any possibility to live a life outside of the cultural norms.

- Your Home Environment

Today, there are fewer and fewer families that can claim to enjoy a happy home environment. In many homes both parents work full-time, leaving little time for family bonding. There are many single parents that have to balance the responsibilities of earning a living and managing a home.

The chaos or calm of your home environment has a large influence on your self-image and level of confidence. Home should be a place of sanctuary where you can relax and feel secure. Yet, for many people, this is not their experience and they carry this with them into their work lives.

- Your Friends or Peers

From early school years, friends and peers have a large influence on what you think of yourself. A shy person that has few friends may not have a very positive self-image. But, someone that manages to make friends easily will often have a high level of self-confidence.

The people that you associate with socially or in the workplace are often those you turn to for support or advice. They have the potential to have a large influence on your mind-set.

- Your Work Environment

A company that looks after and invests in its employees can have a positive influence. And, conversely, an oppressive work environment stifles creativity, self-expression and innovation. It hinders people in becoming all that they can be. Many entrepreneurs reflect how a negative work environment influenced them into venturing out on their own. Your work environment can have a strong influence on your career choices, whether in a positive or negative way.

- Your Experiences

Everyone has their own life story and some have had much more difficult lives than others. Hardships often result in bitterness or low self-belief. It is often said that a person’s character is reflected not in how many challenges they have faced, but how they have weathered or overcome them.

Experiences have the power to make a strong character or break a weaker one. Those that are more resilient are likely to have a stronger mind-set.

- Your Spiritual Beliefs

Spiritual beliefs are often a result of your upbringing and culture. However, many people as adults embark on their own spiritual quests to find greater meaning in life.

There’s no question that certain religions foster a belief that great things are possible, whereas others teach that laws need to be followed in order to achieve self-enlightenment. Your spiritual beliefs can therefore influence your mind-set towards success.

- Your Interests

Each person is born with individual talents. One person may be particularly artistic, another may love team sports. Still another may love the outdoors, literature or music. People have a natural instinct to spend their time doing things they love or have an interest in.

It’s natural therefore that these personal interests shape an individual’s thinking and approach to life. These interests often have a great influence on people’s mind-sets.

Having considered all of these influences, some people may be inclined to believe that one has little control over your own mind-set. However, this is not the case. While there may be many influences, ***you can control how they affect your life.***

One of the most important principles of success I can share with you is that you become like the people who you associate with.

So, if you want to be a happy, successful and wealthy person, hang around them.

Your Network = Your Net Worth

***~ You cannot entirely control your subconscious mind,
but you can voluntarily hand over to it any plan, desire, or purpose
which you wish transformed into concrete form ~***

Napoleon Hill

Learning To Control Your Mindset

In my interview with Jim Cathcart, he had some very relevant insights regarding mind-sets. The first point he made is that you need to control your mind and your moods.

While some people say that their moods simply happen and can't be controlled, Jim hits the nail on the head when he says that "***your mood is a reflection of your physical state, interpersonal relations and environment and all of these things are controllable.***

~ Every single human being is just like a tea bag...

You never know how strong or weak they are until they are in hot water ~

Unknown

Physical State

Let's look at your ***physical state***. You control what you eat; you may choose to eat certain foods and avoid others. That's a ***conscious choice***.

Most people also have control of their physical movements; you may choose to exercise or just sit on the couch.

Even getting up to make a cup of coffee is a conscious choice. If you're feeling lazy, you may decide it's too much effort. But, if you need a break from sitting at your desk, you may actually enjoy the simple physical movement involved in getting up and walking through to the kitchen.

So, while you don't have total control of your physical state, you do have a large amount of control over it.

~ Nobody who ever gave his best regretted it. ~

George Halas

Interpersonal Relations

If you don't believe that you ***control your interpersonal relations***, think again.

You may argue that people are mean to you or that they judge you and you find this upsetting. While you may not be able to control their actions towards you, you can control your reaction to that. It's your choice whether you respond with anger or resentment or more calmly.

In the same way, you choose how you respond in kindness, understanding or acceptance. Granted this is not easy but, if you deliberately choose to respond in a positive way, it can change the way in which people act towards you.

When you sow encouragement, support, praise and kindness into situations, the world has a way of responding positively in return. If you find that some people are toxic to be around, then simply spend less time with them.

~ ***Each man [is] the architect of his own fortune.*** ~

Appius Caecus:

Environment

The third point that Jim makes is about your environment. Many of the routine things you do in a day are conscious choices. It can be small and seemingly insignificant things such as:

The route you drive to work.

What books you read in your leisure time.

What sites you browse on the Internet.

What TV shows you watch.

Which radio station you listen to.

In other words, if you only socialize with people with similar beliefs, only read certain books or go to certain places, there is a risk of becoming one dimensional.

***To expand your mind-set, you need to start
expanding the world in which you live in.***

Jim concludes in saying that you should ***always try to start and end your day in a positive way.*** You might replay a positive comment you received, listen to an interview, or watch an inspiring DVD. In this way you can start to program your thoughts to thinking in a more positive way.

When you start to control your mind-set, you can filter out the negative inputs and build on the positive ones. With a ***positive mind-set***, you will see your ***beliefs change***. When your beliefs start to change, your potential, your actions and your results will soon follow that trend.

~ The majority of people who fail to accumulate money sufficient for their needs are generally easily influenced by the opinion of others. ~

Napoleon Hill

Conclusion

As you work through the rest of this book, I'd like to encourage you to keep a positive mind-set.

You can do this, it is possible. ***You can use interviewing to build a successful business.***

I know it's possible because I have seen it work in my own life and I know that if you follow the guidelines discussed in the next few chapters, ***you too can achieve a level of success.***

Summary

This is the Age of the Entrepreneur. More than ever before, there is a greater chance of you achieving your dreams.

Start right now and write down where you see yourself in 6 months, 12 months, 5 years and 10 years.

Consider the school system that is there to keep us parked in a job. Is this what you want? In less than 20 years from now we will see more and more people living the life that they’ve dreamed of. You can be one of them.

Our self-image and how we talk to ourselves is often the basis from our personal life story. So, to change your life, it’s mostly your thinking that we need to change.

Consider every experience you’ve had since the day you were born. It’s recorded into your subconscious mind, and whatever programming you have received has got you exactly where you are today.

Your beliefs and your mind-set affect your life **every single day**. By becoming more aware of this, you get the power to change your beliefs and then influence your potential through your actions and your results.

When you sow encouragement, support, praise and kindness into every situation, the world has a way of responding positively in return. To put this in simple terms, **Likes Attract Like**.

To expand your mind-set, you need to start expanding the world in which you live in, and always start the day and end your day in a positive uplifting way.

Know yourself and know where it is you are going.

Look for challenges and potential; there are amazing opportunities everywhere.

PART III

7 Steps To Make Money Interviewing Experts

~ Nothing will ever be attempted

if all possible objections must first be overcome. ~

Samuel Johnson

The Start To An Empowering Journey

Now we get to the most exciting part of the book.

In these seven steps, I will share with you how to create interviews that are both powerful and profitable.

To help you grab ahold of this concept, I have templates and scripts that you can follow step-by-step to get comfortable with the idea of interviewing.

In time, as you gain your confidence, you can adapt these scripts and personalize them for yourself.

Remember these three benefits to interviewing:

1. You get to raise your profile by association with the expert.
2. You become an instant authority by the information and business secrets you gain.
3. You get an interview that you can turn into a product to sell to your customers.

These three benefits need to be in the forefront of your mind when planning, preparing and creating your interview. In a sense, these benefits show you the outcomes or goals to work towards when creating an interview.

Let's look at the seven steps that we will be covering in more detail:

- STEP 1 – How To Find Experts To Interview
- STEP 2 – How To Prepare For Your Interview
- STEP 3 – How To Ask The Right Questions From The Start
- STEP 4 – How To Create Powerful And Profitable Interviews
- STEP 5 - How To Edit And Produce Your Interviews For Free

- STEP 6 – How To Promote Your Interviews For Free
- STEP 7 – How To Drive Traffic To Your Website And Build Your List, For Free

THE MISSING CHAPTER – How To Make Money With Your Interviews

~ It's easy to make a buck. It's a lot tougher to make a difference. ~

Tom Brokaw

Summary

Practice being comfortable with your own interviewing style and allow yourself the opportunity to grow with it. It's an amazing gift to give.

Remember to always see the best possible outcome for every opportunity that presents itself to you.

You will raise your profile by association with the expert.

You will become an instant authority by the information and business secrets you give to others.

Pay close attention to your interviews as they will reap dividends for you in the future.

Always look for a way to add more value to your product; something that makes it irresistible.

Part Six

STEP 1: How To Find Experts To Interview

~ Your imagination is your preview of life's coming attractions. ~

Albert Einstein

Finding An Expert

Finding people to interview is not nearly as difficult as you may imagine. In fact it's really, really easy.

In most markets, people do not receive a lot of interview requests. This works in your favor as people are eager to get more business exposure and publicity. ***Most of the time, all you have to do is ask*** and you will find that many people are open to the idea of being interviewed.

When you approach people, be sure to explain what you want from them. Be clear about the interview process.

Tell them ***what the interview will be used for***. Most importantly, ***outline the benefits to them***. People are always more open to ideas when they ***know what is in it for them***.

If you don't know where to start, if you aren't sure who the experts are in a given field, then here are a few ways in which you can *find interview leads*.

The Internet provides many useful tools to source experts in a particular field.

My first interview was at a seminar where everybody was paired up and given 5 minutes each to interview each other. This was a great experience and you could start off with anyone who would support you (your family, friends and neighbors) which you will find really helpful in the early days.

~ When I hear somebody sigh, 'Life is hard,' I am always tempted to ask, 'Compared to what?' ~

Sydney J. Harris

An excellent way to source experts is to look at **blog posts** on specific topics. Most seasoned experts will either have their own blog or contribute to the blogs in their industry forums.

You can also search for topics contained in specific articles. Published **article websites** such as www.ezinearticles.com is a great source for finding experts.

Search for articles on a given topic and then find out who the top contributors are. There are usually a handful of experts that regularly post articles on specific topics.

Go to a popular search engine such as Google or Yahoo and type in the topic, plus the word ‘seminar’. This will then bring up a list of search results of people or businesses that give seminars on that specific topic.

Websites such as www.prweb.com are the best sources for press releases. Press releases provide you with two very valuable sources of information. Firstly, they tell you what’s new and happening in the industry. Secondly, they provide you with a list of people who are actively looking for publicity – which is exactly what you are offering.

***~ If you'll not settle for anything less than your best,
you will be amazed at what you can accomplish in your lives. ~***

Vince Lombardi

Finding An Expert On Speaker Websites

One of the most useful websites I’ve come across is www.rtir.com. RTIR is short for Radio – TV Interview Report. It is a resource for finding experts on a wide range of topics.

Another favorite source website is www.expertclick.com.

There is no registration cost for logging onto these sites. You can search for a specific person or expert in a given field and then contact them directly. Once you have their details, it’s simply a case of asking for the interview. These experts are waiting for the opportunity to be interviewed.

~ Motivation is what gets you started.

Habit is what keeps you going. ~

Jim Rohn

Finding An Expert By Product Or Service

Go to the market place to see what the top selling products or services are.

To find the top selling information products in online markets, for example, I go to www.clickbank.com.

But, also consider checking out www.amazon.com who are a leading online book retailer and can be a valuable resource for interviewing leads. Search for recently published books that relate to your market or industry. Any author who has recently published a book will be keen to promote it and most likely will welcome an interview opportunity. They are usually also quite used to giving interviews. Authors will want to talk about their book and their ideas and this is a great opportunity to interview someone who is topical and may offer something unique to your clients.

~ Measure your mind's height by the shade it casts. ~

Robert Browning

Finding An Expert By Name

If you have the names of experts you wish to interview, you can start off by Googling them.

Log on to www.google.com and run a search under their name. Most often, this will bring up their personal or business home page. This not only gives you their contact details, it also gives you an opportunity to find out more about them.

This is really easy and very effective and I have done it many times in arranging interviews.

Another way you can use search engines to your advantage is to ‘Google’ publishing houses. Find out what books or titles are about to be released and then offer to interview the authors. Most authors will jump at the opportunity to be interviewed as this is giving them free exposure and promotion for their new book.

~ Money is for making things happen. ~

Richard Branson

Summary

Source experts by looking at blog posts on specific topics.

Search for articles on a given topic and then find out who the top authors are.

Check out websites such as www.rtir.com and www.expertclick.com these are a great resource for finding experts who are actively looking for exposure/publicity.

Think about searching online for topics such as seminars, speakers, best-selling authors or simply enter Wealth Experts, Health Experts, Real Estate, Forex - you get the idea, right?

To find the top selling information products for online markets, go to clickbank.com and search for the product developer or owner.

Chapter Seven

STEP 2: How to Prepare for Your Interview

*~ Bring into play the almighty power within you,
so that on the stage of life you can fulfill your high destined role. ~*
Paramahansa Yogananda

What You Need To Know About Online Interviewing Equipment

Preparation is vital when interviewing. Simple things like having the right equipment and software or learning what questions to ask can ensure you get the most out of every interview.

The Internet provides you with telephone and video conference options across the globe.

Let’s start off by looking at basic equipment that you will need to conduct a successful online interview.

It’s my assumption that you will have a personal computer and Internet connection. It helps to have a high speed Internet connection so that communication comes through clearly.

In addition to your computer you will need a headset and microphone.

	
<p>Logitech Headset</p>	<p>AT2020 Pro Microphone</p>

I use a Logitech headset that retails for +/- \$30 and a professional AT2020 microphone that costs approximately \$100. If you want to use video conferencing, you will also need a web camera.

Many new computers come with a built in web camera in the screen, but you can also get inexpensive cameras that you can attach externally.

~ Always the beautiful answer who asks a more beautiful question ~

E. E. Cummings

What You Need To Know About Conference Calling Facilities

There are several FREE conference calling providers that you can use to conduct your interviews.

Three popular sites you can check out are:

1. www.skypefreeconferencecall.com
2. www.TheBasementVentures.com
3. www.yourconference.com

Personally, I use Skype and [Your Conference](http://www.yourconference.com) for most of my interviews. However, if you run an online search, you may find many different conference calling systems that are equally as efficient.

To record video interviews, I have found a service provider called Vodburner which is brilliant. You can download a free trial or the complete software package by following this link: www.Vodburner.com. This provider offers video conferencing with an option to record the interview.

What really appeals to me is that I can use this software in conjunction with Skype. If you are using the system with other Vodburner users then the service is free. To call people that are non-Vodburner users, however you will need to purchase a license that costs \$99.

Just think of the impact that this will have for you; not only do you have an audio of the recording but you have a video of it also.

Using an online conference calling service allows you to interview people anywhere in the world. It also allows you to speak to several different people on a single call. This is especially useful if you are hosting a discussion platform where various experts have the opportunity to express their views on a specific topic.

~ The more elaborate our means of communication, the less we communicate. ~

Joseph Priestley

Recording Software

You will get the most value from your interview if you are able to record it. Remember that your object is to be able to create information products from the interview which you can then sell to your clients. Having an audio or video recording of the interview will help you to achieve this.

This is a screenshot showing the video conference recording on Vodburner.



Screenshot of Vodburner



An interview with Andrew Warner

~ Imagination is more important than knowledge.

Knowledge is limited. Imagination encircles the world. ~

Albert Einstein

Testing Your Equipment And Software

An important part of your preparation is testing your software and equipment. Make sure that the video and audio is coming through clearly. Make sure that the recording software is actually recording what is being said.

I use Vodburner to record my interviews that I conduct on Skype, but only if the interviewee agrees to have a video interview of course. It is a system that I have found works well for me. You may have your own personal preferences, and that's okay, as long as your system works effectively.

~ When people talk, listen completely.

Most people never listen. ~

Ernest Hemingway

Personal Preparation

Find an environment where you can *practice your interviewing* skills. It's a good idea to start out by practicing interviews with your friends and family members.

My first interview was during a practice session at a seminar I attended. At the seminar everyone was paired up and then given five minutes each to interview one other. As everyone was equally nervous, it provided a great atmosphere in which to start. The more you practice, the more confident you will become, and then you will conduct more powerful interviews which will make you money.

Have a ***positive mind-set*** when approaching your interview. Spend some time researching the person you will be interviewing - this is a key secret here; **do as much research as you can**. The more information you have on your interviewee the better, as this will allow you to ask questions that are really relevant and knowledgeable, and not like the same old stuff they may have done in previous interviews. Make your interview as original and thought-provoking as possible by obtaining valuable content in the interview that people have never heard before and can use immediately to better themselves.

If they have written a book, get your hands on a copy of it and read it before the interview. This will enable you to ask more pertinent and informed questions during the interview. When you take the time to *research and do your homework on the interviewee*, it certainly pays off.

Know what their achievements are and why you want to interview them. Go into the interview knowing what you want to get out of it. This will help you to structure your interview and ask the right questions.

Most importantly, remember to keep your comments and opinions to a minimum. Instead, let your interviewee talk and focus on listening while showing a keen interest in what is being said. But, you need to be engaging also.

Have a ***blank piece of paper and pen ready*** so that you can write down questions that come to mind as you are talking. This will keep the interview flowing and ensure that you ask questions that are consistent with the topic of discussion.

~ ***What we do in life echoes in eternity.*** ~

Maximus Decimus Meridius

Summary

Preparation is vital; make sure that you are well prepared from the start.

Consider the following free conference calling providers:-

www.skypefreeconferencecall.com

www.TheBasementVentures.com

www.yourconference.com

Take a look at Vodburner for live on-screen interviews. Hardly anyone is using this method in doing interviews.

Do your research. Look at their achievements, books they have written, audio programs, DVD packages, anything where you can learn their story and what they do.

Always show a genuine desire and keen interest in your guest. Be engaging and listen.

Chapter Eight

STEP 3: How to Ask The Right Questions from the Start

*~ You get the best out of others when
you get the best out of yourself. ~*

Harvey Firestone

Interview Invite Templates

Asking the right questions starts long before the actual interview. In fact, asking the right questions will often determine if you even get the interview or not in the first place.

This is an important part of your preparation. You must show a genuine desire in helping them.

The approach that I’ve found to be the most successful is to ask these 2 powerful questions: (Keep these a secret. ☺)

“Can I help you sell more of your products?”

OR

“Can I help to promote your business and expertise?”

These are simple but powerful questions. They demonstrate to the person you’re speaking to, that there is a **real benefit to them** and that they have absolutely nothing to lose by doing an interview with you.

Remember to make it as easy as possible for them to say yes and having a **clear benefit** to them will put you in a great position that makes you stand out from everybody else.

Once you’ve asked one of the above questions, you will then have the opportunity to explain the interview process and desired outcomes. Be very clear in explaining your plan to create products from the interview that you can both benefit from. I always make the benefits to the interviewee far more than what I will gain from the interview, and I would suggest that you do the same. More on this later...

On the rare occasion I have had someone who I've wanted to get an interview with, wanting to take total control over the interview. They haven't wanted me to give away any free samples, and sometimes have only wanted just a minute or two of recording to be used for promotion. Some have wanted to change the design of the graphics and to retain all rights of the recording.

This will not benefit you at all because you are building your brand and expertise, and you may decide to give away interviews to build up your credibility and authority. How can you do this if you have no control of the finished product?

But hey, you can do whatever you like; whichever works best for you is the right way. I'm only providing suggestions on what I would do and what has worked well for me.

Now there will be others who will simply say no, or that interviewing is not for them. What do you do when this happens?

There are 2 simple answers to this.

Firstly, you can say to yourself 'next' and just move on to someone else. When this happens, you need to thank them for their time. Don't worry about it. It will happen at some point, I guarantee that.

But, there are so many experts out there that will jump at the opportunity, I've had my fair share of no's but I have also had many more great interviews.

It's most important to get across the message that you simply want to access some of their personal wisdom in exchange for providing them some exposure.

This is important especially when you are just starting out.

Or, secondly, you could send them a gift or gifts until they say yes. What do I mean by this?

Well think of it this way; let's say you're interested in interviewing a top CEO of a company. For this example let's presume it is a man. Now, his time is

very limited because he is a very busy person, and then you pop up and say, “Hello Mr. CEO, Can I help to promote your business and your expertise?”

At first he may not see any value in this for himself, especially if you are just starting out and have little credibility.

Let’s presume that he has decided that it is not for him (just yet).

Now, what I’m about to share with you is really powerful stuff. I cannot emphasize this enough; if you really want to make an impact check this out...

Do not cut yourself short by ignoring it.

But what if you were to send a special delivery note with your card, {*please see picture of business card to use on the next page} maybe some flowers, or chocolates, (who doesn’t like chocolates). It could be anything right?

You could even send a pizza to arrive at lunch time. Just think of something that they would like, and this simple technique will blow them away, because no one else does this. In fact most people would not even consider it.

Now it’s really important that you don’t just send it as a one-time only gift, as this will have only a small effect. I would continue to do this on a daily or weekly basis until I got the answer I wanted, a “yes”!

Can you see how powerful this is and the impact that this will have? How many others would be prepared to do this? I can tell you very few, if any. This approach alone will set you head and shoulders above others.

To start off with I would not recommend doing this until you have some credibility and confidence by having several interviews under your belt.

This will really help you in getting a yes when you can show proof of successful interviews.

*When using a business card, always have testimonials from experts you have interviewed on the back.

There is an example of what I mean below ...

Front



Back

Get Your FREE My Topic Interviews Today. Visit

Testimonial 1 Here

Testimonial 2 Here

Email:

Facebook:

Show a genuine interest in the person you wish to interview. Offer to promote the interview for free, just to get their knowledge out there. This will clearly demonstrate to them how much you value the opportunity to interview them.

One of my most memorable interviews was one that I got to do face-to-face. I was curious as to why this particular guest had invited me to do so. So I asked him.

It was an interview with Nick James, a multi-millionaire UK based marketer, and he'd invited me to conduct the interview with him in his own private studio. It seemed a bit unreal to me. His answer was simply: ***'It's the way you asked me.'***

Now it's very important for you to realize, that it was not because I am so great. ;-)

It was the questions I had asked, and I got these from Brett's book, 'How To Make Money While You Sleep' on page 66.

This illustrates the power of asking the right questions right from the start.

Asking the right questions has opened up the interview opportunity for me.

This is the exact same script that I’d used when I was first starting out and was from my mentor Brett McFall which you can see on the following page:

You will find this a great resource, especially in the early days... Enjoy

Hi (Name)

I was wondering if you would be interested in letting me promote your business and expertise. If so, there's no charge.

What I would like to do is interview you and turn the recording into an e-book, CD and /or DVD. This way I can showcase your expertise by asking you questions that you can answer with ease.

Then, at the end of the recording, you will have the opportunity to promote your company / website.

I'll do all the promotion for the interview. All you have to do is allow me to interview you for one hour.

Would this sort of promotional tool be of interest for you?

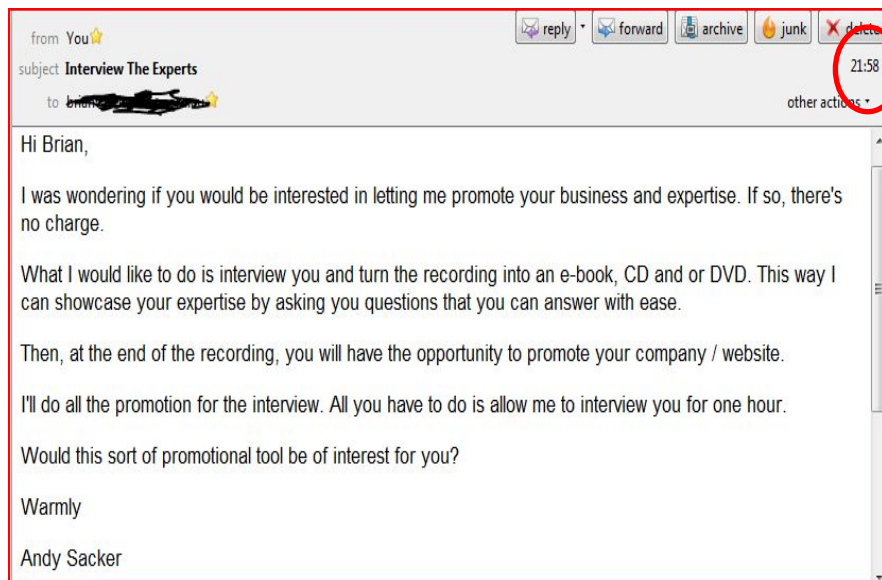
Warmly

(Your name here)

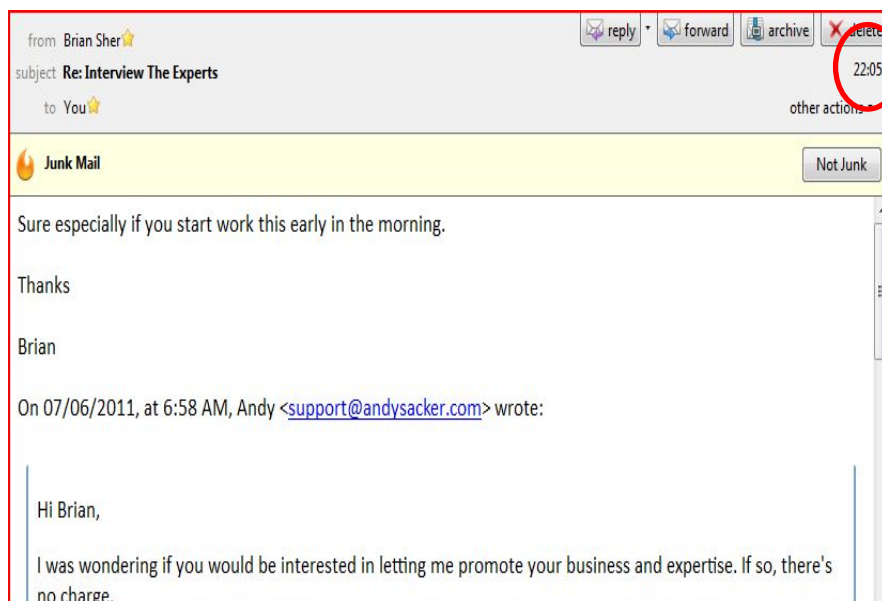
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And here on the following page is the exact same sample which I had used in order for me to get an interview.

This expert replied in as little as 7 minutes. *(See the time in the top right hand corner)*



This was Brian's response to me, check it out:



When you receive a positive response, then the follow up email would look something like this:

Hi (Name of interviewee)

Thank you for your reply, I really appreciate it.

The interview will be arranged around your schedule, and will last for about 1 hour which will be done over the phone via a conference call service. (Just the two of us will be on the call).

I will send the questions for the interview, about 48 hours before the time of the call, so that you can think about what you would like to say.

I will turn the interview into a product that sells over the Internet, and I will take all the risk in doing this.

I will pay for it out of my own pocket, produce it, edit it, do all the marketing for it and deliver it.

This will make it totally risk and hassle free for you.

I will act in good faith to carry out my responsibilities to you, to the best of my ability.

Warmly

(Your name)

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This email repeats the benefits to the interviewee. It lets them know what they can expect, how they can prepare and what you will deliver as a result of the interview. It helps you to start to establish a relationship with the person you plan to interview which will ultimately result in a more successful interview.

***~ It has been my observation that most people get ahead
during the time that others waste. ~***

Henry Ford

Do Your Homework

Once you have a positive response to your invitation, you need to set about finding out more about your interviewee. In other words, you need to do your due diligence.

Researching them will help you in your preparations and will help you fulfill your end of the bargain. ***The more information you have on them, the more accurate and detailed your questions can be.***

This will ensure that your interview is ***jam packed*** with ***relevant*** and ***useful content*** that you can turn into products for yourself and your clients. To get started, why not try using Brett Mcfall’s “Interview Maximiser”.

I used this tool when I first started out and found it very useful. You can download it right here for free www.brettmcfall.com/maximiser.

~ You are, at this moment, standing right in the middle of your own 'acres of diamonds'. ~

Earl Nightingale

Understanding The Different Types Of Questions You Can Use

Knowing the right questions to ask will help you get the most out of your interview, which is really important. You do not want a typical question and answer session.

There needs to be real value to your target audience. If you have a list or customer base, you could even promote the interview in advance to them, asking them exactly what they would like to know the answers to (just an idea for you to think over).

Let's get back on track here. The first thing which you need to be aware of are the different types of questions that help you to achieve different outcomes.

What questions do you ask when building up a rapport with your expert?

What questions do you ask if you want the interviewee to reveal more information on a specific subject?

Ask questions that will draw good answers from your expert because he or she can see that they are targeted to show their expertise and the most interesting points about their topic.

Use revealing questions that will give your listeners information which is not widely known about the subject and the expert's knowledge in particular.

By asking these sort of questions, they will provide you with a very effective interview.

One of the best questions to ask that I have ever found out is, “How do you know that?”

If asked at the right time and under the right circumstances, this little powerhouse of a question **will give you powerful information**, turning an ordinary question and answering session into a thought provoking, viral and lasting interview that people will remember and listen to again and again.

This is what you want, right?

These questions will provide you with an interview that is *memorable and interesting*. That is this type of interview that will help you in ***raising your profile as an authority interviewer***.

~ The biggest mistake that you can make is to believe that you are working for somebody else. Job security is gone. The driving force of a career must come from the individual. Remember: jobs are owned by the company; you own your career! ~

Earl Nightingale

How To Prepare Questions For The Interview

As part of your preparations, you will have thought about your goals and desired outcomes for the interview. You will also have researched your interviewee and their business in some detail.

So, when you start to create your questions, you need to use this information to ***make sure your questions are accurate and relevant.***

On the following page are some general guidelines for questions that can be adapted for a variety of interviews. Again, these are the exact same questions that I used when first starting out.

Basic Interview Questions

1. What is so good about_____?
2. Can you give us a little bit of background about how you got involved in _____ and what led you to become such an expert?
3. What are the top 3 things that someone should know in order to be successful in _____?
4. What’s the best way to get started?
5. How long does it take to really become proficient at_____?
6. Will your methods or advice work well in any area and for anyone?
7. How much experience does a person need to_____?
8. Can you provide some real-life examples of other people who have followed your advice?
9. If you had one secret to give about _____, what would it be?
- 10.What are some of the common problems that people experience in _____?
- 11.Some people might think that it all sounds too good to be true. Is there a catch?
- 12.What sort of things can people do to stay on top?

13. Where can people find more information about _____?
14. What do you recommend for the listeners to get more of an education?
15. How can people contact you?

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The script above is how I first started interviewing using the “Interview Maximiser”.

Even though each step was a nervous one, I followed them exactly. Over time, I then began adding more questions, depending on who I was interviewing and what I thought would fit best for the interview.

But, this template will give you a good idea on what to use to get started.

I don’t use all of these questions all of the time now. The ones that I choose to use will depend on who I am interviewing and what questions are most suitable for that particular interview.

Once you have done a few interviews, you may start to think of some additional questions to ask.

Here are some examples of additional questions that I have often used in my interviews:

Additional Questions to Consider

16. How would you like to be remembered?
17. Do you have any last words of wisdom / can you give a summary?
18. What has been the most significant factor in your career?
19. How exactly do you define _____?
20. Is the best way to get _____ a _____?
21. Is it possible to sum up the secret in _____ in a few short words?
22. What are some strategies you can share with the listeners on how to properly _____

23. What would be the difference between _____ and _____?
24. What is the most surprising / amazing aspect of _____ (one key element that most people hearing this interview have never been told)?
25. What are the 5 items of _____ that you need to start and stop doing right now.
26. The 7 key secrets to success in _____?
27. Why do you have to stop wanting things to stay consistent?
28. What makes your business different?
29. Why do you believe there is a _____ facing _____?
30. How can financial success be achieved in the midst of a recession?
31. Why do you say it's never too late for a person to change careers?
32. What are the 5 biggest mistakes that people make in _____?
33. What is top of mind awareness and why is it important?
34. What are the 3 most important things that everyone listening should start doing today?
35. You say that there is more than one way to _____. Please give us some ways that maybe our competition doesn't know about.
36. How can one best turn a hobby into a money-making venture?
37. Could you tell our readers something about your educational and professional background?
38. How did you decide you were ready to write the book?
39. Do you write from your own experiences?
40. How did you come up with the title _____?
41. What makes your book different than others that have been written about the same topic?
42. Whom do you believe will benefit from your book and why?

43. What was the most difficult part of writing your book? Did you learn anything from writing your book and what was it?
44. Where can our readers find out more about you and your endeavors?
45. Do you feel that most small and mid-size business owners don't use their imagination when it comes to effectively operating their businesses?
46. What are your upcoming projects?
47. Is there anything else you wish to add that we have not covered?
48. How can financial success be achieved in the middle of a recession?
49. How can a Small Business Owner make smart projections?
50. What advice would you give to a struggling small business?
51. What are the 3 most important things that everyone listening should stop and start doing today?
52. Explain why consistency can kill your business when times get tough.
53. Why do you care about small business and what is your mission?
54. What is top of mind awareness and why is it important to a small business owner?

These lists of questions are by no means complete. Feel free to add to them or ***create your own questions*** as you go along. My purpose in including them is to ***provide you with a solid foundation*** from which to start.

The list can go on and on. Just do your due diligence and things will explode for you. It is much better to feel natural and relaxed with your questions and this will then give you a great interview.

Write down questions as you do your research on your guest, and you will soon have a long list of your own original questions.

~ He that cannot ask cannot live ~

Old Proverb

Tips to Remember When Creating Questions for Your Interview

Remember that the interview should be a win-win situation. This means that whatever you ask and however you conduct the interview should be in the very best interest of both parties.

Avoid Yes or No Answers

You should be careful to avoid questions in your interviews that have a simple yes or no answer. These are known as closed questions as they tend to end a conversation.

A simple example of this would be asking a question such as, “Did you have chicken and rice for lunch?”

The interviewee has no option but to answer a simple yes or no to the question. Most often, the answer to **a closed question** like that **does not tell you much more than you already know.**

Ask open ended questions instead that **leads to discussion.** To follow on from the example closed question which I gave, think about what, where, why, who and how ...

So, a better question to ask would therefore be something along the lines of, “I believe that you had chicken and rice for lunch, what was this like? And, can you tell us why you made this choice?”

I know this is a very basic question. But, you get the idea, right? See how this question opens the door for the interviewee to **share some of their thoughts and personal experiences.** It opens up the conversation and this is what you want to do in your interviews.

If you don’t understand an answer, don’t be shy to ask for clarity. Two questions you can use to do this are, “Can you go over that again?” or “Which means?”

Ask Questions that You want to Know the Answers to.

This may seem obvious, but too often people start to think about what ‘they think’ other people may want to know. When you ask questions like this, they could come across as insincere.

Remember that the key in successful interviewing is to show a genuine interest in the person that you are interviewing with powerful questions that you and others need to know the answers to. The ***questions you ask must stem from that genuine interest.***

To start off, ask yourself questions like:

- Why do I consider this person an expert?
- Why do I want to interview them?
- What is it about them, their business or their achievements that fascinates or interests me most?
- What wisdom do I hope to share with others from the interview?

These are all key questions that can get you on the right track to creating a list of powerful and impacting questions.

Express a Keen Interest in your Guest

People open up more when they know that people are genuinely interested in what they have to say. Demonstrating a keen interest in your guest will ***encourage them to discuss more*** and you will ***get more out of your interview.***

Remember that ***experts love to share their knowledge*** and their life stories. But, there is always the risk that they can come across as boastful if they are the only ones doing the talking.

What you will find is that if you show a genuine interest in them right from the start, they will be more than happy to share their wisdom with you. I am happy to say that many of the guests that I have interviewed have since become good friends and this can easily happen for you to.

This is why an interview is so appealing. It is a **conversation that is led by questions**. It can show the expert and their achievements in a positive light because you are asking for their wisdom.

They are not simply spouting it of their own accord.

Remember the power question **“How do you know that?”** This is such a powerful way to get your guest to open up and share some of their life experiences.

Keep to the Topic of the Interview

If the interviewee strays off topic, **use your next question to bring them back on track**. As you get more experienced and more comfortable with interviewing, you will learn how to link their response with your next question.

Remember to never admonish the interviewee for not giving you the answer you want. It may just be that they simply did not understand the question properly and thought you were asking something else. In this case, you can try to **rephrase the question**. If they stray once again, it may be that they simply don't want to answer the question and it's best to move on.

It's easy to sometimes get side-tracked during a conversation. It can develop into an entirely different interview on a different subject. Therefore, it's important to keep on the main topic.

Slight digressions are acceptable and can even help you to **build a better rapport with the guest**. It takes some practice to know when to let an interview run and when to draw it back to the main topic.

Remember that **your goal is to create a powerful interview full of useful content**. So, go with your gut feeling as to what will bring the best possible results.

Ask Questions in a Way that Stirs Emotion

When people are passionate about a topic, they can talk extensively on it. It's your job as an interviewer to bring that out of your guest.

For a start, it helps when you are equally passionate about the topic to be discussed. Your excitement can be contagious and can bring the necessary energy to the interview.

In your preparations, try to think of questions that get to the heart of the topic:

- What is the story behind their success?
- Why do they feel so strongly about a certain issue or approach to life?

Let your curiosity lead you to the real story behind the person you are interviewing. People love to hear compelling personal success stories because there are often aspects of it that they can relate to.

Being able to stir emotion in an interview creates a powerful interview product.

Always try to Maximize the Interview Opportunity

Experts are busy people. Your interview with them may be the one and only opportunity you have to **benefit from their knowledge and influence**.

It's vital, therefore, that you **make the most of the opportunity**. To achieve this, there are three important questions that I believe you should ask at the end of every interview:

1. Ask for another interview contact; someone that they look up to?
2. Ask the interviewee to have a look at your website.
3. Ask for a testimonial.

How To Maximize The Interview

1] Ask for another interview contact, someone that they look up to.

For example:

You, “Hey Tim, you’re friends with Will Smith aren’t you?”

Tim, “Yes.”

You, “Could you suggest to him that I interview him? Would this be okay with you. Tim?”

Just imagine what this simple question can do for you. This is a great door opener. If you do what I suggest, you will very quickly raise your profile and get more interviews with leading authority figures.

Can you imagine how easy it can be for you to become an authority and build your credibility?

2] Ask the guest to have a look at your website.

For example:

You, “Hey Tim, would you mind taking 5 minutes to have a look at my website and telling me what you think?”

“The address is www.example.com. I’d really appreciate your expert opinion.”

Here, you are getting your web site in front of them now, and they will be able to give you feedback which you can use to improve it.

3] Ask for a testimonial.

For example.

You, “Before we close, could I ask you to give me a testimonial? Just something short to share on the experience of the interview and working with me. If it’ll make it easier I can send you a sample so that it doesn’t take up much of your time. Thank you.”

What if you had just 10 experts giving you ‘glowing’ testimonials which you could then use on your website and promotional material?

What will this do for you and your business?

A Quick Tip:

Make sure you ask the expert for permission to use the testimonial first. You knew this already, right? ☺

Use Social Media to Build up Excitement

The 4 main sites are currently Twitter, Facebook, You Tube & LinkedIn.

Make updates and share with others what you are up to with your interviewing; meaning who your next guest is going to be.

Mention who they are and help to promote them from Day 1. Share the topics that you will be discussing and how this can help the listener.

This is going to stir up interest and excitement in what you are doing, and you have not only positioned yourself as an expert, but you have created an interest in people that will want to find out more...

Let me give you an example that I did.

I did an interview with Dr Aubrey De Grey who firmly believes that humans will be living much, much longer in as little as 20 – 30 years from now. I am not talking about 100 years, 200 years or even 400 years. In this fascinating interview, he shares his view that we can be living far beyond 500 years of age in the very near future.

In fact, the content shared on this amazing interview will blow your socks off.

Is this controversial? YES, absolutely!

Is it possible? ABSOLUTELY!

Now I know that some of you right now are thinking that I’ve fallen off a log and that I’ve just had a moment of craziness (nothing new here then).

But, don’t take my word for it, you can check it out for yourself right here www.wealthsecretsinterviews.com/aubrey-de-grey/

Do you think this topic stirred up interest? Absolutely - it did; some good and some not so good, but there were a lot of people who were really intrigued...

What if I could live to 120 then?

I was once asked and my answer to this was simple, “Hey, what this guy is saying is that you can live far beyond 100, and yes even 500 years, so don’t cut your life short. He’s the expert, not me. You just need to listen to what he is saying with an open mind.”

And you can easily do the same; just get an interesting/controversial topic, then simply interview an expert in this area and promote and share the benefits with others to generate interest. Bingo, you're on your way!

And I have a question for you. Take one minute out from your life right now and think of how far things have moved forward over just the last 10 years. Where do you think we will be in the next twenty to thirty years?

***~ Sometimes your greatest asset is simply your
ability to stay with it longer than anyone else ~***

Brian Tracy

Summary

Show a genuine desire in helping your guest and make a **clear benefit** to them. Make it irresistible for them so they are very unlikely to say no.

Remember the two powerhouse questions to ask in getting them interested in being interviewed by you: “Can I help you sell more of your products?” and, “Can I help to promote your business and expertise?”

Consider promoting the interview for free, just to get their knowledge out there.

Practice the six types of questions to ask - rapport building, likeability, persona, revealing, emotional and digging questions.

Remember the digging question “**How do you know that?**” This is really powerful.

Remember to make it as easy as possible for your interviewee to say yes, by having a **clear benefit** to them.

Remember to check out Brett McFall “Interview Maximiser” at www.brettmcfall.com/maximiser

Asking the right questions will open up new and exciting opportunities which are everywhere for you.

Remember to make the most of the opportunity you have.

Avoid questions which only have simple yes and no answers.

Consider questions that will stir emotions.

Remember to ask for another interview contact who they know and admire.

Remember to ask your guest interviewee to have a look at your website.

Remember to always ask for a testimonial.

Always make sure you ask the expert for permission to use the testimonial first, and keep a record of their consent.

Chapter Nine

STEP 4: How to Create A Powerful And Profitable Interview

*~ We will receive not what we
idly wish for but what we justly earn.
Our rewards will always be in exact
proportion to our service. ~*

Earl Nightingale

Leading Up To The Interview

Implementation is a big part of creating an interview that is both powerful and profitable. You will have spent a great deal of time sourcing interview leads, approaching people, getting their agreement and then preparing for the interview.

Now, you need to successfully conduct the interview so that you will have a great product to sell.

Once you have an interview date and time set up, **mark it in your schedule**. Set a **reminder** in your calendar two days beforehand to get in touch with your interviewee once again.

The purpose of this contact is to **confirm that you are still on track for conducting the interview**. You will also forward a set of questions that you plan to ask in the interview. This helps your interviewee to prepare for the interview and make sure they know what to expect.

As mentioned in the previous chapter, use social media platforms to help build interest. Remember the four big ones at the time I am writing this are Facebook, Twitter, You Tube and LinkedIn.

So, consider Tweeting (sending a quick, short message on Twitter) about your upcoming interview, post a message on Facebook and you could even do a video and pop it on You Tube.

The main thing here is to cover the benefits that you will be sharing with listeners in the interview.

~ Let others lead small lives, but not you.

Let others argue over small things, but not you.

Let others cry over small hurts, but not you.

Let others leave their future in someone else's hands, but not you ~

Jim Rohn

Templates Of Email Reminders

Twelve hours before the interview time, I send another reminder to the interviewee.

Most interviewee's run busy schedules and therefore appreciate the reminder. This shows that you respect and value their time.

Here is an example of the type of email I would send:

Hi (Name of Expert),

Not long to go now!

Here are the details for our interview, just in case.

(About 12 hours)

The Conference No. to call is _____

Access Code: _____

Really looking forward to it, I will be on 10 minutes beforehand.

Warmly

(Your name)

P.S. Here is my personal mobile number if you feel you need to contact me _____ and my Skype _____ in the unlikely event we cannot connect.

Then, to make sure the interview runs on schedule, I send another reminder 45 minutes before the interview is due to start.

Here’s a quick example:

Hi (Interviewee's name),

We're almost LIVE. Are you ready?

Speak to you real soon.

I will be on 10 minutes beforehand.

Warmly

(Your name)

P.S. Here is my mobile _____ and my Skype _____ in the unlikely event that we are unable to connect.

~ ***Life is an adventure, dare it.*** ~

Mother Teresa

Tips For Conducting Powerful Interviews

It's important to send questions to your guest two days before the interview. You will have some guests that will say to you, “I don't need to see any questions”. I love these as you can basically ask whatever you want.

You still need to have a script of course, but it gives you a freedom to ask any questions that you feel relevant.

A powerful interview is created by a combination of factors. A skillful interviewer combines all of these things to deliver an interview that is interesting and powerful.

Let's take a look at these factors right now.

Energy And Enthusiasm: When you ***bring energy to the interview*** it helps you to create a powerful and profitable interview. Most experts are very ***passionate*** about their area of expertise.

When they know that you are also eager and excited to hear what they have to say, it ignites their passion for the topic. Your energy is what will often drive the interview, so you need to be able to express it in the interview.

To help with this, try to do the interview standing up. Walk around the room if you can. This opens the diaphragm and naturally helps to put across a more energetic voice.

You will find this to be really helpful in injecting energy into your interviews.

I assume that if you are conducting an interview on a specific topic, it is something you are interested in? Let your enthusiasm show.

Introduce your guest with genuine enthusiasm at the beginning of the interview. You can do this by welcoming them and then briefly talking about why they are an expert on the topic you'll be discussing. You can also use your welcome and introduction to lead into your first questions.

To help you with your introduction, research your guests. Look for their bio from their website or simply ask them for their bio. Often personal assistants will send this through as a matter of course when an interview request is

granted. This will ensure that you are well briefed on your guest and know what they are most passionate about.

Ensure that you send through your questions well before the actual interview (At least 2 days beforehand). This will ensure that they know what you will be focusing on with your guest and they will be ready to give a great response.

Create Interest: An energetic interview is far ***more interesting to listen to***. It will help you to create more marketable products that more people will be interested in purchasing.

In the preliminary conversations with the expert, make sure that you have your facts straight. Ask for the correct pronunciation of your interviewee's name and the name of their business. All you have to do is to ask them before you actually start recording the interview. Being corrected by them on the interview would not come across as professional, would it?

You could also ask your guest if you may ask additional questions that you think of during the interview. It's best to clear this in advance so that you can follow the conversation if a really interesting new topic is brought up.

Relax And Record: Try to be as relaxed as possible during the interview. Do not worry if it takes you a few interviews to feel relaxed. Remember, it took me at least seven interviews before I began to feel comfortable - not relaxed just comfortable.

Talk as though you're having a conversation with a friend. This may be difficult for you when you start out, because you feel nervous and do not want to mess up and appear silly.

Trust me, I have messed up many times. But, in time, you gain a level of confidence and you will learn to relax.

While you are talking, ***make sure that the interview is being recorded.*** Your software should have an audio indicator where you can see the voice being recorded as your guest speaks. If the volume is too soft, ask your interviewee to speak more directly into the microphone or telephone when testing the sound quality at the start.

Use Your Script: During the interview ***keep your list of questions in front of you***. Remember that these will be the questions your guest is expecting to answer, so cover all of these and mark each one as you ask it so that you know where you are on the script.

You may think of other questions while you are conducting the interview. Have a pen and paper handy to write these down and then ask them at the next gap in the conversation.

Remember to be respectful of your guest’s time. If you realize that you have gone 40 minutes into the interview and you haven’t even got half way through the questions, (this has happened to me on several occasions as the expert has had a lot to say and the content was really valuable information), just check that they are okay with the time as you are going to run over the 60 minutes. **Make sure they are happy to cover all the questions.**

In one interview, the expert was so passionate and into it, that we ended up doing over a 2 ½ hour interview. All I’m saying here is to always be courteous and respectful, but you knew that already, right?

As part of your preparation, you sent the scripted questions over to your guest at least two days in advance. Some people however say that they do not need a script. I love it when guests say this as it gives me license to ask whatever I’d like.

Monitor Your Time: Remember to monitor your time and to keep the interview moving along. If you get side-tracked, you may waste a great deal of time and not cover everything you want to in the interview.

It is your task as the interviewer to keep on topic and to keep to the allocated time. Doing so shows your guest that you respect their busy schedule and that you are a professional.

Make sure that there can be ***no interruptions to the interview***. Close your email program, switch off Skype, switch off your cell phone or take your office phone out of the room.

Honor the time which the interviewee has set aside for you by giving them your full, undivided attention during your conversation.

Eliminate External Noise: Ringing phones or people talking in the background can make the interview recording sound amateurish. By eliminating possible interruptions, you will be able to generate a much ***cleaner recording*** of the interview.

This will reflect more positively on you as a professional. A quiet room is the best place to conduct the interview and ensure that the recording is of a high quality.

Always Be Professional And Courteous

Always be professional and courteous in the interview.

I know I have already mentioned this but it is worth repeating as it is so important. While it's good to have some laughter in the interview, let it be the interviewee that takes the lead on humor.

Avoid comments that could be interpreted in more than one way.

Conclude your interview by asking for referrals and a testimonial. Do you remember the **3 Power Questions** to ask when the interview is over?

1. Ask for another interview contact.
2. Ask the interviewee to have a look at your website.
3. Ask for a testimonial.

Do a recap one of the major points made in the interview or a quick summary and then always remember to ***thank them for their time***.

Showing your appreciation for their time and their input is one of the best ways to build a relationship with them.

***~ We are all faced with a series of great opportunities
brilliantly disguised as insoluble problems. ~***

John W. Gardner

Summary

Think about using social media platforms, especially the four big ones: Facebook, Twitter, YouTube and LinkedIn.

Consider Tweeting about your upcoming interview, post on Facebook and do a short video on You Tube.

All you have to do is cover the main points that you will be discussing in the interview. This will really help to build interest and create a buzz (and did I mention that this is all free!)

Remember to send your questions over for the expert to review at least two days before.

At the 12 hour mark before the interview, send a quick reminder and use the words, “Here are the details just in case.”

I would also recommend sending another reminder just 45 minutes before the interview is due to start.

In your final email before the ‘big event’, have your mobile and/or phone number included, just in case.

You never know they may not be able to get through for some reason, and it makes good sense that they have an option to call you direct.

Think of the amount of energy and passion that you ***put into the interview.*** Good energy and passion goes a long way, and can help turn a normal question & answer session into a powerful and profitable interview for you.

I always suggest that you have a pen and paper handy to write down any ‘Light Bulb’ moments you get during the interview.

Always do your very best to eliminate noise and to make sure there are no interruptions to the interview.

And, most important of all, ***Always be professional, courteous and respectful*** at all times, but especially in the interview.

Show appreciation for their time and their input. This is one of the best ways to build a relationship with them.

Chapter Ten

STEP 5: How To Edit And Produce Your Interview

*~ A life lived with integrity —
even if it lacks the trappings
of fame and fortune —
is a shining star in whose light
others may follow in the years to come. ~*

Denis Waitley

Interview Editing Tips

Even though you have a script of questions to follow in the interview, the way the interview plays out is often spontaneous. One topic may lead to another and you may end up asking a whole series of different questions.

In addition, the way that people speak doesn't always transcribe well grammatically. Most people will use words such as 'like' 'um' 'you know' or other colloquialisms in casual conversation.

Even if they are an extremely articulate and experienced public speaker, these phrases still tend to creep into the interview conversation. There may also be sections in the interview when there are pauses as the interviewee thinks about their answer, before speaking.

You may share a moment of laughter or they could even have a coughing fit. These are the types of things that you would want to edit out of the recording.

You may also want to cut out sections that strayed from the topic and aren't relevant.

You may also want to add some introductory music. I would highly recommend adding this in the beginning and at the end of the interview because it adds a professional touch.

When I am editing, I make a point of taking out the ummm's, and ahh's and any coughing. But, I leave in the occasional laugh.

I also don't mind if the interview strays off topic slightly. Personally I think this helps make the interview more authentic. I like my interviews to be very conversational and have a relaxed feel to them. I imagine that we are both sitting on a comfortable sofa enjoying a coffee, in front of a log fire.

You need to find your own personal style for the editing, so that it feels natural to you.

There are many different kinds of editing software available; just find one that is easy to use and that doesn't require advanced technical skills.

You don't need complicated editing software, and you don't need to pay a fortune for it either. There are some good programs which you can even get for free.

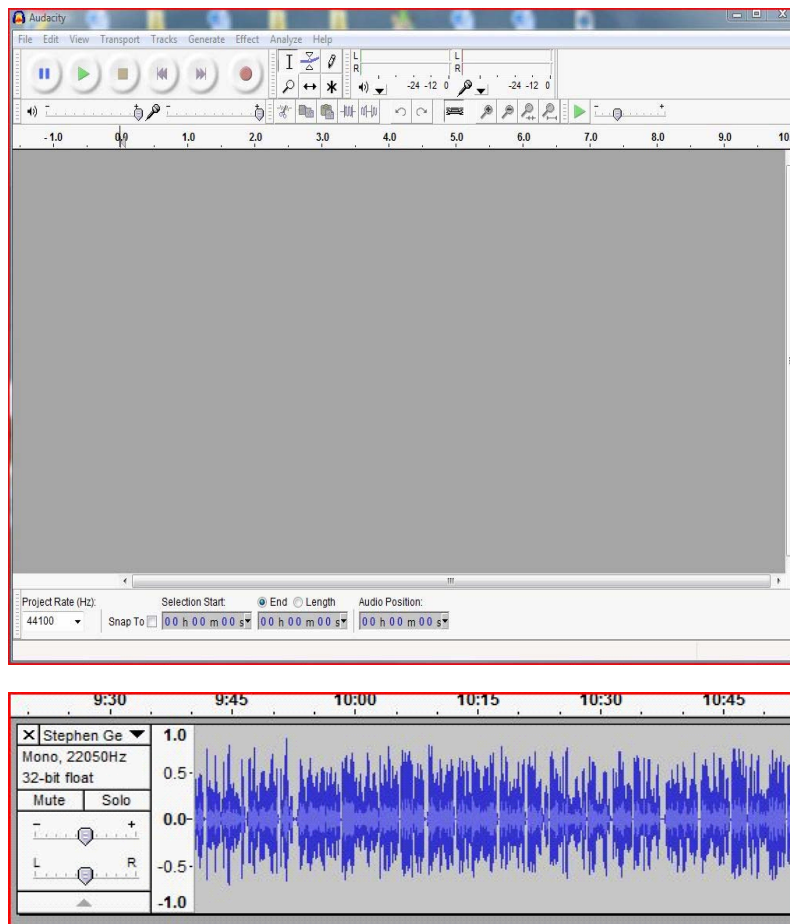
Your main objective with editing is that you want to clean up the audio. This means cutting out extended pauses, ummm's, ahh's and unnecessary repetition.

The edited product should be interesting and easy to listen to.

The software I use is called Audacity and it is available as a free download. You can find it at this link: www.audacity.sourceforge.net/.

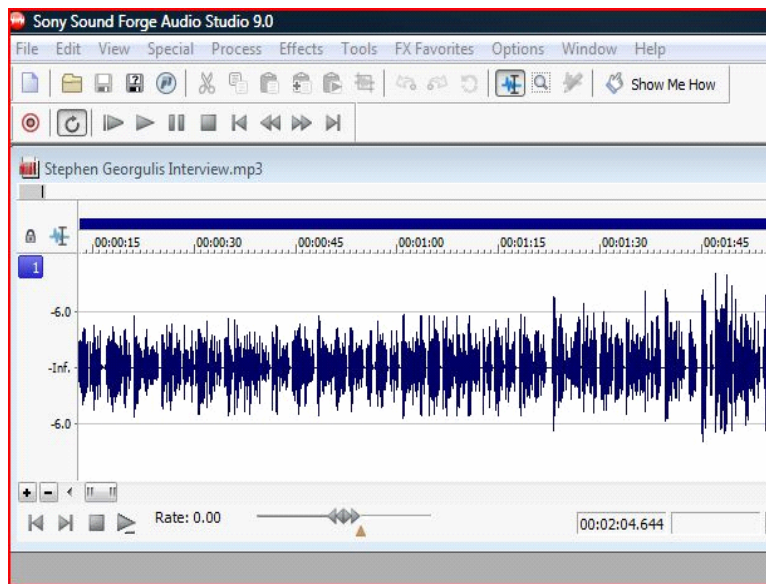
Once you have downloaded it, you can follow the simple step by step process to get it up and running. It works like a simple cut and paste program.

Here’s an example of what the editing screen looks like:



Another type of software I use is Sony Audio Studio. This costs around \$70 and is useful if you want more advanced editing. My advice is to not spend too much time trying to perfect it. Simply cut out the long pauses or mistakes and then let the rest of the interview flow naturally.

The Sony product screen looks like this:



If you want the interview professionally edited, then I recommend getting a freelancer to do it for you.

You can search for freelance audio editors on www.google.com or on websites such as www.elance.com. Costs will depend on the scope of work and the level of expertise you require.

When I started out I did everything myself to save money, so don't be shy to do these tasks yourself. Once you can outsource the smaller tasks, you will then be able to put more of your time into doing those parts of the process that you love.

**~ Time is limited, so I better wake up every morning fresh
and know that I have just one chance to live this particular
day right, and to string my days together into
a life of action, and purpose. ~**

Lance Armstrong

Producing Your Interview

Producing your interview involves ***creating a marketable product*** and ***getting it out to your customers***. Once you have edited the interview, you will need to convert it to a format that can be purchased.

This can either be in a file format that can be downloaded from the Internet or written to a CD or DVD. To make it look professional, it's a good idea to design a CD or product cover. You can either purchase software to do this or outsource the graphics to a freelancer or graphics company.

The company that I use (and highly recommend) do all my production and distribution. That is **Kunaki**. They offer a full production service which takes the administration off my shoulders.

I use their software to create the disc. To get this to work for you, all you need to do is get your cover design and then follow the simple steps to upload it to their server.

The whole process is really easy, and it takes on average ten minutes from start to finish to set up.

Once you have it set up, you just need to upload the audio or video to Kunaki's servers. This may take from one to two hours, or maybe a little longer if it's a long recording. But, it requires no additional effort on your part. You can just sit back, relax and put your feet up, while it uploads.

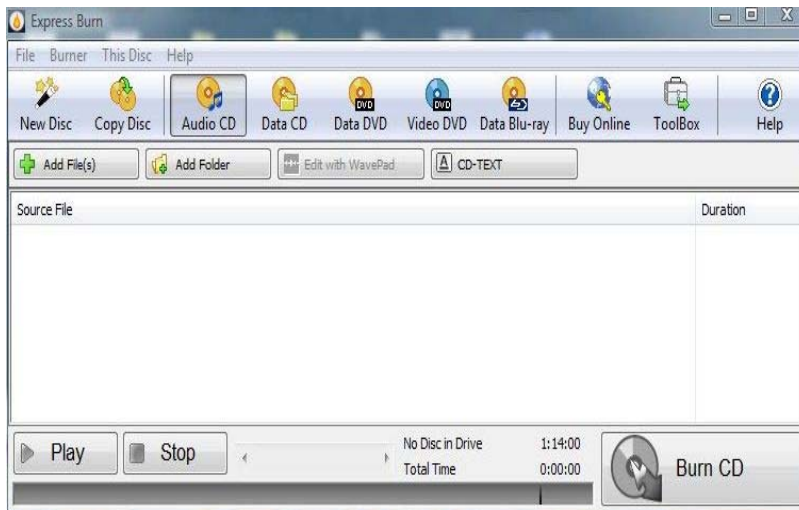
I also use their web service for my product ordering and shipping. This means that as the orders come in, the CDs are produced and then immediately shipped off to my clients. The products have the same high gloss professional look as other standard retail CDs and DVDs.

As a nice touch they send you the first CD for free, packaged in cellophane wrap which gives it a real professional retail look.

A Quick User Guide for Kunaki

Once you have your interview downloaded to your computer as an mp3 file, just follow these simple steps to upload it to Kunaki.

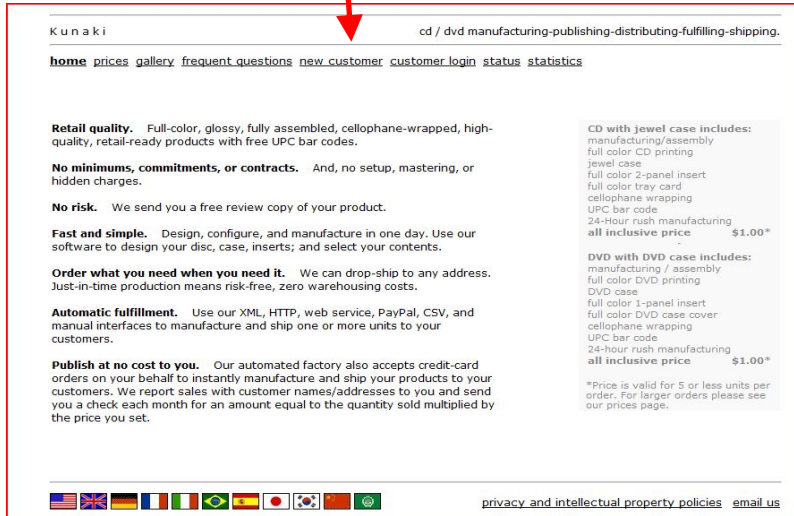
1] Burn the recording onto a physical CD rewritable disk. For this, I use Express Burn from www.nch.com.au/burn/index.html and just click on the Audio CD if it is an audio interview. If it is a video interview then click on the Video DVD tab.



Simply follow the on screen steps to save it to your Disk

2] Go to Kunaki.com. if you are not already a customer, you will need to log on, simply click '**new customer**'.

It's completely free to be a member and you now have your very own fulfillment house.



Kunaki cd / dvd manufacturing-publishing-distributing-fulfilling-shipping.

[home](#) [prices](#) [gallery](#) [frequent questions](#) [new customer](#) [customer login](#) [status](#) [statistics](#)

Retail quality. Full-color, glossy, fully assembled, cellophane-wrapped, high-quality, retail-ready products with free UPC bar codes.

No minimums, commitments, or contracts. And, no setup, mastering, or hidden charges.

No risk. We send you a free review copy of your product.

Fast and simple. Design, configure, and manufacture in one day. Use our software to design your disc, case, inserts; and select your contents.

Order what you need when you need it. We can drop-ship to any address. Just-in-time production means risk-free, zero warehousing costs.

Automatic fulfillment. Use our XML, HTTP, web service, PayPal, CSV, and manual interfaces to manufacture and ship one or more units to your customers.

Publish at no cost to you. Our automated factory also accepts credit-card orders on your behalf to instantly manufacture and ship your products to your customers. We report sales with customer names/addresses to you and send you a check each month for an amount equal to the quantity sold multiplied by the price you set.

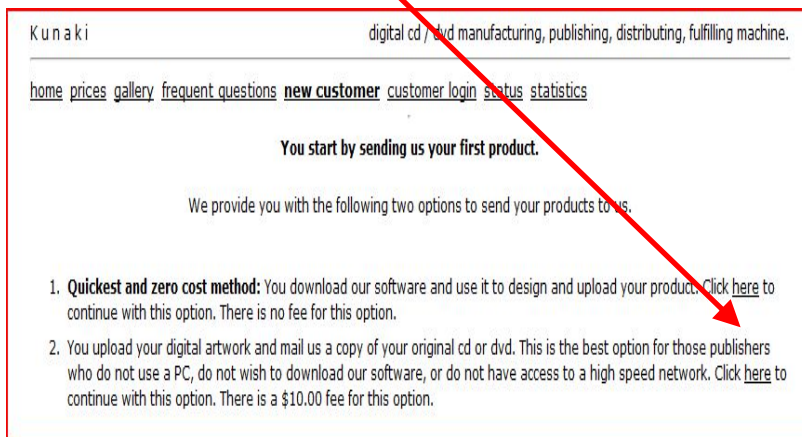
CD with jewel case includes:
 manufacturing/assembly
 full color CD printing
 jewel case
 full color 2-panel insert
 full color tray card
 cellophane wrapping
 UPC bar code
 24-Hour rush manufacturing
 all inclusive price \$1.00*

DVD with DVD case includes:
 manufacturing / assembly
 full color DVD printing
 DVD case
 full color 1-panel insert
 full color DVD case cover
 cellophane wrapping
 UPC bar code
 24-hour rush manufacturing
 all inclusive price \$1.00*

*Price is valid for 5 or less units per order. For larger orders please see our prices page.

[privacy and intellectual property policies](#) [email us](#)

3] Now simply click on the 'Click **here**' tab



Kunaki digital cd / dvd manufacturing, publishing, distributing, fulfilling machine.

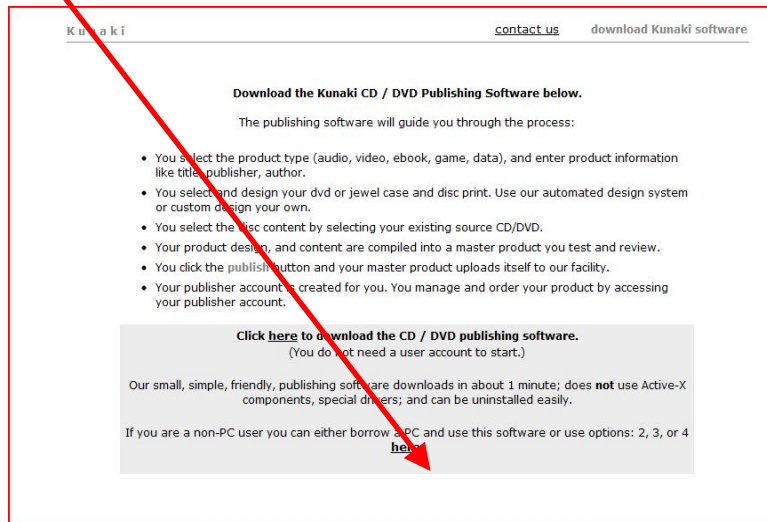
[home](#) [prices](#) [gallery](#) [frequent questions](#) [new customer](#) [customer login](#) [status](#) [statistics](#)

You start by sending us your first product.

We provide you with the following two options to send your products to us:

- 1. Quickest and zero cost method:** You download our software and use it to design and upload your product. [Click here](#) to continue with this option. There is no fee for this option.
- 2. You upload your digital artwork and mail us a copy of your original cd or dvd.** This is the best option for those publishers who do not use a PC, do not wish to download our software, or do not have access to a high speed network. [Click here](#) to continue with this option. There is a \$10.00 fee for this option.

4. You now need to download the Kunaki Publishing Software in order to upload files to Kunaki and again it's completely free. Just click on the 'Click here'



Kunaki software ONLY works with a Windows based personal computer.

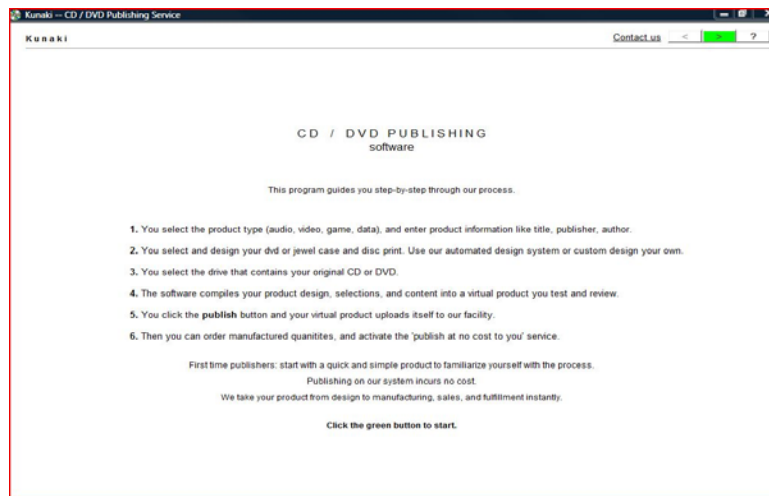
You can design your artwork on a Mac and you can create your original CD or DVD on the Mac.

But, you need to borrow a PC for a few hours and use Kunaki's software to configure your product, select your artwork and contents. The software will upload your product to their facility.

I do not know if it will work with a Windows emulator like Parrallels on your Mac. Using a PC is strongly recommended.

After that, you can use your Mac browser to order and manage your products at your account on the Kunaki web site.

5. This is what you will see once you have downloaded the software



You will find this is really easy to follow.

1. You select the product type (audio, video, game, data), and enter product information like title, publisher, author.
2. You select and design your DVD or jewel case and disc print. Use our automated design system or custom design your own.
3. You select the drive that contains your original CD or DVD.
4. The software compiles your product design, selections, and content into a virtual product you test and review.
6. Then you can order manufactured quantities, and activate the 'publish at no cost to you' service.

After all 6 steps have been completed you will have a **Master Copy**.

Once you are happy with this (you can go back and change things at any time), you click on the 'publish' button in the top right hand corner.

Then Kunaki will send your disk out to you.

I have not listed the prices here because they may change by the time you read this. Check on their website for the current prices for using Kunaki before you order.

Just type in your country in the relevant tab.

I haven't found another manufacturing company that comes close to this.

At the time of writing this, the following options are included in the prices quoted on their web site!

Manufacturing / assembly Included

Full color CD printing Included

Jewel case Included

Full color 2-panel insert Included

Full color tray card Included

Cellophane wrapping Included

UPC bar code Included

24-Hour rush manufacturing Included

There were no minimums, contracts, setup fees, or hidden fees.

Orders may contain different titles.

It is also valuable to have the interview transcribed. This gives you a hard-copy of the interview which can be used to create blogs, web articles and e-books. You can use freelance transcription service providers to complete the task for you.

A service provider that I use and can recommend is Magi Script. You can get more details by visiting their website www.magiscript.com. I am not connected with the company, but it is a transcription service provider that meets my needs. They are very affordable, professional and can usually deliver within a few days.

~ You may believe that you are responsible

for what you do, but not for what you think.

The truth is that you are responsible for what you think,

because it is only at this level that you can exercise choice.

What you do comes from what you think. ~

Quote from “A Course in Miracles”

Summary

I would recommend editing the umm’s, ahh’s and any coughing from the interview.

Consider using front-end and back-end music on your interviews. This really helps to portray a professional image.

Consider imagining a relaxing situation like my log-fire example and just put yourself and your expert guest in it.

Consider using Audacity editing software - it’s dead simple to use and 100% free. Go to www.audacity.sourceforge.net/

Consider using a professional graphic designer to design your CD/DVD covers. You will find this invaluable in putting across a professional image.

Check out Kunaki for your production and distribution of your info products.

Think of getting your interviews transcribed, and maybe adding a guide of the top tips discussed on the interview.

This is a very inexpensive way of adding much more value, turning a \$47 product into a \$97 one.

Chapter Eleven

STEP 6: How To Promote Your Interview For Free

*~ The great thing in the world
is not so much where we stand,
as in what direction we are moving. ~*

Oliver Wendell Holmes Jr

Why Do I Need To Promote The Interview?

There are two parts to promoting your interviews.

The first part takes place before the interview. This is done to create a buzz about your interview and to build interest and anticipation.

The second part of promotion is after the interview, and is how you get your interview out there to as wide an audience as possible to make money.

When you promote the interview in advance, you are **priming your clients for the products** that will follow the interview. If they already know about the expert and have some insight on the topic you'll be discussing, they will be more inclined to buy your product.

Sometimes, clients may only become aware of your products after you have done a series of interviews. Promoting one interview may lead them to search for other products on your website. If you concentrate on a specific area of expertise (for example: wealth creation), then it's quite likely that clients will be interested in more than just one of your products.

Your goal with promotion should be to **consistently expand your client base**. Promote each interview enthusiastically and you increase your chances of attracting more clients.

*~ We can't think narrowly. We have to think
in the biggest possible way. ~*

Alice Waters

How To Promote Before The Interview

Put a ***blog post on your website*** introducing the person you will be interviewing and giving some background on them.

Ask your interviewee to post similar notices on their website, twitter and Facebook page or blog. You can also ***offer to write a guest blog post for them.***

The idea behind doing this for them is that it will encourage the interviewee to provide you with access to their client list and following. There is a good chance their clients will be interested in purchasing products from the interview, so this is a great way to boost your sales.

~ Don't be afraid to give up the good to go for the great. ~

John D. Rockefeller

How to Promote after the Interview

Once you have completed the interview, ***ask the interviewee for a testimonial.*** Post this on your blog, website and Facebook page so that as many people as possible get to hear about the interview.

I am about to share with you some really cool stuff shortly that hardly anyone uses, so stay tuned!

Here is an example of a squeeze page I created for an interview product: (A squeeze page is also called a landing page. This is a page where you offer something of value for free to capture the reader's name and email address.)

**FREE EXCLUSIVE INTERVIEW... Reveals
Secrets For Success So Powerful, it
Made Mr X a Multi-Millionaire in Less
Than 7 Months...**

**At Long Last! The most cutting edge, PROVEN easy to follow steps
"YOU" Will Ever Hear... Guaranteed to transform your entire experience
of life (and everything you see in it) within the next 49 days!**

On this exclusive interview Mr X will reveal to you...

- ✓ The Personal Development Secrets That Changed His Life
- ✓ How To Develop "Absolute Certainty" Of Success
- ✓ How You Can Super-Charge Your Income In 2011 And Manifest A Healthy, Wealthy, Successful And Happy Life In Record Time
- ✓ How You Can Eliminate The Obstacles That Have Stood In Your Way Permanently
- ✓ How You Can Develop The "Millionaire Mindset" By Following Simple Step-By-Step Proven Strategies
- ✓ That YES it is really possible for anybody to achieve the things that they want.


... plus much, much more!

If you've read this far then claim your FREE interview by simply filling in the form on the right of this page, click on the "Get Instant Access Now!"

To Your Success,

Andy Sacker
Andy Sacker

P.S. Warning! This page can come down at any time, without notice...



Claim Your **FREE** Immediate
Download To This Exclusive
"Behind The Scenes" Interview
a \$97 Value Completely **FREE**

Name:

Email:

100% Absolutely FREE!
Get Instant Access Now!

SECURE & CONFIDENTIAL
Your email address will NEVER be rented, traded or sold.
WE GUARANTEE YOUR CONFIDENTIALITY.
We hate spam as much as you do.

Have a look for yourself to see what I’m talking about by visiting the following link: <http://www.wealthsecretsinterviews.com/mrx/>

When you visit the page, you will see that *I have since added two testimonials*. This is a tip for you to use on your **squeeze pages**.

Another way to promote the interview is use advertisements on social media sites such as Facebook. You need to pay for using this advertising method, but the great thing about this is that you can really target your market.

When advertising your interview products, it is a good idea to **have the offer available for only a limited time period**. This creates a sense of urgency and exclusivity that entices customers to purchase on their first visit to your squeeze page.

You can set up a special feature on your Facebook fan page or you can create an advert to attract more new customers. Be creative with your advert, speak directly to your clients, consider listing the benefits the audience will get when they buy your interview, and make sure what you post will attract their attention.

Here is an example of an advert I created from an interview I had with the Barefoot Doctor:

facebook


Search

Review Ad

Please review your ad for accuracy.

Ad Preview:

Barefoot Doctor Secrets



LIBERATION

BAREFOOT DOCTOR

Don't miss out on this RARE chance to get behind the scenes access to this fascinating interview. Available for 7 Days Only!

Ad Name:

Barefoot Doctor Secrets

Audience:

This ad targets users:

- who live in one of the countries: United States or United Kingdom
- age 25 and older
- who like barefoot doctor, self help or self improvement

Campaign:

My Ads (New Campaign)

Bid Type:

CPM in Ad Space

Bid:

\$0.54 USD per thousand impressions.

Daily Budget:

\$50.00 USD per day

Duration:

03/25/2011 1:00pm to 04/01/2011 4:00pm London Time

Place Order

Edit Ad

To find out more about this interview visit this special page below

<http://www.wealthsecretsinterviews.com/barefootdoctor-2/>

If you look at the audience tab below, you can see here that I have targeted people living in the U.S.A. and the U.K. aged 25 and older and, more specifically, those who like the barefoot doctor, self-help or self-improvement.

Audience:

This ad targets users:

- who live in one of the countries: United States or United Kingdom
- age 25 and older
- who like barefoot doctor, self help or self improvement

This is the best part of creating Facebook adverts. You can target a very specific audience. It is a huge advantage compared to other forms of online marketing.

You can also use social media pages such as Twitter to get your message out. This platform is especially useful if you are going to be interviewing someone who has a significant profile.

Twitter’s success is based on tweets that get sent out and which have the ***capability of going viral in a very short space of time***. What this means is that the words you have sent out get “retweeted” and forwarded by millions of people through their Twitter and other social media links.

Here are 4 very quick points to help you in promoting your interview for FREE. Before and after your interview ...

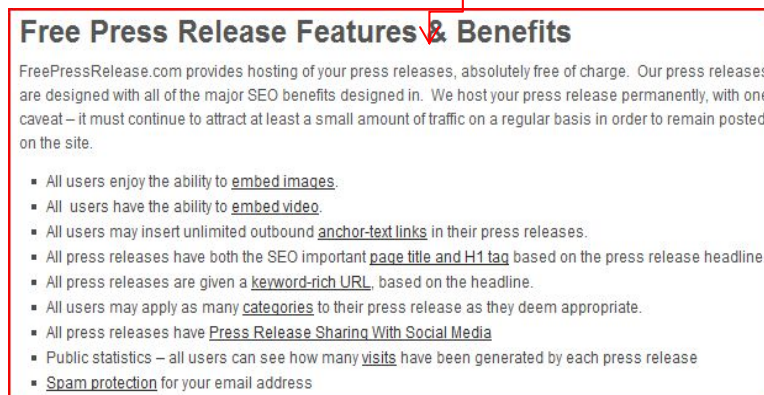
Use Videos: Do a quick video promoting the benefits to the viewer of how your guest can help them. Let’s say you are interviewing a list building expert who will be explaining in detail how to build a huge list. Or maybe you are interviewing an inventor who has come up with a 100% cure for lower back pain. Just mention how the viewer can benefit from this information. Also consider using a short video clip of your guest if you can. You might search on www.Youtube.com and www.Viddler.com to find video clips.

You must make sure that you get permission from the owner of the copyright of each clip before you post it on your web site or anywhere else.

Articles: Write a page or so about your guest and what they do; their knowledge and expertise, proof that what they teach works and about their story. Have they had to overcome challenges? Find out all you can and just put it in your own words. Then just submit your article to an article submission service like distributeyourarticle.com

Press Release: The 2 press release distribution services that I would recommend for you are PRWeb.com and freepressrelease.com Both are free to create an account, which is quick and easy. Freepressrelease.com is exactly what it says; completely free of charge. PR Web is a paid service.

I have used both and personally prefer to use PR Web because I have received a better response by using them. But, try them for yourself and let me know how you get on.



Optimize-Press: This is a great tool to use in setting up squeeze pages, sales letters membership sites, plus so much more. Yes, you have to pay for this but it will save you so much time and effort. What I like about this, is that it's so easy to set up.

If you have just one interview you can have the whole squeeze page and sales page done in a day. I’m sure you could do it much quicker than this, but it took me a day anyway. 😊

One Important Thing To Remember

You don’t have to do any of this yourself. You can get it all outsourced for next to nothing.

~ He who ask questions cannot avoid the answers ~

Cameroon Proverb

Summary

Think of creating a buzz about your interview and to build interest and anticipation.

Consider ways of expanding your client base, give away interviews for free.

Use excitement and enthusiasm in your interviews and in your promotion, and the chances of attracting more clients increases.

Blog about your expert before the interview to raise awareness, and use the social media platforms, such as Twitter and Facebook.

Consider asking your guest to do the same and even offer to write a guest blog for them.

Think of setting up a simple web page offering your interview for free.

Consider using Facebook Ads to target a specific audience.

Chapter Twelve

STEP 7: How to Drive Traffic to Your Website and Build Your List for Free!

~ *Wealth is the product of man's capacity to think* ~

Ayn Rand

How Does This Promotion Offer Work?

This is where the true value of creating an online information business really starts to work for you.

Remember when you first approached your interviewee? The angle you used was that you would promote them and their business for free.

When I set up an interview, I give the interviewee the recording but I retain full ownership rights of the interview. That means that they can use the product and make money from it if they choose and even give it away for free.

But, I do not allow for any changes to the content and graphics of the actual interview product. You do not have to do this of course, but I think this is very important, because your products need to be recognizable by your branding, especially if you want to generate earnings from them in the future.

Now the real fun begins. **(This is very important.)** Have your guest check the recording and your website so that they are totally happy with it

Once they are happy and have agreed to promote it, set up a one-page sales letter in order for them to promote it to their list and give them 100% of the money from those sales. That's right the expert gets to keep all the money. This is fantastic, it really is, because your credibility starts to grow fast, and your TARGETED list grows with it.

(Consider using [Optimize-Press](http://www.optimize-press.com) for your websites, it's really cheap at about \$100 bucks, and it creates pages that really convert for you such as squeeze

pages, sales letters and even membership sites. The best bit is that you can set it all up yourself easily, no need for a web designer any more.☺)

Let’s say an expert has a list of 10,000 subscribers. How many do you think would sign up to your auto-responder list?

Having an auto responder in place to collect names and emails is vital.

Once you start to build your list, you will be able to market other products to them that you know they would ALREADY be interested in.

Did you know that most people could leave their day job with a small targeted list of around 2,000?

~ You can't live a perfect day without doing something for someone who will never be able to repay you ~

John Wooden

Starting Out

If you are just starting out, my recommendation is to get at least ten good interviews completed.

Make sure that each of the interviews has relevant and ***good quality content.***

Package each of these interviews and be willing to ***give them away for free.***

The reason for this is that ***you need to build up a level of credibility*** and awareness before people will be willing to entrust their money to you. Even though you may not be earning any actual revenue from these products, there is a method in my madness.

One of the ***most valuable assets in any business is the client list.***

Ultimately it is your large client list that will generate revenue for your business into the future. So, giving away a few products for free in the beginning to build your client list is investing in the future of your business, right?

***~ In a full heart there is room for everything,
and in an empty heart there is room for nothing ~***

Antonio Porchia

How To Make This Work

Once you have completed the interview, you edit it, create a design for it, and produce a packaged product ready for sale.

Then, post the product on your website. Send a link to the expert you interviewed and ask them to review the product and the website. (Let's pretend here that your product is a CD interview, a transcript and a step-by-step workbook guide.)

You will need the expert's approval and support if you are to promote the product to their client list.

Once you have the okay from them, simply arrange a date for the expert to promote to their list, and allow them to keep 100% of the profits. This works like magic for you, because it helps you to gain credibility and grow your client list very quickly.

Here's a quick screen shot below from my email account on a recent interview I had done with an expert who promoted this interview to his list for free.

Subject	From	Date
New Subscriber - Andy Sacker - 6/6/2011	Jane	06/06/2011 16:18
New Subscriber - Andy Sacker - 6/6/2011	roiford	06/06/2011 16:13
New Subscriber - Andy Sacker - 6/6/2011	Ronnie	06/06/2011 16:09
New Subscriber - Andy Sacker - 6/6/2011	Kim	06/06/2011 16:04
New Subscriber - Andy Sacker - 6/6/2011	joel	06/06/2011 16:04
New Subscriber - Andy Sacker - 6/6/2011	Mel Thomas	06/06/2011 15:46
New Subscriber - Andy Sacker - 6/6/2011	cc	06/06/2011 15:29
New Subscriber - Andy Sacker - 6/6/2011	Collie	06/06/2011 15:15
New Subscriber - Andy Sacker - 6/6/2011	WILLIAM	06/06/2011 15:10

Date
06/06/2011 16:18
06/06/2011 16:13
06/06/2011 16:09
06/06/2011 16:04
06/06/2011 16:04
06/06/2011 15:46
06/06/2011 15:29
06/06/2011 15:15
06/06/2011 15:10

Can you see how quick they are coming in?

The reason this works in your favor is that the clients who purchase the product need to download it from your website or squeeze page, or order a physical CD/DVD.

I recommend starting off just having a download link. This is much easier for you because you have no production cost and no shipping or handling fees. Each time someone purchases the product, you have one more name to add to your list. We'll get to the figures in just a moment to show you how you can really benefit big time in the near future.

There are excellent auto-responder programs out there that make it easy for you to collect the client's details. It's a simple and an effective way for you to build your client list. I recommend using the AWeber service because it's a very simple auto-responder to use and I like simple and easy.

You can check them out for yourself by visiting [AWeber](#)

Other ones for you to consider which are also very good are [Get Response](#), [Mail Chimp](#) and [World Internet Office](#)

***~ The secret of success is learning how to use pain
and pleasure instead of having pain and pleasure use you.
If you do that, you're in control of your life.
If you don't, life controls you. ~***

Anthony Robbins

Next Steps

Once you have built up a bit of a good reputation for collecting and packaging interviews with valuable content, you can start selling your interview products.

Your first target market should be your interviewee's clients list.

The reason for this is to provide something that is of additional value to his or her customers. But, now that you have a level of credibility, you no longer need to give away all of the profits. Instead you can propose a 50:50 joint venture deal.

This is a very attractive deal for the expert. After all, you are still doing all the leg work of putting the product together, promoting it, setting up a web site and arranging a sales letter.

In addition you are providing them with a product that promotes their expertise.

A very effective piece of software that I have used to market my interviews, which automatically inserts a proven and tested copywriting formula into your marketing sales letter is called B.U.R.P.I.E.S. I know it is a silly name but it's super effective and you can have your own killer sales letter in as little as 30 minutes (It will save you a small fortune.)

This is my affiliate link to check it out: - [Killer Sales Letter BURPIES Software](#) or here's the direct link if you prefer: - <http://burpiesbybrett.com/>

Either way with me it's cool ☺

~ Just trust yourself, then you will know how to live. ~

Goethe

What Are The Benefits To You?

The benefit to you is that in the process, your interviewee's clients also get to know about you. There is a good chance that, if they have an interest in the topic you are promoting (for example wealth creation), they may be interested in purchasing other wealth creation interview products from your website.

Therefore, there is the opportunity with every interview you do to drive more traffic to your website and build your client list.

You can also start to offer other affiliate products or do Joint Venture (JV) deals with others whose products would be of benefit to your list.

If you are just starting out and don't have much of a client list of your own, like me when I started, then offer to give 100% of the profits to the interviewee as discussed.

All you ask for in return is a testimonial that you can use to promote the interview, to build your credibility and to access their client list. Few people will say no to an offer like that.

What you gain is exposure to their clients and an ***opportunity to build your list and drive traffic to your website.***

Once you have a reasonable-sized client list, then your ***joint venture proposal*** can be for a 50/50 split or a 70/30 split.

As part of this deal, you can include a promotion of the interview to your client list. Essentially, you are offering the interviewee an opportunity to build their client list at the same time.

~ Can success change the human mechanism so completely between one dawn and another? Can it make one feel taller, more alive, handsomer, uncommonly gifted and indomitably secure with the certainty that this is the way life will always be? It can and it does! ~

Moss Hart

What Income Can You Expect?

Things are beginning to get really exciting now.

In order for you to start earning some real income, your minimum target should be to build up for yourself a list of at least 2,000 clients.

On average, I have found a conservative estimate of an expert's list that I've interviewed is around 5,000 subscribers. You may have experts with a much smaller list, but the end result will be the same if you follow these proven steps. One expert that I had interviewed had a list of 200,000. Just think of what this could do for you!

But, let's say of that list of 5,000, only 100 decide to sign up for your interview product. That's only 2% but it's not too bad, is it?

And, you'll have 100 names to add to your list.

Is it possible that you will get more than that? Absolutely! But, let's keep it realistic. I am using an average-case scenario to show you that even with a conservative approach, you can still make money from this business model.

The idea is to repeat the process with each interview that you create a product from, so that you slowly but surely **build up your client list**.

After about 6 months, do you think that you should be close to having a client list of 2000?

YES!!!

This is when you can start to make some **profitable joint venture deals**.

Remember that you will then probably be comfortable with the interview process and your interview products will reflect your confidence.

Once you have valuable content interview products, it is very possible to sell an interview product for \$79 and \$97. Let's take the lower price of \$79.

Based on this price, here are some examples of the figures that you can expect to earn:

If your expert has a list of 5,000 and just 100 buy the product, that's \$79 x 100 = \$7900.

This is assuming that just 2% of the client's on this list decide to buy. If you agree on a 50:50 split, your earnings from this deal will be \$3950, not bad right?

If, however, your interviewee has a list of 20,000 and, of that, 500 sign up to purchase the interview, that's a 2% buy-in rate. Then, the total earnings will be $\$79 \times 500 = \$39,500$. Your 50% share of that will be \$19,750.

Now, we are talking - right?

It cannot be guaranteed that every interviewee will agree to this type of joint venture, but do not let that discourage you. It only takes a few joint ventures to get the ball rolling and you can soon be earning a nice tidy income.

***~ Even if you're on the right track,
you'll get run over if you just sit there. ~***

Will Rogers

A Win/Win For Everyone?

For these types of joint ventures to work, you need to make sure that it is a ***win/win situation for everyone***. There must be a ***clear benefit to both the interviewee and yourself***.

This takes us on to the final step in the process. How do you actually go about making money from interviews?

~ One must not lose desires.

***They are mighty stimulants to creativeness,
to love and to long life. ~***

Alexander Bogomoletz

Summary

Consider setting up a one page sales letter in order to promote your interview.

Remember at first to start off your promotions by giving away 100% of the money to the expert or anyone with a large list who will promote it for you.

Did you know that most people could leave their day job with a small targeted list of only 2,000 subscribers?

This is your most valuable asset in your business.

Consider using [Optimize-Press](#) for your Squeeze pages, Sales Letters and Membership sites. It's very simple to follow and a very good investment for you.

Remember to make sure that each of your interviews have relevant information that is ***good high quality content.***

As your level of credibility increases, you no longer need to give away all of the profits. Instead, consider a 50:50 joint venture deal.

To help with writing your sales letters I would recommend hiring a professional copywriter, but you need to be able to afford this as a good one will not come cheap. So consider using [BURPIES Copywriting Software](#) to get you started.

Chapter Thirteen – The Missing Chapter

How To Make Money With Your Interviews

~ I cannot give you the formula for success.

but I can give you the formula for failure -

which is: Try to please everybody. ~

Herbert Bayard Swope

What Products Can You Create From An Interview?

Conducting an interview with an expert is the first step to creating a successful online information business. The interview provides you with valuable resource material that you can transform into a variety of products. These products can be used as promotional or public relations items. Or, you can sell the products as part of joint ventures and generate some nice revenues from the sales.

In the previous chapter we looked at some of the figures and what sales you could expect to generate. In this chapter we look at some of the products you can create from a single interview.

The number of products you can create from an interview is limited only by your creativity. To get you started, here are some ideas of products that you can create from an interview:

A Full Length Audio CD of the Interview

This is most likely to be your base product resulting from the interview. With some minor editing you can create a product that clients will gladly pay to listen to. You can sell this as a stand-alone product or package it with several other products to create a product of greater value for your customers.

You can also consider a membership site where subscribers pay you a residual fee each month to receive an ‘interview of the month’. (I will explain more on this in a bit)

If the interview has gone on for longer than an hour, then consider breaking the interview down into 2 parts. (Allow 45-60 minutes for each part). If, for

example, you had a 3 hour interview you could break this up into 3-4 parts, making the product appear much more valuable for you to make more money. One 3 hour CD recording could sell for let's say \$79, whereas the same 3 hour interview split into 4 CD recordings could sell for \$179. That's an extra \$100 for you for just a little more cost in producing and shipping; maybe only \$20.

So that's \$80 clear profit just for the same interview split into more CDs (Don't do this 4 times for a 1 hour interview will you, this just won't work. ☺)

An Edited Audio Clip that can be downloaded from the Internet in an MP3 Format.

This is the type of product that you would use as a teaser to get customers interested in other products. Most often this is something that you will have available as a free download on your website. This is a great way to help in building your list.

Once customers have downloaded and listened to the clip, you have the opportunity to upsell them to the full audio recording or other interviews. In fact you can offer them any other products you have created or recommend as a good resource to your list.

You could also post the audio clip on social media websites such as You-Tube, Facebook and your blog of course.

A Full Length Transcription You Can Use To Create more Written Products

This is a very cheap way of adding a more valuable product that you can create from your interview.

While the full length audio recording serves as the base product for audio products, the transcript serves as the base product for all written material and products.

Special transcription software is available if you want to attempt this yourself. Alternatively, pay for a professional to do the job for you. Once the

transcription has been done, you may need to edit out some ummm’s or words that have been repeated.

Remember, what sounds good on the audio may not come across as effectively on the transcript. If you plan to publish the full transcript, take the time to edit it properly so that it is a polished product.

At www.AndySacker.com/freestuff you will find an example of my transcript. Please feel free to copy this and use it as a template of your own.

Create a Workbook to go with the Audio Recordings

This is one of the most useful products that you can offer to your customers. Use the transcript to create custom headings and subsections in the interview. Then, create questions relating to the interview. This provides an outline that your customers can follow as they listen to the audio or as they work through the transcript.

The benefit to the customer is that they get much more value out of the products. The workbook makes them think about what they are hearing and reading. It helps them to better understand the content and to be able to apply it to themselves.

Create a Top Tips Guide that covers the Main Light Bulb Moments of the Interview

Working from the transcript which is the backbone of your interview, make a summary of the main light bulb or AHA moments covered in the interview. Use this as a basis to create a small hand-held guide; something easy for your clients to carry around in their pocket, so they can refer to it as needed.

This is easy to do because all you have to do is copy and paste. You simply look at the real key benefits discovered in your interview (the moments in the interview where you went **wow, that was really great**).

Then, I would suggest having a nice professional design done matching your branding and have the top tips written out in bullet points with maybe 1 or 2 powerful quotations.

You can, of course, go onto websites such as Elance.com and post this job for people to do for you. This product is not likely one that you will sell on its own, but you can use it as part of your promotional campaigns and as a free bonus, giving more added value. Do you get it now?

Produce Articles from the Transcript and Post on Article Directory Sites.

To really get this ramped, extract some articles from the transcript, go to an article submitter service and pay them to submit your articles to around 2,000 - 3,000 different article sites. [Ezine articles](#), [Go articles](#), [article alley](#) and [article base](#) are some of the more well-known ones.

Once the article has been created, post it to your website, blog, or social media fan page. There are also websites that publish articles on various topics such as ezinearticles.com. If you are going to post it to article websites, make sure that it is “keyword rich” and “search engine optimized” to maximize the potential for you.

The reason for this is that people search for articles on these sites according to keywords. If you want your article to feature in the top search results then you should have relevant keywords written into the articles.

Also, post one of the blog articles on your website at least once a week. This will help you to create continuity for the interview that you are promoting at the time. Another great free way for you is to post your articles on your social media platforms pages or other relevant websites.

Offer the articles for the expert to post on their website. That way, you are posting as a guest on their blog. This is a great way for them to promote the knowledge that they have shared with you in the interview (and promoting you at the same time) to their regular readers of their blog posts.

Create a Report; an edited, formatted Version of the Transcript

If you are a skilled and articulate writer, then this is a product that you can easily create yourself. If, however, you aren’t a good writer then it is best to outsource (pay someone else to produce it from your transcript) this product. This product is one that must impress your clients and create an impact.

The content of the interview may be solid, but it may not read well as a transcript. Creating a report entails taking the main ideas, categorizing them, and then expanding on each idea individually.

Think of it as creating a short story from the interview.

The report must be polished and professional. It should showcase the interview and its content in an interesting and easy-to-read way.

You may want to include graphs, illustrations, charts or pictures in the report to explain the points being made. This is a really good tip to use.

The report can be packaged together with the audio and workbook as a higher, premium priced product.

Create an e-book; a more detailed version of the Interview

An e-book gives you an opportunity to expand on the concepts discussed in the interview. You can bring additional case studies and examples into the e-book to illustrate various ideas and points.

You could have several interviews on the same or a similar topic to increase the size and value of your e-book and what you are packaging together.

The e-book should be well written, formatted and indexed. An index will allow customers to glance through the content and easily pick up on the points which are of most interest to them personally.

Once again, if you don't have the skills to create the e-book yourself, then you can outsource this task to a professional writer. All you need to do is send them the interview and provide an outline for the e-book. Bingo! You will have an e-book on its way to you within a few weeks.

Create Shorter Blog Articles from the Transcript

Use the transcript and your “Top Tips” guide to create individual blog articles. Each blog article should cover a different point of the interview and should ideally be a stand-alone article. Create a captivating introduction and keep the tone conversational and informal. Remember to have a strong conclusion that leaves readers with something to think about.

As a guideline, the blog articles should be between 500 and 700 words, have paragraphs, sub-headings and bullet points. Make sure that the content is informative and relevant.

Where possible, include keywords so that the articles get picked up by search engines. You won't be able to sell blog articles, but they can be instrumental in helping you promote your other interview products.

Create Your own Newsletter

A newsletter is a great way to keep in contact with your customers and keep them up to date on information on interviews and products that you have available or coming up. You can either feature the articles as part of the newsletter or simply provide the relevant links in the newsletter so that customers can read the articles online.

Create an Online Magazine

If your business focuses on a specific business niche, then an online magazine is a brilliant way to feature several interviews and products. You can feature past interviews, current interviews as well as upcoming interviews.

There are a number of software applications available that provide templates and guidelines to easily creating your own online magazine. If you feel that trying to figure this out for yourself would be too time consuming you can outsource the task to a professional designer or copywriter.

Click on this link to see the template that I use for my online magazine

www.AndySacker.com/freestuff

Please copy this template and use it to create your own online magazine, (a free gift for you).

Edit together several similar interviews and sell them as a packaged product. It's most likely that you will have interviewed various experts that operate in a similar business niche. With some creative editing, you can batch those interviews together so that you have a product that provides a broader and more detailed perspective on a particular subject.

If you plan to do this, it is a good idea to contact the various people you will be featuring and get their consent first. It is important that the experts are aware of the association that you will be creating with other experts and that they are agreeable to this association.

If done correctly, a compilation interview product is one that can be sold as a premium product at a much higher price. If customers are interested in one interview on a particular subject, then a packaged product on the same subject is likely to be very attractive to them.

This compilation package can also be a showcase of all the expertise that you have gained access to through your interviews. It has the potential to elevate your public profile as an authority in a particular business niche. You should therefore carefully select the interviews you want to feature and make sure that the editing is professional and polished.

Host a Webinar to Promote your Interviews

Webinars are essentially web-hosted seminars where people from all over the globe can tune in at a certain time and hear you talk or host a discussion. A webinar (or online seminar) is a very effective promotional tool that you can use to introduce the subject matter of your next interview.

In it, you can share some background information on the expert that you will be interviewing, why you believe they are an expert, what they teach and some of the benefits that you'll be discussing.

Set up a Podcast of the Interviews on iTunes

By taking the audio and editing it into shorter audio clips, you can create products to use as promotional tools. Download these clips to iTunes or other similar portals to reach as many potential customers as possible.

Create a Membership Site

A great way to start earning consistent monthly income is to have a membership site where people subscribe to on a monthly basis to receive interviews each and every month. The idea is that members sign up and pay

a monthly membership fee to receive new interviews, content or products every month.

The subscription fee should be affordable to make it attractive to customers and your focus should be on obtaining high volumes of subscribers over time. Try starting out at \$27 a month. You should find that this will work well for you if you are providing x10 the value.

For example:

A membership at \$27 gets an Interview, a Transcript, a Top Tips Guide and a free Webinar.

A membership at \$47 gets an Interview, a Transcript, a Top Tips Guide and a free Webinar, free monthly Magazine, plus 2 Archive Interviews which have never been released before.

A membership at \$97 gets an Interview, A Transcript, A Top Tips Guide, Free Webinar, free monthly Magazine, plus 2 Archive Interviews which have never been released before, personal email access To You, an Advanced Strategies Webinar and a Private One-On-One Question Session with The Expert.

Do you get the idea here?

The important thing to remember is to constantly look for ways to add much more value, with little or no cost to you. This way, if your content is good, your subscriber list will grow.

Create a Video and Post it on You-Tube

To make a video, the first choice is to use video footage of the interview if you have it. But, even if you don't, you can create a video.

Find relevant pictures, illustrations or graphs or create a PowerPoint presentation that shows the main points of the interview. Make sure you have the copyright of all material which you use. This is a creative and easy way to create products that you can post on You-Tube.

~ I don't like work - no man does - but I like what is in work - the chance to find yourself. Your own reality - for yourself,

not for others - what no other man can ever know. ~

Joseph Conrad

How to make these Products Work for You

Let’s look at a practical example of how you can turn an interview into profit for your business. If you were to target the niche of health and fitness, here’s an example of how you can make money from the concept.

Choose a **specific topic** to focus on; for example: weight loss. Your goal would then be to find several experts on the subject and ask to interview them. Aim to have at least 12 different interviews on weight loss.

This could include interviews with medical doctors, nutritionists, fitness experts, herbalists, organic food producers, chefs etc.

Each interview should **cover a different angle** on the subject of weight loss. The interviews will provide you with your resource material and access to your interviewee’s lists (If they agree).

From the interviews you can create:

1. A series of 12 video or audio clips from the interviews. Clients can purchase these clips individually or as a package.
2. A step by step workbook that complements the interviews and works through the various topics discussed. For added value you might include eating plans and recipes for clients to follow.
3. A calendar that has a daily, weekly and monthly health checklist that clients can use to check their progress.
4. A monthly membership subscription where clients can get a newsletter and health-related information.

Now, package all of this together and offer it to clients for between \$197 and \$497, depending of what level of package they want to purchase.

To create these products will most likely cost you between \$1000 and \$1500.

To recoup your costs, even at the lowest price package you will only need to sell eight products. Everything after that is clear profit.

The chances are that, if you have access to your interviewee’s lists and if you promote the interviews effectively, you can sell tens and even hundreds of these products.

Can you start to see how easy it is to make money from interviewing?

~ Death is not the greatest loss in life.

The greatest loss is what dies inside us while we live. ~

Norman Cousins

Summary

Consider breaking up longer interviews into two or three parts. This is an easy way to increase the price from a 90 min plus interview.

Create a **Workbook** to go with the Audio Recordings. This complements the interviews and works very well as people like to learn in various formats, don't they? Reading, Listening and Visual.

Create a **Top Tips Guide** that covers the Main Light-Bulb Moments of the Interview.

Produce **Articles** from the transcript and post on article submission websites such as <http://www.distributeyourarticles.com>.

Create a **Report**.

Create an **e-book** which is a more detailed version of the Interview.

Create Shorter Blog Articles from the Transcript.

Promote your interview via social media by posting articles and videos. Ask experts to submit your article as a guest blog post.

Create your own **Newsletter**.

Create your own **Magazine**.

Edit together Several Similar Interviews and sell them as a Packaged Product.

Host a **Webinar** to promote your Interviews.

Set up a **Podcast** of the Interviews on iTunes.

I highly recommend that you **create a Membership Site**.

PART IV

Real Proof This Works

~ Control Your Own Destiny Or Someone Else Will. ~

Jack Welch

Success Stories

~ An optimist may see a light where there is none, but why must the pessimist always run to blow it out? ~

Michel De Saint-Pierre

Introduction:

In earlier chapters I shared with you some of my story and why I am so passionate about the business model of using interviewing to create wealth.

We have also worked through the **7 step process** showing you how to create successful interviews for yourself.

Now, I want to show you how many different people, from different continents and backgrounds, have all used this to create great levels of personal wealth.

This is not a new concept. ***People like Napoleon Hill used interviewing as a tool for wealth creation as early as the mid 1900's.*** It's one of the simplest and most effective ways of becoming an authority while increasing your personal wealth.

In this section, I share with you the stories of several ordinary people who have achieved remarkable levels of success using interviewing as one of the tools for wealth creation.

It is my hope that these stories will inspire you and show you that it really is possible. I have experienced success and so have each of these other success stories.

Your name could be the next to add to the list.

Each person applied the concepts of interviewing in a unique way. Each person has a specific niche that they are focused on. But all have been highly

successful. And you can be too. ***You can be living that life you dreamed of.*** You can have your own business and work on your own timetable. You can enjoy the same kind of success that all of these people have enjoyed.

We will explore their stories in three phases:

First, we will look at their background and what they were doing prior to setting up their own businesses.

Second, we will hear about their journey to success. We will hear what their major learning experiences were and what you can also take away from their experiences.

Third, we look at how this applies to your situation and your life. I will share some personal comments on why these people inspire me.

***~ Follow your desire as long as you live;
do not lessen the time of following desire,
for the wasting of time
is an abomination to the spirit. ~***

Ptahhotpe 2350 B.C.

Ahead Of His Time – Napoleon Hill

***~ Every man has his own destiny:
the only imperative is to follow it,
to accept it, no matter where it leads him. ~***

Henry Miller

Life Changing Opportunity

Napoleon Hill is the acclaimed author of the book '***Think and Grow Rich***'.

Written in 1937, it was one of several books on the subject of personal development and wealth creation written by Hill.

Even today, more than 30 years after his death and more than 80 years after the book was written, it remains a ***top seller*** and ***influential read***.

Modern authors such as John Maxwell rate it on their lists of must-reads. Leading publications such as Business Week still today rate it as one of the top 10 best-selling business books available.

Napoleon Hill was a man well ahead of his time. He was one of the first people to promote and write about positive thinking and self-belief as a way to better a person's lot in life.

Even though he had been born into poverty, Hill became an educated and influential man. Key positions included being advisor to President Franklin D. Roosevelt from 1933 to 1936. His positive approach to life and his work was his trademark. Yet, the meeting that was to change the direction of his life was not serving in the President's office. Rather, it had occurred almost three decades earlier.

In 1908, Napoleon Hill was commissioned to do an interview with Andrew Carnegie. The interview was to form part of a series of feature articles on successful businessmen. This was to prove to be the most influential meeting of Napoleon Hill's life.

At the time, Andrew Carnegie was deemed to be one of the most influential industrialists in America. Carnegie believed that there was a clear-cut formula to achieving success. He believed that a simple formula could be found that almost anyone could apply to their life.

During their discussions, the two men discovered that they shared a similar belief when it came to success, even though they had very different backgrounds.

Carnegie then approached Hill to explore this prospect further and document his findings in a course and workbook. With Carnegie providing introductions, **Hill was able to interview more than 500 top businessmen and influential thinkers of the day.** In each interview, Napoleon Hill asked for the person's wisdom and gained insight into their secrets for success.

Some of the people Hill interviewed included famous inventors such as Alexander Graham Bell, Thomas Edison and Henry Ford. He also interviewed

business moguls such as John D. Rockefeller, William Wrigley Jr. and F.W. Woolworth.

As a result of the interviews and his studies on the subject of success, ‘The Philosophy of Achievement’ was published in 1925 as a book titled, ‘**The Law of Success**’.

It was a joint project between Carnegie and Hill and was sold as a ‘rags to riches’ type formula for the ordinary man in the street. It was a way for anyone and everyone to achieve the ‘American Dream’.

Journey To Success

“The Law of Success” was to be the foundation of Hill’s later work. Inspired by what he had learned in his many interviews, Hill continued to develop his studies on personal success.

He believed firmly in the **power of positive thinking** and having a **major purpose in life**.

As a result of his studies, Hill claimed that almost 98% of people had no firm belief or purpose in their life and, because of this, success was beyond their reach.

Napoleon Hill is often quoted by modern teachers when illustrating the influence that a person’s mind-set has on their success.

Here is a quote from him that illustrates this:

"The subconscious mind makes no distinction between constructive and destructive thought impulses. It works with the material we feed it through our thought impulses. The subconscious mind will translate into reality a thought driven by fear just as readily as it will translate into reality a thought driven by courage or faith."

~ Napoleon Hill

In his lifetime, Napoleon Hill served on the staff of two US Presidents. His personal achievements included **authoring** at least **ten published books** on the subject of **personal success** and **positive thinking**.

How You Can Benefit

If you have not already, I would strongly urge you to read some of Napoleon Hill's books. My first choice would be the famous, 'Think and Grow Rich'.

When you start to understand the link between your personal beliefs and thinking, you open the door to achieving personal and business success.

Napoleon Hill's life clearly shows how interviewing experts can provide you with all the tools and wisdom you need to achieve success. He had no model or seven steps to follow like you do, yet he managed to ***create products from his studies and interviews*** that have impacted the world for more than 80 years.

He took the expertise and wisdom that he gained from each interview and used it to develop a model that other people could use and apply to their lives.

Inspiration

Napoleon Hill's books and quotes have been teaching and inspiring people for decades. They form the foundation of many modern self-improvement and wealth creation courses. His works have inspired many additional studies and books.

Napoleon Hill knew better than most of us what it was like to be born into poverty. He also had his share of challenges in his life, which included losing his mother when he was just ten years old.

Napoleon Hill lived through two World Wars and the Great Depression, where just making a living was a daily challenge.

Yet, through all of this, he remained positive in his outlook.

Find out more about Napoleon Hill by visiting www.naphill.org

On a side note, two books written by Andy Shaw; "Creating A Bug Free Mind" and the sequel, "Using A Bug Free Mind" are better than the classic, "Think and Grow Rich" in my humble opinion. If you want to find out for yourself, I believe you can still get the first 5 chapters for free. That's true at the time of

publication but I apologize in advance if that free sample is no longer available when you get this book. www.abugfreemind.co.uk/as

***~ So many of our dreams at first seem impossible,
then they seem improbable, and then,
when we summon the will, they soon become inevitable. ~***

Christopher Reeve

There are many top marketers like Armand Morin, Russell Brunson, Mark Anastasi and Brett McFall that use interviewing very successfully today in promoting their products and courses.

This is a very quick and easy way to develop your very own information product business. I have included some success stories here. You will realize, if you haven't already, that YOU can easily do this.

You will find these short stories very inspirational. Maybe you will be the next successful interviewer.

Let me know what you think? I look forward to hearing from you.

A Mentor from Down Under – Brett McFall

***~ All you need is the plan, the road map,
and the courage to press on to your destination. ~***

Earl Nightingale

So Who is Brett McFall anyway?

Brett McFall is Australia’s expert at making Internet marketing easy.

He has been online since 2002. His own websites sell everything from e-books to software on virtual auto-pilot, generating over \$750,000 a year from home and allowing him to take a holiday every 8 weeks *whether he needs it or not ; -)*.

He is the author of the Australian best-selling book, ***“How To Make Money While You Sleep”*** – the first copy of which sold on eBay for \$8,105.

His level of Internet marketing knowledge is so high that over 3,000 people pay him \$4,000 a year just to be taught his secrets, with many being able to leave their jobs for good.

Well-known for this ability to make Internet marketing easy to understand, Brett teaches his unconventional Internet marketing secrets to tens of thousands of people every year in Australia, New Zealand, USA, UK, Canada, Asia and the Middle East.

His incredible results have helped him share the stage with Richard Branson, Tony Robbins and Jim Rohn, as well as the best Internet marketers in the world. His success story has been featured on Channel 9’s “A Current Affair” as well as being also featured on Channel 7 and 10’s news programs.

A College Drop-Out (The Early Days)

Many of the people looking to achieve success when starting an online business are doing so because they have tasted more failure than success in their life to date.

They are either frustrated in their current jobs, feeling exploited, or they have businesses that are not achieving the level of success they had dreamed they would.

Brett McFall also tasted failure before success.

Traditional thinking has been that you need to graduate top of your class to be able to achieve success. Businesses look to employ only the top academic achievers.

So, how does a college drop-out become the most influential copywriter in Australia?

Brett McFall did not graduate from university. In fact, he failed as an English major. Yet, he did not let this stop him from finding a path to success. He started out by contracting his services to firms to create and write their advertising material.

Unlike his high school teachers, his clients recognized he had talent. At the height of his career as a consultant, he worked on campaigns for 153 different industries and commanded a daily fee of \$15,000.

While other copywriters concentrated on creating clever campaigns, Brett focused on creating ad-copy that would sell. He learned by trial and error and soon became an authority in creating direct marketing and online marketing campaigns.

Worldwide Success

Brett's expertise as an authority on Internet marketing and wealth creation is recognized worldwide. He is a co-founder of the World Internet Summit, the world's biggest Internet business event, that takes place on several different continents each year.

He has two key programs which he promotes to audiences around the world. These are in conjunction with his two books, 'How to Make Money While You Sleep' (Australian best seller), and 'The Lazy Way To Advertising Riches'.

Brett has not only proven his success as a writer and Internet marketer, he now teaches others how to achieve the same kind of success. He runs

courses and seminars all over the world where he shares the secrets of his success.

And, he still continues to use interviews today in the promotion of his seminars and training.

Inspiration In Brett's Story

If you have experienced failure, be inspired by Brett's story and don't let your earlier disappointments stop you from achieving success.

Whether it's a promotion that has passed you by, a job loss or a business project that has not worked out, simply look carefully at this as an opportunity to try something new and create a success out of your life.

Find out more about Brett McFall by visiting www.BrettMcFall.com.

~ The best way to make your dreams come true is to wake up. ~

Paul Valery

A Salesman’s Big Dreams - Joseph Bushnell

~ Three things cannot be long hidden:

the sun, the moon, and the truth. ~

Buddha

Starting Out

Soon after starting his working career as an insurance salesman, Joseph Bushnell realized that this was not what he wanted to do with his life. In fact, he later reflected that, at that time in his life, he was unemployable.

It was not that he couldn’t do the work, but that he didn’t want to work for someone else. He wanted to work for himself.

He also wanted to create a business that would provide him with the lifestyle he dreamed of. He was newly married and didn’t want to spending evenings and weekends working when he could rather be spending it with his wife.

Joseph started out by researching as much as he could on the Internet. He downloaded programs, read extensively and did everything he possibly could on his own to increase his knowledge about Internet marketing.

But, working a full time job and having to do all his studying in the evenings was leaving him exhausted and with little time for himself or his wife.

Something had to give. So, in a leap of faith Joseph resigned from his job and decided to invest in his business full-time.

In the past year he started building up an Internet following because he had faith that he could build on this to turn his business into a success.

He knew he had to find a way to get answers so that he could grow his business fast. He couldn’t wait for a few years for it to start turning a profit. He had a family to take care of.

Road to Success

Because of what he learned from his studies he concluded that content is vitally important in Internet marketing. Of course, figuring out how to create

the right content and how to place it on the website so that that search engines picked up on it was an entirely new challenge.

Because he was still finding his way in his new business, Joseph soon discovered that he was out of his depth. People wanted content and he didn't yet have the skills to deliver.

Not to be deterred, Joseph came across the idea to interview experts. It was one way in which he could become an instant authority on the subject of Internet marketing.

Joseph approached a number of leading Internet marketers and, using the exact same approach as I had, went about gaining their knowledge and expertise.

After doing the interviews, Joseph would post its contents on his blog. He was able to provide great content to his followers in this way. At the same time, it helped him to raise his profile as an expert in his chosen niche. The credibility of the people that he was interviewing rubbed off on him.

Joseph now has an incredibly successful Internet marketing business. He has more than 95,297 followers on Twitter and 10,141 fans signed up on his Facebook page at the time of publishing this ebook.

Joseph is the first to admit the value of interviewing. It gave him access to the knowledge, expertise and content that he needed in order to grow his business.

Inspiration

Joseph's story is highly inspiring for anyone looking to achieve success; he took a huge leap of faith in resigning from his job and starting his online business. This was a very brave thing to do, especially when there was no guarantee that this would work for him.

You have to respect this determined attitude, don't you?

Instead of trying to figure out everything on his own, he was wise enough to recognize that there were many people out there who had the information he needed and all he had to do was ask.

Interviewing was the key that helped Joseph to create and build the business he dreamed of having. Now, he has a steady income and the lifestyle that he’s always dreamed of.

~ Nothing will ever be attempted if all possible objections must first be overcome. ~

Samuel Johnson

Mixing it Up – Andrew Warner

~ You can't depend on your eyes

when your imagination is out of focus. ~

Mark Twain

The First Business

Some people seem to be born entrepreneurs. They have a natural talent for innovation, sales and working with people. Andrew Warner is one such person. He had started not just one, but two businesses, and he is still in his twenties.

Both businesses have been a huge success.

Learning about his personal story is hugely inspiring. His passion for people and learning is obviously a key factor in his success.

In the late 1990's, Andrew started an Internet business called Bradford & Reed together with his brother Michael Khalili. Michael had an aptitude for developing and Andrew considered himself a natural sales person, so the partnership worked well.

They started out with an email newsletter as a product and it did pretty well. But they had larger ambitions. So, after toying about with a few ideas, they developed a second product which was online greeting cards.

Initially, they designed the cards themselves but they quickly realized that this was not their area of strength. Still wanting to develop it as a product line, they coded a system where designers could create shareable online greeting cards.

With Andrew's confident sales skills, the business experienced rapid growth. In fact, they were turning over more than \$1 million a month before very long.

They were both young but had the attitude of “work till you drop”. They poured all their energy into the business until, in 2003, they reached a point where they were burned out.

Michael and Andrew decided to sell out and take a break.

Andrew’s version of taking a break was to sell up most of his stuff and spend his days traveling, cycling and reading. It was not an extravagant type of travel even though he had the money for it. Instead, he kept things simple.

The Start of a New Dream

By 2004, Andrew was getting restless. During his year off, he had spent a lot of his time reading and was inspired by several business people he considered mentors.

Andrew decided that he wanted to give something back to other business people in the community. So, he started giving talks at local colleges and scheduled one-on-one meetings with people who requested personal mentoring.

He then heard of someone that was running for President who managed to drum up support through hosting a series of meetings. Copying this success model, Andrew decided to host larger events where various business people could meet up and gain some valuable business knowledge at the same time.

The Second Business

Andrew decided to call his second business Mixergy. It was derived from the concepts of ‘mixing’ and shared ‘energy’ from the various business people.

The events were a big success right from the start. Andrew had hit on something that people wanted.

In the early days, he got distracted by the idea of creating an elaborate invitation to manage the events online. Unfortunately, he invested hundreds of thousands of dollars before he realized that he was going off on a tangent and that it wasn’t really building his business.

Refocusing, Andrew decided he needed to add more to his events. That is when he discovered the value of interviewing.

He realized that his events were attracting some high caliber business people. He was certain that, by interviewing them he could share some of their expertise with a larger, global audience.

After Andrew had done an interview at one of his Mixergy events, he would post to an online blog about it.

He found it incredibly rewarding to be learning from these various experts. In addition, he found he enjoyed creating questionnaires for the interviews.

Andrew received a great response from his online clients. Many would email questions they were interested in hearing answers to. Others would share how the information from the interviews helped them to improve their individual businesses.

Andrew quickly learned that the more interviews that he conducted, the more his online following and business grew. At the same time, he became more widely known as an interviewing authority.

Because of this, he was able to interview influential people such as Jimmy Wales, the founder of Wikipedia. Business people were willing to take time out of their schedules in order to share their stories with him.

Some stories were highlighted by exponential growth and success, but others were often a little more interesting. In one of his interviews, Andrew's guest, Greg Spiridellis shared how he watched his business get reduced to a shadow of its former self before he managed to turn things around and rebuild the business.

Mixergy is now a dynamic business that shares knowledge and success stories of business people from all around the world.

That Andrew recognized the value of interviewing was a large factor in the company's success.

He used it to build up his client base and offer them something of even greater value.

Andrew continues to find creative ways to connect with his clients and learn more about business. He doesn't promote a particular business model. He simply focuses on letting business people share their stories so that other business people can continue to learn more, in the same way as he does.

Some of the people that Andrew Warner has interviewed include:

Jeff Pulver

Dan Engel

John Warrilow

Gary Vaynerchuk

Michael Russo

Gauri Nanda

Chris Winfield

Bob Dunlap

David Friend

Paul Graham

Ben Chong

Chris Jankulovski

Guy Kawasaki

Jerry Colonna

Howard Bragman

You can find more information on Andrew Warner by visiting

www.Mixergy.com.

***~ If we don't change, we don't grow,
we aren't really living. ~***

Gail Sheehy

Summary

Andrew Carnegie, one of the wealthiest men in the world in his time, believed that there was a clear-cut formula to achieving success. He believed that, with some study, a simple formula could be found that almost anyone could apply to their life.

Consider the interviews and the studies of Napoleon Hill on the subject of success, ‘The Philosophy of Achievement’, was published in 1925 as a book titled, ‘**The Law of Success**’.

Remember, Napoleon Hill’s life clearly shows how interviewing experts can provide you with all the tools and wisdom you need to achieve the success that you desire.

The FACT is that almost 98% of people have no firm belief or purpose in their life. Take 30 seconds right now and write down your 5 major goals.

Don’t think about it.

Just do it, as Nike say.

Go On I Dare You!

Consider getting Andy Shaw’s 2-part book experience - A Step-by-Step Guide to Re-Boot your Mind for Creating The Life You Desire.

www.abugfreemind.co.uk/as.

Chapter Fifteen

How To Apply This To Your Life And Business

***~ It's not what you've got, it's what you
use that makes a difference. ~***

Zig Ziglar

What Do These Success Stories Have In Common?

One of the reasons that I love to interview people is that I am often inspired by their stories. Some have a very personal side to them. But, business often has a way of teaching you a lot about yourself too.

Some stories have aspects to them that I can personally relate to. Maybe I experienced a similar challenge or difficulty. If that is the case, I am always interested to hear how the other person approached and overcame the challenge.

Some subjects simply fascinate me and I can sit for hours as someone shares their knowledge or experience. Internet marketing and wealth creation are two of the subjects that I am incredibly passionate about.

I know what it is like to have big dreams yet struggle through life. I know how frustrating that can be.

So, when I hear about business people that have managed to achieve a level of success in a certain area of business, then I am keenly interested to hear their story.

This is why I included a special section of success stories. Each of these people has inspired me in different ways and I have learned valuable things from all of them.

As you have read through them, I hope that you too have gained some valuable insights and perhaps even some new business ideas.

This list of success stories is by no means complete. In fact, I could probably write several volumes on the successes of different business people. If you

continue to research on your own you are likely to discover many more inspiring stories.

As you read through the various stories, you may have picked up that most of them have used Internet marketing as the foundation for their success.

Some of the people featured in the success stories had a knack for sales, for sourcing information on the Internet or for coming up with creative ways in which to use the Internet to their advantage.

Other people simply saw the Internet as the valuable marketing tool that it is.

The Internet provides a global affordable platform to get products out to clients. Learning how to do so effectively, though, is another challenge.

This then brings us to the second theme, that of interviewing. In almost all of these success stories, the individuals got to a point in their business where they realized they either ***didn't have enough knowledge, enough expertise***, or ***enough content*** to make their business really grow.

It was then that interviewing became the tool that provided them with access to experts. Through interviewing, each individual could learn from experts.

They could then turn this expertise into products to market to their clients, gain more exposure for themselves and the interviewee, and have meaty content for their website or blog.

Interviewing is one of the simplest ways to gain knowledge from an authority in a specific niche. Each person has their own story, and it is often the human element to the success story that makes it so interesting. That's often what gets people's attention and makes them want to listen.

An online or Internet marketing business really lends itself to interviewing. It provides a platform from which you can market your interview materials to a global audience in a very inexpensive way.

It is no coincidence that most of these success stories are people who run their businesses primarily on the Internet.

Each of the people featured in the success stories has taken advantage of the technology available and turned it into a profitable tool for their business. Instead of believing computers are something that isolates people, they have used technology as a way to connect people.

An interesting thing is the concept of going viral. In computing terms, this simply means that a product can get exposure on the Internet to millions of people by simply using online networks. People send links to their friends and ask them to pass it on to whoever they know. ***In a very short space of time, products and ideas can be seen by people from all around the world.***

Each of the people whose success stories I’ve shown you used their networks to promote and grow their businesses successfully.

***~ A person should design the way he makes a living
around how he wishes to make a life. ~***

Charlie Byrd

What Can You Learn From These Stories?

The first thing I would like you to take away from these stories is to be inspired by their success. Most were ordinary people; they simply had big dreams and were determined to find a way to achieve them.

What I find particularly inspiring about these stories is that so many of these entrepreneurs are so young. They haven't waited until they were in business for ten or twenty years before developing their ideas. They've taken the leap of faith and done everything they could to make a success of their businesses now.

People are realizing earlier in life that lifestyle is as important as making a living. Perhaps it's seeing parents work for a lifetime and not have much to show for it when they retire that makes them want to create a better career path for themselves.

Deep down, you have a **dream of a lifestyle you want to be living**. Be inspired by these stories and know that **it is possible to achieve your dream**.

Believe it! It can happen. You can have that lifestyle. It is within your reach.

You know the old story of a couple driving around and the husband refuses to ask for directions, even though they are lost. Everyone knows he should and that it's just pride standing in the way.

Don't be that husband. Ask for directions.

Interviewing gives you the simplest and most effective way to ask for directions for your business. You don't need to have all the answers and you don't need to try figure it all out on your own. You can simply ask someone else who has already walked that road.

You can ask an expert.

An expert will be willing to give you the answers because most people who have achieved a level of success like to share their story with others. And, even if their motives are not entirely altruistic, an expert will still do the interview because you are providing them with an opportunity to promote

their business. Smart business people can spot a good opportunity when they see one.

By using interviewing, you are not only raising the profiles of the people you are interviewing. You are also raising your profile as an authority.

Soon, people may be approaching you to hear your success story. Then, you can share with them how interviewing made the difference in your business.

~ If you don't like something, change it. If you can't change it, change your attitude. ~

Maya Angelou

Summary

The Internet provides a level playing field for us all to get our products and ideas out to the world.

Interviewing is one of the simplest ways to gain **knowledge**. It provides a platform from which you can market your interview materials to a global audience in a very inexpensive way.

People are realizing now more than ever that it is lifestyle which is much more important.

Do not believe it; KNOW IT can happen for you. You can have that lifestyle. It is within your reach.

It's one of the simplest and most effective ways of becoming an authority while increasing your personal wealth.

Take advantage of the technology available and turn it into a profitable tool for your business.

Understand that business people are willing to take time out of their schedules in order to share their stories and expertise.

Your Content is King.

**~ What the mind of man can conceive and believe,
it can achieve ~**

Napoleon Hill

Conclusion

Now that you have worked your way through the book, I trust that you have found lots of new and inspiring information.

The big question is now, “What will you do with that information?”

Some of you may be resigned and say: ‘That sounds great but it is not for me.’

If those are your thoughts, I would urge you to read through the book again.

I say this because ***I really do believe that interviewing is for everyone.***

Reading through this book once again will help you to understand in more detail why I believe that interviewing can be so valuable to you and your business.

As these success stories illustrate, there are experts in every industry imaginable. Most of these experts, if approached in the right way, will be more than willing to share their expertise with other business people.

Remember, when someone is viewed as an expert:

- ✓ It raises their personal profile
- ✓ It raises their business profile and
- ✓ It raises the perception of them as an authority.

I don’t know of many business people that would turn down an opportunity to gain more exposure for their business.

Today, we live in an age where there are more opportunities than ever before for people to be living the lives that they dream of. The Internet has opened up an entirely new way of doing business.

You can connect with people from around the globe and market products worldwide for a fraction of what it would have cost if you had to do business the more traditional way.

And yet, some people still hold back, not believing that success is something that they can achieve in their lifetime.

Some believe that they are too young, while others believe they are too old.

Still others are stuck in stereotypical roles forced on them by their culture or society.

I'd like to encourage you to expand your thinking. No matter what type of life you are living now, start to believe that there is more out there for you. If you need further encouragement and guidance then get your hands on inspirational books by authors such as Napoleon Hill or other personal development experts.

Simply make the decision to start to change your mind-set and be deliberate and purposeful in your steps to do so. You will see changes coming about in your life in the most incredible way when you start to embrace a more **positive mind-set.**

Expanding your thinking encourages you to want to learn. And the more you want to learn, the more you will look to other people to help you with the learning process. This, in turn, inspires you to want to interview people so that you can learn from their business experience.

Make your mind up to be a success, and know that you have all the tools available to you right now to make it happen.

You can really do this, so start today and interview your way to success!

***"There is a thinking stuff from which all things are made
and which in its original state permeates, penetrates
and fills the inner spaces of the universe.***

***A thought in this substance produces the thing that
is imaged by the thought.***

***A person can form things in their thoughts
and by impressing their thoughts on the former substance
can cause the thing they think about to be created.***

***In order to do this a person must pass from
the competitive to the creative mind.***

They must form a clear mental picture of the thing

***they want and they must hold this picture in their
thoughts, with the fixed purpose to get what they want.
Closing their mind to all that may tend to shake their purpose, dim
their vision or quench their faith.
That they may receive what they want;
when it comes a person must act now upon the people
and things in their present environment”***

**From “The Science of Getting Rich”
by Wallace D Wattles (1860-1911)**

Useful Resources

Audacity: <http://audacity.sourceforge.net>

A Bug Free Mind: www.abugfreemind.co.uk/as

Article Alley: <http://www.articlealley.com/>

AWeber: <http://www.aweber.com/>

BURPIES software: <http://www.burpiesbybrett.com/>

Camtasia: <http://www.techsmith.com/camtasia/>

Distribute Your Articles: www.distributeyourarticles.com

Ezine Articles: www.ezinearticles.com

Elance: www.elance.com

Go Articles: www.goarticles.com

Google Free Keyword Tool: adwords.google.com

How To Make Money Interviewing Experts! Seminar:

www.howtomakemoneyinterviewingexperts.com/seminar

Host Gator: <http://www.hostgator.com/>

ODesk: www.odesk.com

Optimize Press: <http://www.optimizepress.com/>

PRWeb: www.prweb.com

Your Conference: <http://www.yourconference.com/>

Skype: <http://www.skype.com>

You Tube: www.youtube.com

Vodburner: www.vodburner.com

Recommended Reading

The Acorn Principle – Jim Cathcart

The Winners Edge – Dr. Denis Waitley

Psychology of Success – Dr. Denis Waitley

The Magic of Thinking Big – David J. Schwartz

See You At The Top – Zig Ziglar

The Strangest Secret – Earl Nightingale

Think and Grow Rich – Napoleon Hill

You Can Work Your Own Miracles – Napoleon Hill

Success Through a Positive Mental Attitude – Napoleon Hill & W. Clement Stone

How to Win Friends and Influence People – Dale Carnegie

How To Stop Worrying And Start Living – Dale Carnegie

The Richest Man in Babylon – George S. Clason

The Science of Getting Rich – Wallace D. Wattles

Rich Dad Poor Dad – Robert Kiyosaki

Rich Dad’s Guide to Investing – Robert Kiyosaki

Cash Flow Quadrant – Robert Kiyosaki

The E-Myth – Michael Gerber

How to Think Like a Millionaire – Charles-Albert Poissant

Notes From a Friend – Anthony Robbins

Awaken The Giant Within – Anthony Robbins

Life is Tremendous – Charlie “Tremendous” Jones

What to Say When You Talk To Your Self – Shad Helmstetter, Ph.D.

Skill with People – Les Giblin

Feel The Fear and Do It Anyway – Susan Jeffers

Golden Apples – Bill Cullen

The Choice – Og Mandino

The Gift of Acabar – Og Mandino

The Twelfth Angel – Og Mandino

The Spellbinder’s Gift – Og Mandino

The Greatest Salesman in the World – Og Mandino

The Greatest Salesman in the World Part 2 – Og Mandino

The Greatest Secret in the World – Og Mandino

Mission: Success! – Og Mandino

The Return of the Ragpicker – Og Mandino

A Better Way to Live – Og Mandino

The Greatest Miracle in the World – Og Mandino

Thought Vibration – William Walker Atkinson

Acres of Diamonds – Russell H. Conwell

The Kingship of Self-Control – William George Jordan

As A Man Thinketh – James Allen

How to Make Money While You Sleep! – Brett McFall

Money For Nothing And Your Property for Free – Andy Shaw

"Creating" A Bug Free Mind – Andy Shaw

"Using" A Bug Free Mind – Andy Shaw

The Seven Habits of Highly Effective People – Stephen Covey

Lateral Thinking – Edward De Bono

Think Big And Kick Ass – Donald Trump

The Tongue A Creative Force – Charles Capps

Screw It, Let’s Do It – Sir Richard Branson

Tribes - Seth Godin

Author’s Disclaimer

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Therefore, we do not guarantee or imply that you will get rich, that you will do as well or make any money at all. There is no assurance you'll do as well.

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Making decisions based on any information presented in our products, services, or web site, should be done only with the knowledge that you could experience significant losses or make no money at all.

All products and services by our company are for educational and informational purposes only. Use caution and seek the advice of qualified professionals. Check with your accountant, lawyer or professional advisor before acting on this or any information.

Users of our products, services and web site are advised to do their own due diligence when it comes to making business decisions and all information, products, and services that have been provided should be independently verified by your own qualified professionals.

Our information, products, and services on this web site should be carefully considered and evaluated before reaching a business decision on whether to rely on them.

You agree that our company is not responsible for the success or failure of your business decisions relating to any information presented by our company or our company products or services.

Would You Like Some Extra Help?

This is really simple for you to do.

Now that you’ve discovered my simple 7 step system for ‘making money interviewing experts’, you may be thinking to yourself ‘What’s next?’

Well, I have some good news for you.

As you have invested in this book, I would like to reward you with a gift.

Does that seem fair?

I want you to succeed. To help you in reaching your goals and increase your chances of success, you are invited as my special guest to attend the next “*How to Make Money Interviewing Experts! Seminar*”!

You can even bring along a friend for free.

These tickets are valued at \$497 each, so be quick while your seats are still available. Tickets are strictly on a first-come first-served basis, so I apologize in advance if they are no longer available for you.

And, if you have any questions about this book please email me on feedback@andysacker.com

I really appreciate it and will answer them at the seminar.

I will be looking forward to meeting you in person in the near future where I will show you even more secrets.

Your voucher for the Seminar tickets is one the next page.

See you soon!

Warmly,



Andy Sacker

Live Life With Passion ~ Dream Big Dreams ~ Inspire Others

Special Gift from ↵

Andy Sacker

¶

How to Make Money Interviewing Experts! ↵

Seminar voucher x 2 (value of \$994) ¶

Congratulations for investing in this book. To reward you for investing in yourself, this book comes with two complimentary tickets. You can attend any How to Make Money Interviewing Experts Seminar in the U.K. which provides more techniques, steps and extra secrets which could not be explained here due to space limitations. This exclusive invitation may very well be the SHORTCUT you've been waiting for. ¶
For a limited time only you have a unique opportunity to reward yourself and take yourself to the next level... ¶

The most comprehensive business and entrepreneurial opportunity using interviewing ever imagined. ¶

For more information and to secure your complimentary tickets valued at \$994 simply register online at: - ¶

www.howtomakemoneyinterviewingexperts.com/seminar ¶

Conditions ¶

This special offer is strictly for purchasers of this book. ¶

Proof of purchase is required. ¶

These Readers Have a Message for YOU

Don't take my word for it that this book can help you improve your future.

Please read what other readers are saying about, "How To Make Money Interviewing Experts"

~ ~ ~ ~ ~

"Absolutely awesome. Full of great info and easy to follow steps on how you can profit from interviewing experts... and even become an authority yourself.

These ideas actually work. Grab yourself a copy today you just won't regret it. Well done Andy, I love it!"

Steven Essa www.stevenessa.com Australia

~ ~ ~ ~ ~

I just want to say I have read your new book "How To Make Money Interviewing Experts". You are absolutely spot on. A perfect book that is in fact a perfect business model for newbies, intermediates and even advanced marketers.

It works across all niches, and there are no additional costs. If you have not made any money online, then try this innovative and fun way to start. I had an expert interview lined up before completing the book and so can you!

This book will undoubtedly become a best seller and the earlier you act on it the earlier you can make your mark. At last an actionable book with accurate information. If you want to invest in your future this book is the starting point.

Catherine Ford, London, UK

~ ~ ~ ~ ~

"What an amazing resource you've created. There's a lot of content here, easy to follow steps, details of how to do it, proof it works, etc.

You also make it very easy to understand and do a good job of reassuring the reader that they can do it too. Nice work Andy!"

Jim Cathcart www.jimcathcart.com Thousand Oaks, California, USA

~ ~ ~ ~ ~

"I must thank you for writing this book. It is without doubt the most thorough and comprehensive blueprint I have ever read on this subject. I really enjoyed the comments about using energy and enthusiasm in an interview. This is so true and I commend anyone looking for an all in one content laden book on this subject to buy your enlightening book."

Tim Holmes Cessnock, Australia

~ ~ ~ ~ ~

"Your book is so simple to follow.... I had great results before I finished it! I took just one idea and did a forum post, looking for 'experts' I could interview. Overnight, I've had an acceptance from a 'Top' expert... He's happy to be interviewed and even suggested some great questions. Unexpectedly, I've also had two requests to interview ME as the niche 'Expert'. You've got to love that bonus!

Grant Nielsen Retired Small Business Owner

Borroloola, Northern Territory, Australia

~ ~ ~ ~ ~

"I would like to say thank you to Andy for writing this book and putting all his energy and enthusiasm into it.

Andy will if you follow his seven steps take you from beginner to interviewer and the best advice I can give is make sure you read it to the end then go and DO IT!"

Mike Flynn Essex UK

~ ~ ~ ~ ~

"For a budding entrepreneur who wants to create an income whilst chatting with world class experts I think this is a perfect blend.

What Andy has done is produce the most concise and professional explanations I have ever seen for doing something which I think everyone would like to be able to do.

It's a must read if you want to know how to get to interview, market and profit from getting to chat with people who inspire you."

Andy Shaw www.abugfreemind.com/as West Sussex, UK

"Before I was even half way through, I was using the content. There are so many unexpected ideas on questions to ask, where to find people in my market to interview and other great tips on how to maximize my interviews. It was all so simple; I was able to quickly use the ideas. All those tools and extra resources help make things easy. Andy's enthusiasm is motivating."

Kerry Searle Nursing Educator Gold Coast, Australia.

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"This is a truly inspiring book that was created and written from the heart by my good friend, Andy Sacker. When I first met him in 2010, he was interviewing a multi-millionaire trading expert and mutual friend, Nik Halik, The original Thrillionaire...

After approaching and connecting with Andy, I knew that he was and is a very special person. And this book highlights just how far Andy has progressed with interviewing world leading experts, and now helping others to do the same so that they can learn and profit, just as Andy has.

This is a real 'simple' opportunity in helping others to realize their true potential, and is just the tip of the iceberg. This is the one book you have to read, and I highly recommend it. Well done, Andy!"

Valerie Lothian London. UK

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"Well written, a very interesting book."

Jose Fredricks Plymouth, Devon. UK

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"In short, this book is fantastic - great information and nicely written."

Brett McFall www.brettmcfall.com Gold Coast, Australia

"Andy Sacker is one of the nicest and most down to earth people I know. I have had the privilege to witness his journey over the past few years and have recently read his book "How To Make Money Interviewing Experts".

What I can say is this: it's packed full of fantastic, insightful and practical guidance that will help you achieve your goals both personally and professionally, just by talking with people! It's a great strategy to follow and Andy shows you step-by-step exactly how.

If you get the chance to read Andy's new book. Read It, Twice.

If you get the chance to meet Andy. Take It.

If you get the chance to work with Andy. Seize it with both hands."

Stuart Murray <http://www.thecommute.co.uk> Nottingham, UK

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"Talk about an A-Z of making money through interviewing. Andy has included everything you need in his excellent book. The section with the 7 Steps is particularly compelling alongside the message that anyone can do this stuff!

And I love the clear way that the whole book has been laid out; it makes everything seem so simple and straightforward.

Well done Andy; it's brilliant!"

Jo Dodds Hythe, UK

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This book is dedicated to all of you who have a dream, and a passion to fulfill it.

Always remember the hills ahead

Are never as steep as they seem.

And with faith in your heart start upward

And climb till you reach your dreams.

~ Unknown

Author's Dedication

With Very Special Thanks To...

My wonderful wife Julie for always being there for me, for your unconditional love, your time and constant support. You are a living example of an angel, I will always love you. To my three beautiful children, Harrison, Elliot & Lily you teach us something new every day, we are so blessed to have you in our lives. We love you so much.

To my parents for their continued support and unconditional love, I am so very thankful to you both for all that you have done and continue to do. Love you Mum and Dad.

I would like to show my sincere gratitude to all the friends and mentors who have helped to make a difference in my life and to show me that there is a better way. I will always be forever grateful.

A special thank you to my friend and mentor Brett McFall for his time, knowledge, support and his belief in me, that I could do it even when I doubted it. You are the best without a doubt 'the real deal' and inspire me to greater accomplishments. Thank you for being a light.

I'd also like to express my gratitude to all of my valued guests on the 'wealth secrets interview' series without you this never would have been possible.

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To Joey Bushnell, Andrew Warner and Brett McFall your contributions to this book will help make a positive impact on the lives of other people.

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