

# **REPURPOSING:**

## **How to take what you know and sell it in 19 different ways**

This is a transcript of a live recording, edited for clarity.

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Welcome to the Virtual Studios of Antion & Associates. I'm Tom Antion and I will be your host for the evening. We are broadcasting tonight, as always, from 'The Great Internet Marketing Retreat Center' where people come in from all over the world to study Internet marketing in the lap of luxury.

Tonight's topic is Repurposing: "How to take what you know and sell it in 19 different ways". Let me tell you, here's how it works.

There's actually more than 19 ways on tonight's call but I usually have to get the sales letter out for these events way before I finish the actual notes for the Teleclass. I do a quick count of the things I'm going to teach and then I always think of other ones by the time the class rolls around. So, you can depend, when you hear something from me, you're going to get more than you bargained for.

Why this topic and why now? For many of you, these are tough times and I want you to maximize your sales from every piece of knowledge you own or that you can create or have somebody else create for you. I'm going to show you tonight how to take your knowledge and format and sell it many, many, many different ways.

## **NEW DISTANCE LEARNING SCHOOL**

As always, we'll just do a few short announcements before we get started. My new distance learning school is in full swing and we're working toward accreditation.

It's at 498 South Independence Avenue in Virginia Beach. That's pretty ironic because what I teach people gives them independence and that's where I placed the school. Visit the site at <http://www.IMTCVA.org> This is the only licensed and independent Internet Marketing school in the country. It took three years of close scrutiny to get the license. The reason I did it was to set myself apart from the myriad of scammers in this field. Check it out.

## **E-MAIL E-COURSES**

Let's get started on tonight's topic. First thing is and this is one of the easiest products on earth to create is an eCourse via Email. Remember, we're talking about taking knowledge of yours and repurposing it in many different formats. The first one is an eCourse via Email.

We always use plain text for these because Email delivery is tough nowadays and html emails get a big negative in the spam filters out there, so you just use plain text.

Anybody out there, tonight after the call, if they felt like it, could sit down for a couple of hours, take their topic, break it down into five or seven parts. Make five or seven Emails and put it into what we call a sequential auto-responder. This is something that will deliver it automatically each day or every couple of days or once a week, whatever you set it, to the recipient - the person that signed up.

Plain text eCourses or eCourses via Email can be either paid or free. If any of you ever heard about the guy that was on 'The Secret', his name is Joe Vitale, they call him Mr. Fire, he's got like a \$1500 eCourse. He originally did it because he wanted to pay cash for a new BMW and he did. I haven't checked lately if it's still running but for years, he ran his very expensive eCourse. You can do the same thing.

My first eCourse brought in about \$7,000 the first week and it was a free eCourse. Now you say, "How has that happened?" Here's a point for you. I want you make sure that each piece of the eCourse has something that they can buy - 90% or more information and 10% or less something to buy.

At the bottom of each Email I said, "If you're really serious about this, here you can buy this CD for \$200 and it's going to tell you everything you need to know." \$7000 in the first week from that free eCourse and that eCourse is still running today although I've updated it quite a bit over the years. So, eCourse via Email is the main thing.

How do you deliver these things? We use <http://www.KickStartCart.com> Many of you know I'm the largest reseller in the world for this very powerful complete shopping cart system that helps run your business and collects money and does all this kind of stuff. It has the sequential auto-responders that you would use to deliver the eCourse.

## **E-COURSE IMPROVEMENT**

Let me take a side bar here and tell you the modern way to deliver an Email eCourse. The problem is that Email delivery is down. It's harder and harder to get Emails through filters. The longer the Email is, the harder it is too because innocent word combinations can set off the spam filters and it makes them think it's spam and the person doesn't get a part of your eCourse.

In the beginning when I used to do this, I never got any complaints. They would get all seven pieces of my eCourse. As the years went by and the spam filters got tougher, people would complain that they didn't get every piece of the course. It was a big hassle, because I have pretty large numbers, for me to stop everything and go and find it and copy and paste it and Part 3 and Part 6 or something. I devised a way to get rid of that problem.

This is what I want you to do. I do want you to have your course as five or seven separate pieces, delivered per day or per week, . . . whatever. What I want you to do is put the entire course in one file and convert it to a PDF file. Then in each piece of your course, I want you to say, "For those of you that missed a piece of the course," or "if you're just too impatient and you want the whole thing, click here and you can download the entire course."

As soon as I did this, and this is probably seven or eight years ago when I first needed to do this, not once, . . . I can't remember one in the last seven or eight years where I've had to respond to somebody not getting a piece of my eCourse. You put the whole thing in a PDF file and put it in

each part of the course. That way you don't have to fool around with people that missed it.

## **E-COURSE ON THE WEB**

Another way to combat poor Email delivery and get people to your website is an eCourse on the web. There are two ways to do this. One of them involves sending an Email again. You would send a short Email.

Short Emails get through the spam filters easier - that's a good thing - with a link to where they take the course or one part of your course on your website. It gets them to go to your website to take a piece of the course. Each piece of your course could be on a hidden page. It's got some weird URL or address to it so nobody could guess it and then what happens is, you give them the first part of the eCourse and they click over and take it on your website.

While they're at your website, you can show them all your other stuff. It's much easier when they're at your website. Then, they get the second part of the eCourse through Email and they click over to Part 2 on a hidden page on your website, and so forth. That's eCourse on the web.

The other way to do it is to simply let them go from page to page to page and take it all at once but they're on your website the entire time. You don't have to do any Email here if you have significant number of visitors to your website. That's an eCourse on the web.

## **AUDIO E-COURSE**

The next kind - let's ramp it up a little bit - is an audio eCourse. This is where they would get a short Email with a link to a hidden page that has an audio file on it that they can either listen on the website or download to their MP3 or iPod player or smartphone. We're going to talk about those more in-depth later. So, that's an audio eCourse.

We use a program called [Audio Generator](#) , It's very easy to put audio on your website with this program. It's got a lot of benefits. One, it will deliver audio postcards, it will put audio buttons anywhere you want even in eBay auctions and things like that. It's very versatile.

It costs you about a dollar a day but the cool thing is if you recommend it to three people that use it, you get it for free. And then once you recommend it to the fourth person, not only do you keep using it for free, you start getting a check from the company. It's beautiful. I've been doing this for years and I get checks from them every month because I recommend it. It's a beautiful service and I still get to use it for free and I use it on probably 60 or 70 different websites. The audio files are held on their servers. It doesn't even eat up any of my space. That's an audio eCourse.

## **VIDEO E-COURSE**

Let's ramp it up again to a video eCourse. You can use either regular video of you teaching something or you can use screen capture video which we'll address just in a moment. Same thing, your videos are on hidden pages in your website.

These hidden pages that I'm talking about, you could secure them and make them password protected if you wanted to. However, sometimes just because you can do stuff doesn't mean it's worth the trouble. In many of these cases, especially if these are free eCourses, if somebody does trip over at it accidentally, you're still further ahead because they found you, at least. Maybe you didn't get their Email address, but at least they found the video. If they're paid videos and they're really high,

very expensive ones, maybe you want to secure the pages. But in most cases, I don't bother because they're not easily found. So, that's a video eCourse.

## **VIDEO COURSE**

This is just the same type of course as the video ecourse, but it's delivered all at one time and possibly protected behind membership software. I have some video courses that are simply on hidden pages of one of my websites. These are frequently combined with a pdf synopsis of what the videos teach. An example would be <http://www.CopyWriting901.com> where I go in depth on the most important business skill I've ever acquired in my 40 plus years of business.

## **SCREEN CAPTURE VIDEO**

Now, let's talk about Camtasia video. Camtasia is a brand name of a screen capture video program. I can't tell you how much money I've made - I mean millions. I've been using this program in its various formats since the year 2000. Almost 16 years straight I've been using this. You can see a sample of it on the web at <http://www.HowToUseAShoppingCart.com> . These screen capture videos are where anything you can display on your computer screen, you can capture it and narrate over top of it and then replay it in some format. The program is now very sophisticated.

I remember in the old days how much trouble I used to have for this but right now, the newer versions of it, you can make beautiful screen capture videos. The program has a beautiful menu system if you want to make interactive cd roms or DVDs. People can navigate the whole thing where in the old days, it was just really a lot of trouble to do this. Now, it's very easy to put a menu on it.

These things have a very high perceived value. One CD that costs me the same amount to duplicate as an audio CD, I sell for \$199 because of

these screen capture videos. This is Camtasia where you can put your information out like that.

They have a super-duper light version. It's called Jing and a middle level paid version called Snagit. All can be found at <http://www.Techsmith.com> and you can sign up tonight. You download and install it to your computer.

Let's say I do a lot of training with people online but sometimes I'm trying to explain stuff and if they could just see it, it would save me like 3,000 words trying to describe it.

If you download Jing or snagit, you can immediately push one button on the side of your screen, drag your mouse over what you want to do, narrate what you're talking about and they'll see it on the screen.

Click another button, either save it to your hard drive. But in your case, if you want to show it to somebody, you click this other button, it loads it up to a free hosting place called Screencast and gives you a link that you can give to the person in an instant message or Email it to them and they can see exactly what you're talking about.

The whole thing that I just described could take place just as fast as I just described it. This is totally free by the same people that make the fancier version of Camtasia. I would say get using that. You probably could sell them too if you want to.

## **E-BOOKS**

Let's jump in to eBooks. Some of you have heard me talk about eBooks before, but not the way I'm going to talk about it tonight. There are a lot of new breakthroughs that you need to know about. I'm still not in favor of fancy eBooks on a PC computer or MAC that turn the pages and do all that stuff, usually not on a MAC, usually on a PC. The reason I'm not in favor of them is because these are exe files or these are the files that people are afraid of because they carry viruses.



We still, to this day, for most of our eBooks, use simple Microsoft Word to Adobe Acrobat PDF conversion. That's the way we do it.

Don't waste your breath or any of your finger power emailing me and saying, "Hey Tom, I found this cheap PDF program." I won't even answer you because I'm all for cheap and inexpensive and free and I'm the first one to tell you when something's good. But none of those things can hold a candle to Adobe Acrobat.

I'm not that big a fan of Adobe to start with, . . . the company. . . , but Acrobat is what you need even though it's a little pricey. Don't do anything else. It will work and it works great. So, Adobe Acrobat.

In eBooks, all the work is done in your Word file and then you convert it to Adobe. Virtually, 98% of everything is done in a Word file. The only thing you do in Adobe is you can put security functions on.

You can make it so people can't print it or copy and paste it and things like that. I very seldom even use those. The main thing I do is I put a password on so that they can't change the document or just take my name off and claim the whole thing is their own.

## **Kindle**

There are many wild and crazy ebook formats, but they're a total waste of time compared to Amazon's Kindle This is the big one. Kindle is an electronic book reader. If you don't think it's catching on, I was down at Applebees having dinner. I see a guy at the bar drinking beer like a fish and he's got a Kindle Reader in front of him. And I'm thinking, "Wow! I guess eBooks really have come full circle now. They are showing up in bars."

You must really learn about Kindle. I have a free webinar on this at <http://www.TomAntionWebinars.com>

Folks I've been selling on the web now since there was a commercial web starting in 1994....that's over 24 years. Amazon's Kindle is probably the best opportunity I've seen in all those years. Find out why by watching the webinar.

## **CELL PHONE NOVELS**

This next one, in the 20 plus years I've been teaching Internet stuff, I would have never in those 20 years recommended if somebody came to me and they were fiction writers. I would have discouraged them. I would talk them out of joining my mentor program. I would have said, "Good luck to you." Stephen King couldn't do it, how do you think you're going to do it?

Well folks, times have changed. In Japan, the Top 10 printed novels started out as what we call 'Cellphone Novels'. Each one of them sold 400,000 copies just for people to read them on their cellphones. This is just unbelievable to me. If you're any closet case novelist out there, I want you to go to Google and type in cellphone novels and you'll find enormous amounts of information about it, what's the phenomenon that's happening.

Like I said, I would have never recommended people trying to sell fiction but here we go. It's working. Just type in cellphone novels and that's another way to sell your stuff. You can also do very well with fiction on Kindle.

## **CDs**

This is the next thing and this is a big one. I think you're crazy if you are not set up to make CDs. This is like having a printing press for money right at your keyboard. The recording software to do it runs from free to about \$55. This is like a nothing investment. We happen to use Sony "Sound Forge Audio Studio". You will see different iterations of this. Some are called Sony Sound Forge. Some are called Sony Sound Studio. Whatever it is, it should cost you about \$65. If it's \$300, you got the wrong version. That's for musicians that has 24 tracks and stuff on, you don't need that. If you're on a Mac, you've already got "Garage Band" on your computer.

If you're going to do this, sell your information via CD, you do need to put tracks on your CD. Yes, you can do it in Sound Forge but it's very cumbersome. We use Sound Forge for recording and editing because it's just beautifully easy. We use another program called "Nero" to put the tracks on. I suppose you could use Nero to do the recording too, it's just the way it worked out for us. We have two programs - one to record, one to put tracks on.

You do need a decent microphone. You can get a studio quality microphone for under \$100. We get stuff from the Internet Audio Guy. I'm talking to you right now through an audio Technica studio microphone. Hopefully, it sounds pretty darn good. To use a studio microphone through the telephone, you have to buy a bunch of extra equipment.

To just record directly into your computer, you can get a USB studio microphone, plug it right in. With that and your software for less than \$175.00, you've got a really high quality recording studio. For years, I just did it using the telephone microphone. So, don't feel discouraged, "Oh, I can't spend \$175 right now." Just get any kind of crap microphone but get the software and get started doing this because like I said, it's like a printing press on your computer.

## **PACKAGING, DUPLICATION AND REPLICATION**

For packaging of CDs and DVDs too, we get almost everything from <http://www.PolyLineCorp.com> . You get a catalogue from them and also get a catalogue from <http://www.DiscMakers.com> . For duplicating, I suggest you find a duplicator near you to save on shipping because it's become quite a commodity in recent years. Anybody can do it just as good as anybody else. You just want to save on shipping.

With the amount of volume we do we could afford to buy a duplicating machine. You can do that if you have enough volume. If you have super high volume, you don't want to duplicate. You want to what they call 'replicate'. This is where you pay a couple of hundred bucks up front

and they make a thing called a “glass master” and then your replicated ones can get down to maybe \$0.30 or less if you're doing really high quantities.

It's not worth the labor to do it yourself if you're doing super high quantities. For us, we got our discs down from about \$2.15 to \$0.76 by doing it in-house. Plus there's a little labor, so it's probably a little bit more than that.

## **AUDIO FILE FORMATS**

Once you have recorded and edited a high quality file on a PC, it's called a wave file, .wav. You can convert the file to other file formats after it's all edited. Even with the cheap software, you can put music on the front and back. It sounds beautiful. But you can convert the file to MP3 for distribution in other methods. MP3 is also the file format you'll use to put excerpts on your website and we also use it even on our ‘on-hold message’ on our phone system.

That's a way to promote yourself. Get a little box that plugs into your phone and if somebody's on hold, they hear you talking. That's a sales technique.

## **TRANSCRIPTS**

Before we go into more details about MP3, because there are a lot of little things I want to tell you about that, let's take a look at another repurposed product that you can have once you record something and that is called transcripts (what you are reading right now).

A transcript can be either a physical or digital product. The one I'm working on now, in about 30 days, you're going to see a whole new section of the Speaker Shop just for transcripts. We're going to go back to all of our audio recordings and the ones that I feel are the best sellers, I'm going to do them first and have them transcribed.

Transcripts by themselves, if they're exact transcripts don't really read very well but people still like them and buy them. I know a guy, his name is Mike Litman, some of you may have heard of him. I was already making millions of dollars and he was just a crazy emcee at one of the events I was speaking at. What he went out and did was he interviewed a bunch of millionaires and put them in a book called 'Conversations with Millionaires'. He ran the book up the Amazon best seller list using the Amazon Best seller technique when it was at its infancy, and he sold a bunch of books.

To be honest with you . . . and I would tell this straight to his face, you can barely stand to read one page of it. When you just have straight transcription, it just doesn't read very well. Still, even with that being pitiful, it kicked off his whole Internet marketing career.

I don't want you to make pitiful transcripts. At least you should go through them and change them a little bit to make them more readable. A lot of you have heard of <http://www.Elance.com> (now <http://www.Upwork.com> ) It's so well-known, some of the prices a getting a little outrageous. I went to <http://www.GetAFreelancer.com> and put a bid out and all my transcriptions are probably \$100 less per recorded hour than here in the US.

I'm even going to give you my contact there in the Philippines. It's Maria Felicia Jazmines de Guzman. I know she speaks English better than I do. Here's her Email address [mfdjdeguzman@gmail.com](mailto:mfdjdeguzman@gmail.com).

If people listening to the recording of this . . . maybe this girl won't be around . . . but if you just go to one of these freelance sites, I'm telling you, you can get some awesome freelancing.

The one thing I feel a little bad about is the transcribers out there in the USA who are just crying right now when I tell people this because they charge probably about \$120 an hour or something here in the US.

Here's my message to you transcribers: you are a service business. Here's a message actually for everybody out there: if you're a business that adds value to somebody else's business, you can name your ticket. If you're a business that just services another business, you're always going to be subject to lower price and people are going to undercut you and they're going to go for price.

I don't want to blow my own horn, it doesn't bother me too much but that's what I've been my whole career pretty much. I can't tell you how many businesses that are making it now because of me. I added value to them. Not only that, I taught them how to make money on the Internet.

I also taught them how to save money on their websites so they don't get ripped off by web designers and all that stuff. I added permanent value to their business. That's why I get the money I get nowadays. If you're just doing a service, you're always going to be subject to them looking for a better price. Keep that in mind.

Transcribers, I'm sorry, but take your skills and make some products for yourself and add value instead of just doing the service. You can type real fast, we know that.

### **MORE ON MP3**

. . . the audio format. Let's talk about some uses for MP3. You can put MP3 on a CD. Now, I have to take a side bar here and explain to you some differences about audio CDs and MP3 data CDs. Let's take an audio CD first.

An audio CD will hold about 1 hour and 15 minutes of audio. It will play in anybody's car, it will play in their home stereo and it will play in their computer (as long as they have a cd/dvd drive) through their various media players, like Windows Media Player. That's an audio CD, you get about 1 hour and 15 minutes and it will play everywhere.

An MP3 data CD, this is where you're actually just putting MP3 files on a CD. Literally, you could put 50 hours or more on one CD. That's the advantage if you're just trying to maximize your storage. It's not really an advantage from my point of view as a marketer because I want to package things big. I'd rather have 50 CDs so that you feel like you're getting a big pile of stuff rather than one CD. I can charge more for that and so can you.

Anyway, if you had a data CD with 50 hours of MP3 on it, it's not going to play on everybody's car. It's only going to play in people that have really fancy cars that are very modern, that have the fancy stereos that will play MP3. If you put one of these out to just the general public, you're going to get massive customer service problems because it won't play in their cars.

It probably won't play in their home stereo either unless they have a real modern stereo. Then again, you're going to have problems. It will play on their computer through their media player. You take the possible advantage of high storage capacity if you put MP3 on a CD but you cut down a lot of the places it will actually play. That's the difference. An audio CD will play everywhere but you only get 1 hour and 15 minutes. Data MP3 CDs will store a lot but won't play everywhere. Good you got that.

## **QUALITY VS FILE SIZE**

One other side bar I got to tell you about MP3. MP3 is a variable quality audio format. I'm going to give you a little example here.

Let's say that you recorded 1 hour in stereo on a CD, and just to use round numbers for you, that file that was going to go on a CD was about 600 megabytes. Pretty darn big!

A CD will hold about 650 megabytes but you created a file in stereo that was 600 megabytes. The first thing I want to tell you is that probably it



didn't need to be in stereo if it's just a spoken voice with a little music on the front and the back.

If you happen to have a violin section in your bathroom and a horn section out on your lawn, maybe you need stereo hahaha. But I don't know anybody who needs stereo selling information products. If you just recorded in mono, now you would only be using 300 megabytes. It cuts the whole thing in half.

Let's say, you did it in mono. You got an hour-long file and it is 300 megabytes at CD quality. It is beautiful, the highest quality that you could make on a PC computer. By the way, a lot of this stuff transfers to the MAC. It's just they're probably using Garage Band and it's a different file format. Still, you can get super high quality on a MAC also.

Here's what I want to tell you about CD quality MP3. Remember MP3 is compressing the file so that it's smaller. This file isn't as big and it's easier to manipulate. CD quality MP3 for that same hour long mono file would be 10 times smaller or about 30 megabytes.

I told you the MP3 is a variable quality. That means that I could take the quality down much further and make the file size even smaller. When you get the link to this call tonight, along with everybody else who's not on the call, I have found that I can take it down to about 10 megabytes for an hour. That is still good enough to listen to. You can clearly hear the words but it's just a little fuzzy on the edges.

How are you going to figure this out when you're working with your recording software? There are numbers that are associated with these qualities. CD quality MP3 - and don't freak out, I know some of you probably lost me in this section already. Don't worry about it. With five minutes of tutoring, you're going to be fine with this.

CD quality MP3 has a bit rate of 128 kilobits per second (kbs or kbps). Basically all you would be doing is pick them from a list. It will say, 'What quality do you want for your audio file?' You will either pick a preset of CD quality or it might have a little section called 'bit rate'. You just pick 128 and you know it's going to be really high quality but 10 times smaller in the file size.

I have found that I can go down to 24 kilobits per second and it still sounds good enough. That's what you're going to get tonight. Now, the file size is 30 times smaller, it's only 10 megabytes.

This is the kind of stuff you'd most likely play off your website or have downloaded to people's smartphones and so forth unless you are a real audio geek and you really wanted your favorite song in high quality.

But for distribution, I found that 24 kilobits per second is good enough. You can go as low as 8 kilobits per second but that's like one step above static. We never go that low. That's a little bit about MP3.

## **MP3 ON THE WEB**

The next usage is MP3 on the web. This is where you'd take a small file sized MP3. Remember, you still recorded it in high quality and you've kept a copy at high quality, you're just making copies at lower quality.

You can't record at low quality and then jack it up to great quality. You have to start with great quality and then reduce it. When you're on the web, you can give away audio files and get people to give you their Email address. You'd say, "Get a free hour-long audio file on XYZ. Just fill in your name and Email address right here and you'll get it immediately through Email." The files won't actually be coming through their Email. There will be a "link" to it in their Email.

I've always got to throw in side bars folks. What I just said is that you always want to tell people that something's coming through Email. Why do you think that is? If they know that they're going to get instant

access, a lot of people will put crappy or fake Email addresses in because they know the screen is going to go directly to the download. You want them to think that they have to put their good Email address in or they won't get what they want.

## **PRE-LOADED MP3 PLAYERS**

The next thing is really cool. This is MP3 on pre-loaded players or iPods. People really love this. I made \$53,000 in three days just with this idea. The idea is just you pre-load your stuff, your audio files onto an MP3 player and you can also do it on iPods. If you want to do the iPod route, the website is <http://www.LogoYourAudio.com> . I personally haven't used them because I'm going to show you a cheaper way, but I know of well-known people that have used them and they are very happy with their service.

I wasn't happy with the prices for this. They wanted \$64 for low quantities and I could get it down as low as \$58 for higher quantities but I still wasn't happy with this. What I did is I went to the web.

If you want to find anything wholesale on the web, you just type in the word 'wholesale' and then what you wanted. So I typed in 'wholesale MP3 players'. I found a bunch of distributors. When you do this, you'll probably find distributors for just about everything in California because it's kind of midway between there and the Asian countries that produces all this stuff.

I ended up getting an MP3 player for \$31. It wasn't pre-loaded and it didn't have my name on it. So, we just had a little party sitting around with a bunch of computers.

It took about four minutes to pre-load a whole bunch of stuff on them and then since it wasn't printed with my name on it, we ordered some permanent stick, little tiny nice looking foil labels.

They were silver or gold labels that when they put the battery in these things, they put the label on the battery holder and then stick it in the computer for four minutes while we all sat around the kitchen table.

For \$31, I saved about a little less than \$30 a piece for this promotion and we sold about 150 of them in that particular promotion. I got nothing but great feedback, “Oh, this is great! Now I have this MP3 player and I didn’t know how to use them.” We actually shot a video of how to use the thing. When you bought the product, you could go look at the video to learn how to use it. It was just a fun promotion, brought in \$53,000 in three days. This is really cool.

If you want really large quantities of wholesale stuff, you could go to a site called <http://www.Alibaba.com> . The whole thing is a wholesale site so you don’t need to type in the word ‘wholesale’ when you're searching at a site like this. You're going to have higher quantities and they're going to ship them directly from overseas. So, it’s a longer process and much bigger deal.

Most of the time, you're better off using some intermediary in the United States that you can strangle if something goes wrong. That’s MP3 on pre-loaded players and iPods. Beautiful, beautiful way to distribute your stuff and people love it.

## **REPURPOSING OLD AUDIO**

This is another way to sell your stuff. I just told you I made \$53,000 in three days with this idea of selling audios on these pre-loaded players. Where do I get the audios? I went back about three or four years through my stuff and pulled out all these roughly 30-minute training sessions I had done in my mentor program and other places. I brought out all these files. I had about 70 of them. I sat down with my laptop and a headset microphone, (I didn’t even use the studio microphone) and I watched the tennis channel. I started listening to these files. This is about two weeks before Christmas.

As soon as I would hear something that was obsolete because these files went back two or three years and who wants to get a four-year old file on Internet stuff? You know it's going to be old. What I did is I listened to all these files. Some of them were totally obsolete, I threw them out altogether and I came out with 60 files and as soon as I would hear something on a file that was old or had changed, I'd stop the recording - remember, these are all digital on my laptop - and then, I would open up another file and here's exactly what I did. I'm going to simulate it for you right now.

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**“Hi folks, it’s Tom here in the studio. You just heard me say ‘X’ on this recording. Well, ‘X’ is no longer the modern way we do things. It’s now ‘Y’. So, if you ever hear me say ‘X’ again, you know I really mean ‘Y’. Okay, let’s get back to the live recording.”**

I recorded that little piece and just pasted it right there where I said the wrong thing. The beauty of this is I was able to promote the product as “fully updated to today’s standards”.

If you have anything that changes or you have really old stuff that you love but there are some things that need fixed, just pop-in and people didn't even say a word about it because it sounds different, “Here’s Tom in the studio with an update.” Nobody cares. But now, you can fix the stuff just by importing your old CDs and tapes into these software programs and then just fixing the parts that are bad and keeping the rest. That’s repurposing old audio.

## **TELECLASSES**

Next way to sell your stuff is Teleclasses. This is one of the biggest slam dunk income makers that I've had over many, many years. We're on one right now, obviously. They're easy to create and not one person has ever asked me how to dial a telephone. We're going to talk about Webinars next.

This is just enormous amounts of money I've made using these things. To do, what you need is what's called a telephone bridge line. That's what you all called in on today which is basically a low-level or a low-quality conference call. It's much lower and cheaper technology than a full blown conference call but way, way cheaper to do. I'm recommending now <http://www.FreeConferenceCallHD.com> Almost everybody I started out, starts out at a free place like this.

You can record the call and they'll send you the MP3 file. It's not going to be quite the quality as recording it yourself but you can do conferences up to 1000 people for free. It's a beautiful thing. Just go right now and get yourself an account and learn how to use it.

Don't jump into a big teleconference not knowing what buttons to push to mute everybody and so forth. Transcripts apply to this too. Not only will I be making a new product tonight, I'm making two of them because I'll get the transcript of it and then who knows what else I'll turn it into just depending on how much time I have.

Another reason I like this is because people have a chance to get good information that doesn't cost them too much. To me, when I add you all together, this call is going to mean a minimum of about \$10,000, most of it is already in the bank, just from your sign ups. But a bunch of people ordered other stuff while they were ordering the Teleclass, so that all adds up.

A lot of people in here have been exposed to me over the years. Somebody from tonight will join my mentor program, . . . <http://www.GreatInternetMarketingTraining.com> at least one of you. It happens every single time and I appreciate that, but a lot of you wouldn't have been pushed over to saying, "It's my time. He's trustworthy, he gives good information. I'm going to go for it now" if it hadn't been for this teleclass.

That's going to be another \$8,000.00 on the front end - I'm going to talk about mentor programs later - and \$50,000.00 on the back end if they come through and do what I tell them. One person can turn this into a \$60,000.00 night.

Teleclasses are very, very powerful ways to get yourself exposed to people so that they trust you, and believe in you. The ones that don't go all the way for the big stuff, you still made a little bit of money off of them and it adds up when it's volume.

Let's talk about prices of Teleclasses. Just today, I got an Email from somebody I know. I only charge \$30 for an hour's call. It's about \$30 an hour with me to be on the Teleclass. But this person sells to big businesses. She charges \$199 for one hour on customer service or something. I didn't really read all of it but I was just wondering how much she was charging - \$199. I've had another guy, for 10 years he's been charging \$115 or \$120 per person. So, this can be extremely lucrative.

Also, some may say that teleseminars are dead. Absolutely NOT TRUE. For the younger generation especially....the reason is they won't sit down to watch a webinar, but they will download a recording of your teleclass and listen to it on their smartphone or Ipod.

## **WEBINARS**

Next thing is Webinars. I used to hate Webinars but now I'm a webinar freak . . . and they sell. <http://www.TomAntionWebinars.com> I record a live one once at <http://GotToWebinar.com> and then I replay the heck out of it using the best service of all <http://www.HybridWebinars.com> (leading to stealth).

I pretty much invented the "Hybrid Webinar". This is where I play the replay, but make myself available to answer questions during the replay. This converts the listeners to buyers like crazy because they get the

“feel” of the live event and they get their questions answered immediately.

I never “pretend” it’s live which is unethical. I send out an email announcement saying, webinar replay and I’ll be there live answering questions. In reality I could be at the mall answering questions on my smart phone, but nevertheless, I’m answering questions in real time via email.

## **DVDs**

DVDs - I love DVDs! They have a very high perceived value. Everybody knows how to use them. It ‘was’ one of the fastest growing formats on earth. Now you’ve got the Blu-ray and different kinds of formats but DVDs will be around for a long time. They are harder to create.

My philosophy is that just about anybody can learn to shoot video and get decent audio on their video. But it’s a lot harder to edit it. When I say ‘a lot’, it’s tremendously harder to learn editing. I don’t recommend that for other than simple edits. . . . It’s too time consuming to learn great editing and you still may suck at it even if you learn to use the software.

There are tons of highly talented people available everywhere on earth that could edit for you. I have never paid more than \$15 an hour for editors. If you don’t think I’ve had some good ones, when you go to <http://www.GreatInternetMarketingTraining.com> , take a look at our promo video for the retreat center here. That anywhere would cost you \$30,000 to \$50,000 to create that half hour show. I did it for about \$3,000 in editing.

It took about 200 hours of editing by a graduate of film school, just building a resume and she spent 200 hours editing that thing. It wouldn’t have taken so long if I was more organized. It wasn’t her fault. So, I got a \$30,000 production for \$3,000.



It's not worth it for you to try to learn this unless you're really in love with it and you have a knack for it because there's no sense spending a lot of time when it looks like crap anyway. Find some people on craigslist. We find everybody on craigslist.com The guy I have now, Marc, is excellent.

One thing you have to know about DVD is that it's not in exact standard. The videos you get from the redbox machine at your grocery store came from Hollywood were probably burned on a \$30,000 piece of software. They work almost everywhere. But your little \$30 program from Best Buy or Fry's is not the same. So, I highly recommend you get somebody that knows what they're doing to do your videos and then test them like crazy in tons of DVD players. But you do get a lot of money for DVDs, . . .big market out there for DVDs especially 'How To' videos.

## **PRINTED BOOKS**

Printed books, I'm not going to say too much about printed books. This is obviously another way to sell your stuff. I really think you need "The Self Publishing Manual by Dan Poynter Plus "1001 Ways to Market your Books" by John Kremer. Printed books are a great credibility builder. There have been a lot people out there that putting out real schlocky books. There's still some credibility because you can call yourself an author.

This just doesn't fly in my program when these books are so thin, you can't even put a print on the spine and people are all proud of them. It doesn't fly well with me. I'm somebody that believes in excellence and putting out crap is not excellent. Don't ask me to teach you how to do that.

But if you put out a decent book, it is a big credibility builder but you have to decide if you're going to self-publish or major publish or use print on demand at a place like Amazon owned "CreateSpace". I have done all the ways and for me to go through the major publishing hassle

again, you can believe there's going to be a lot of money on the table before I'd ever mess with it because it just was big hassle, they didn't know what they were doing and they're a big major publishing company. Who am I to say a major publishing doesn't know what they're doing?

They've been in business for 50 or 100 years. But from my point of view, making money and marketing a book, they're clueless. I prefer self publishing and Dan Poynter is the main guru and I've had every version of his book for the last 20 versions of them. Everything I do has his influence on it so I can't recommend him enough.

## **SPECIAL REPORTS**

Next thing is special reports. One of my favorite students, her name is Joan Stewart, the Publicity Hound, refuses to write a book. Her book would sell for about \$24, that's what books sell for.

The same information in her book breaks down into about 43 special reports where she gets anywhere from \$18 to \$39 for them. She gets \$800 for the same information she would only get \$24 if she put it all in one place. Check her out at [www.PublicityHound.com](http://www.PublicityHound.com).

I know this is real because I've paid as much as \$180 for a 30-page report. I really needed to know something about the State of the Email Union - publishing and open rates and stuff like that. A company out of DC called 'Marketing Sherpa' sells these very expensive reports. To a big company, it's a drop in the bucket. They don't even think twice of dropping \$180 on some executive summary report. If you have stuff that lends itself to that, forget the book and write special reports.

Joan Stewart is a perfect model of this. She doesn't want to speak. She doesn't want to leave her house. She lives up in the boonies in Wisconsin somewhere and makes a massive great income selling these special reports. She also does CDs and does Teleclasses too. So, that's special reports.

## **CEU CREDITS**

Next thing is CEU credits. For those of you who don't know, that stands for Continuing Education. Continuing Education is beautiful even in today's economy because people that have to have continuing education to keep their license like lawyers, doctors, cosmetologists, CPAs, all those kinds of people - nurses.

There are loads of places that have CEUs. These people don't give up their license just because the economy is having a little rough times. They have to go buy this training. I know the guy that first recruited me into the DC Speakers Association. He's been selling them forever. Back in those days in 1991, he was selling some little workbook for \$90 and his market HAD to buy it. This is a beautiful thing.

The first thing you'd want to do is in your state because it's a state by state thing, type in to Google 'licensing board' and then put your state.

So, I typed in 'licensing board Virginia' and found in about 30 seconds what I need to learn. I just tried it before we started the class and typed in 'licensing board Texas' and about 5 seconds, the first place was what I needed to find out who needs CEUs in that state for electricians and all these other professions, contractors.

## **CO-AUTHORSHIPS**

Next topic: Sell co-authorships. This is a very cool thing. I've got a deal with company and you can do it yourself or make a deal with a publisher where we are looking for co-authors in different professions. I think pretty sure we got the dental profession. Somebody is going to go as a co-author with me. You bring to the table \$10,000 to do this, to be a co-author with me. We take my "Click" book information, you go through it, you take out what doesn't apply to your profession and insert stuff that does, stories and applications that would apply to your profession.

The publisher publishes it in a big binder with audio CDs and some Camtasia CDs. You and I get on a phone call or do it live and I interview you and we talk about Internet marketing for your profession. And then the publisher and I split your \$10,000. I get \$5,000, they get \$5,000 and then you buy the things off of us for \$750 a piece but you sell them to your market for \$1,500 a piece. As soon as you do 10 of them or 12, you've broken even on the deal. You're now established with a whole new training system for your profession. That's the basics of how it works.

You could do the same thing. Just sell the right for people to be your co-author and then they have minimum requirements of how many they'll sell in a year or they lose their license to be your co-author. That's a very cool thing.

## **LIVE SEMINARS**

Next thing is live seminars. This can be extremely lucrative but they can also be extremely risky and they are always a lot of work. I never did any of my own until I got a large database because it took out all the marketing cost which made it less risky. So, if I want to throw a seminar now, I just hit a few buttons, 100,000 people will hear of it, and I can pretty much fill up a seminar in any state in the United States. That knocks out the risk.

The one thing I learned along the way is to get a meeting planner. Good ones will save you far more than they'll ever cost you. Here's the reason, . . . they have clout with hotels. I usually call hotel people 'scumbags' and a lot of stuff because it's a pretty rotten profession. They'll screw you every which way they can screw you. You probably won't know what's happening or what hit you until it's too late.

A good meeting planner won't let that happen to you. I recommend Audrey Hagen at Platinum Events. She does all the major players because she is just excellent. She takes care of every detail and makes the best deals. There are lots of books on how to run seminars. If you

want to sell, give live seminars, a little bit risky but can be very lucrative.

## **COACHING AND MENTOR PROGRAMS**

Coaching and mentor programs. I really don't like the word 'coach'. I think it's been bastardized by all these supposed life coaches. I crack up so bad. I don't want to embarrass people when they say, "I'm a certified life coach." Then I check in and see they haven't done a damn thing in their entire life. "But they're certified to help me learn how to run my life."

There's too much of that going on nowadays. There's not much regulation on it. You have to be very careful. It's funny because they begged me to speak at this coaching seminar and I told them exactly what I just told you. They still wanted me there. There are a lot of serious, good coaches. What I'm saying to you is that that term, even though you're a good coach, doesn't mean that you are not going to suffer a little bit by using that term to call yourself a coach because of all these other low-life's that are out there driving broken down Pintos and can't pay their rent but they're going to be your life coach.

I prefer the term 'mentor'. Mentor is a much higher level type of person, a trusted adviser. I believe that's a better term and you'll be held in much higher esteem. Whatever you call yourself, people will pay for personal attention. This is where you can be one-on-one on the phone or Skype, . . . you can be one on many on the phone, . . . you can have personal visits, etc.

The beauty of it is you can set it up any way you want it. People pay you by the hour. They can pay you monthly, they can pay you yearly. Mine is an upfront fee. I've gotten myself to the point where it's just not worth it for me to help somebody for a year if I don't have a chance of making a lot of money.

Mine is now a yearly entry fee plus a percentage of your profits up to a cap because I don't want to get married to you and I don't want you to feel like you're stuck with me forever. It's going to take me a year to train you. That's where I've structured my program. I started out as \$250 a month, I think. Over the past 17 years, I got it up to about \$8,000 to get in and then \$50,000 on the back end. You've got everything at your fingertips by somebody that really has done it. The bottom line for you is you can give personal attention and some passion to people and get a lot of money for it.

<http://www.GreatInternetMarketingTraining.com>

## **TV SHOWS**

Next thing, you might not have thought of is TV shows. The same people you recruit for doing your DVDs can help you create a TV show. Or you can just pitch a TV show to somebody else and then they'll provide the production crew for you.

If you like that idea, I was almost ready to take this course - these people are pretty good - [www.SellYourTVConceptNow.com](http://www.SellYourTVConceptNow.com). These are people who have been in the industry for a long time, and have sold lots of shows. They know all about it. They'll even take you to some of these big events where they pitch TV shows - kind of like the BEA (for the Book World, Book Expo America).

They have those events for TV shows and they show you how to navigate and what to say and what not to say. It's a really good training course. It costs a few bucks, but pitching a show or getting your show could make you millions.

If you're not that ambitious, you can do a lot of Web TV stuff now. My former geek, my first geek, Ilya, is producing a show and I just saw the pilot and it is freaking great. I can't tell you the details of it right now. I'll probably mention it as soon as it is presented but it's a web show. There are several places you can make your own TV show on the web.

You Tube is pretty obvious but there are two specifically for TV shows. One is called [www.ustream.tv](http://www.ustream.tv). In this place, you can charge for your videos, you can put ads on your videos and you can dedicate space on your show to sponsors.

You can sell your knowledge in TV shows. Look at all these cable places. How did Bob Vila get started? He had an expertise, turned it into a show by getting sponsors, Home Depot, Lowe's, Corning, and all these places that make building materials. Who would want to sponsor a show like you have? If you find the sponsors and you put together a decent show, it's going to get on the air pretty much, because if you come with the money which is from these big sponsors, as long as it's a legitimate looking show, they'll love you because you're bringing the money to the table.

## **SPOKESPERSON WORK**

I was the Chief Spokesperson for CBS's owned [www.Switchboard.com](http://www.Switchboard.com) which is one of the largest websites in the world. I think it was probably the easiest money I've ever made in my life. It was \$100,000.00, part-time for three months. I only left the house six times and went to five different cities and did the exact same speech each time. Most of the time, I'm very customized. This was exactly the same every time so it was much easier.

Spokesperson stuff can be very lucrative.

## **SCHOOLS**

Next thing is a school. Of course, this is what I'm doing with the distance learning facility: <http://www.IMTCVA.org> The big thing here is you have to be able to navigate through all the red tape. That's why I got a professor with a PhD and who has been on Boards of Directors of schools because I can't stand dealing with the educational types.

It took me five times to get somebody to confirm that we're registered for the orientation which sells out all the time. Five calls over three days.

This drives me crazy and I was starting to get a little snotty so I thought I better get away from these people because they wouldn't last five minutes in a real entrepreneurial environment.

If you can get through all that, basically you have to get a state license. That's your first thing. Second part is you have to shoot for some type of accreditation if you want the students to be able to get government backed loans. That's the two major phases of it.

I'm probably going to do a video on all the stuff I've gone through. There's a pretty neat book I got. It's called 'You're Certifiable'. It's still probably available used on Amazon. It's the alternative career guide to more than 700 certificate programs, trade schools, and job opportunities.

By the way folks, it looks like this might turn into a 2-CD set. I've already used up one CD and I still got a way to go. I'm just going to keep trucking along here and you'll probably end up getting two CDs, those of you that got in the first 200.

Anyway, 'You're Certifiable'. You cannot believe the kind of places that are out there giving certificates and degrees. A certificate is a much lower level. That's what I'm going to be doing, a certificate program. It's not a degree. I can't imagine how much red tape giving degrees would be. I'll cross that bridge after I've been given some certificates for enough years, maybe.

But anyway, here are just some of the ones that jumped out of me. There's a place called [www.ttouch.com](http://www.ttouch.com), it teaches you how to massage horses. It's 6 eight day sessions at their ranch for \$5,000. Keep in mind, this was a book put out in 1999. This is already 15 years old and this place is still in business. All the ones I'm telling you are still in business. There are 700 I have in here, I couldn't check all of them.

Not to be outdone, there's a website called Equissage, they're the same thing about massaging horses and dogs. \$1,795 for a week or if you want



one-on-one with the owner, it is \$3,000 for a week. The book also has floral designs, it's a 3-month course for \$2,600, a Feng Shui course for \$10,000 for a 3-year course.

Check this one out, the Upledger Institute of Craniosacral Therapy. They basically teach you how to rub your head. Hahaha Just go there and check out their classes, Upledger Institute at probably [www.upledger.com](http://www.upledger.com). Look at all the money they're charging for these courses. They have, I don't know, maybe 50 courses.

The book has Watch Repair, Hypnosis - every kind of goof ball therapy you can imagine - back to horses, Horse Management.

Basically, what I'm telling you is you can start a school on whatever you do and really legitimize it. But my favorite one was the International Professional Sex Surrogates Association. I have a sex surrogate in my program so this really is a real profession. This is a quote from their advertising, *"The association offers a professional sex surrogate training course that combines experiential exercises, lectures, and reading assignments"* - I'm wondering what the reading assignments are hahahaha- *"individual counseling, and group processing"* - I do not know what that means - *"along with daily journaling. The training ends with an internship where students are placed with experienced therapist for additional hours of consultation and supervision."*

Can you imagine? You're training to be a sex surrogate and your instructor is there and telling you, "Hey, don't do it that way. Do it this way." hahahaha I'm not sure I could make it through this course. It's 60 hours in 12 weeks. I might be able to handle 60 hours in 12 weeks but they have a 10-day intensive...That is no way I can make it through that course hahahaha for a thousand bucks.

Anyway, there are all kinds of stuff that you can start a school by but getting that book will really open your eyes. There are just hundreds of different things in it. So, that's starting a school.

## **TRAINING COURSES**

Next thing is license and write training courses for royalties. I told you I'd give you several different ways to license your stuff. One would be to write course materials that the company that you sell them to duplicate and delivers themselves.

You can always throw in a 'train-the-trainer' class (which you charge for) because if you make a course, you might want to make sure it's delivered properly. As part of your deal, you could train their trainers for money so you get paid to do that, you get paid for the course materials, and you get paid royalties.

I don't claim to be an Intellectual Property Attorney, so the amounts of money for this stuff, you might want to get an Intellectual Property Attorney who has been through licensing of these kinds of things. Some might license music and they would be clueless about course materials. Find somebody good that's already done it.

Another thing to license, and this is kind of cool, is let's say you wrote 365 tips on your topic, maybe it's time management or customer service or whatever it is, you can have a program or make that up to a file that you could license to a company where they distribute it to all their computers and every day, a tip comes up on the screen from you. This happens all the time. These are inexpensive to companies to buy these things but to you, it could be a heck of a lot of money when you license it and they're going to put it on 5,000 or 10,000 computers around their company. That's Tip of the Day Licensing.

Another kind of licensing is a little bit different from the sponsorship that I got. I'm talking about sponsorship of your materials like books and training materials. This is where a company would pay to be involved or included in your books.

The way to land these kinds of deals is you have to think, ‘Who would want to be in front of my audience that I speak to?’ If you happen to speak to cancer patients, maybe a company that makes prosthetics - I am not sure the term for artificial limbs and bras and things like that. Maybe they would want to sponsor you.

You’ve got to think, who would want to be in front of it? I used to know - I can't remember this lady’s name - but she spoke about soy beans. I know there’s controversy out there on whether they're really good for you or not, I don’t care about that so much. She had nine different people paying her money every time she spoke because she had sponsors and they were non-competitive.

That’s like the other sponsorships I told you but those same people would be the people you hit up to license your book and you distribute it. The more books you distribute, the higher the license fee goes. The other way to license is possibly to sell your training to training companies or sell your courses to training companies looking for new topics, like SkillPath or National Seminars.

Those kinds of places sometimes buy course materials. Another way is curriculum for colleges. You say, “I never heard of that, people buying curriculum?” Yes, they get it somewhere. One of my options instead of doing this school on my own was to tie-up with another major university because they are all looking for additional revenue streams. If you can come there and give them a course, they’ll put it in their catalogue as long as everybody’s happy and you suit the powers that be, they’ll name your course in their catalogue. That’s another way is to make curriculums and you’d be the teacher.

I can't remember the school, but I know somebody is using - in this case, there’s no formal agreement - they're just using my book ‘Wake ‘Em Up’ in their Public Speaking Course. Every semester, they order a bunch of them. I can't even remember where it is. Those are all ways to license and use curriculum and sell training.

## MEMBERSHIP SITES

Another thing is membership sites. I happen to have three. I have <http://www.GreatInternetMarketingTraining.com> <http://www.AmazingPublicSpeaking.com> that's the largest public speaking site in the world. It's got 450 videos on it and just hundreds of hours of stuff. <http://www.CopyWriting901.com> which is an excellent education in writing words that sell.

My advice to you on membership sites is it's great for what we call residual income, but do not bother to do it if you're going to try to use super cheap crappy membership software. If I use a cheap website, . . . which I have plenty of cheap websites, . . . . but if it goes down, I've got nobody to answer to.

If my <http://www.IAmNotaPoodle.com> site goes down, well, so I don't sell as many poodle t-shirts. Big deal! But if my membership site goes down, I've got all these people paying me that are depending on me to deliver what I promised in the membership site. It will ruin your reputation when the thing doesn't work and it goes down and it's down for a long time and people want their money back.

I use Wish List for inexpensive membership software. Here's my affiliate link <http://bit.ly/1v2McBq> and for really important stuff like my mentor program I use <http://www.MemberGate.com> Just right upfront, it's going to cost you \$4,000, one time licensing fee. It's not per year, it's one time. If you buy a second one, it's \$3,000. And then it's going to cost you about \$400 a year to host this thing and to buy a secure certificate for the shopping cart that's included in it.

I know that sounds like a lot but I wrote an article called 'When does 20 equal 24,000?' The answer is if you had as little as 100 members at \$20 a piece - . . . and 100 by Internet standards on anything is pitiful as it is. That's small of a number. 100 members at \$20 a piece, that's \$2,000 a month times 12 is \$24,000 a year.

If you just do a really pitiful job at promoting this thing, it can only get 100 members on average, you can still make pretty much four times what the cost of the thing was in the first year. This is a pretty good idea.

If you do a really good job at it, some people are making \$200,000 a month on this. I know personally, I spend \$80 a month on four different tennis sites. If I don't get a chance to visit it during the month, they still get my \$20. And I don't complain. It's not their fault I was too busy. Membership sites are a great thing to get in to.

Also, it builds a community. Once you get to what we call a 'critical mass', the people never want to quit because they've made friends there. You have a discussion board where they're kicking around issues all the time. Once you get to that critical mass worth of people, you're really sitting pretty.

## **COMBO PRODUCTS**

Next thing is combo products. This is taking all the stuff I just told you and putting it together in different combinations. You really have no additional work other than to rewrite your sales letter a little bit by taking little things and putting them in different things.

We do this on eBay all the time. We have the "Great Internet Marketing" package and we've got the "Great Public Speaking" package which is just a hodge-podge of stuff all about that topic and it brings in leads off of eBay and it brings in decent money also.

But the money isn't as important as the leads that we bring off eBay. Just repackage things and put it in different order and you'll have no additional work but you have a bunch of new different products.

## **TRANSLATIONS**

Once you get done with all the stuff I'm telling you, the last thing I have for you tonight is to translate it to other languages. This is how you tap

the lucrative foreign markets. This is easier than what you might think because if you are a US-based person or an English speaking person, especially in the US - those people that have checked in from around the world tonight, this isn't quite as good of idea for you - but if you are in the US, our businesses and products (maybe not our politics) are revered around the world and English is the language of business around the world.

You know yourself. If you went to a website and saw something on a different country website and you had to order from a different country, you're probably be sitting there thinking, 'I don't know, that's too much trouble.'

But if you're in a different country and you see something in the US, 'Hey, that's very typical.' People order from US all the time. If you are in the US listening to this, you're sitting pretty to tap the foreign markets. Here's what we're talking about. You don't have to have a completely translated web site, but you do need to have certain web pages translated so that the foreign-languaged person feels really comfortable.

You don't use one of these free translators because it's probably going to say something really stupid and you're going to look like an idiot. What do you do with this page? There's a search engine called [www.searchenginecolossus.com](http://www.searchenginecolossus.com). This is a search engine of foreign search engines. All the search engines, major ones in every country around the world are listed here. You don't have to submit an entire website to most search engines. If you wanted to get a page of yours accepted in a Mexican search engine, you write it in Spanish and just submit that Spanish page to that search engine. These other search engines aren't nearly as crowded as the ones in the United States. That's how you will do it.

And then, your shopping cart does not have to be in that language because remember, if they're really comfortable in all of the stuff they

read about the product, they will figure out the shopping cart on checkout. Even you and I could do it on different languages.

If it was Hebrew or something, I probably couldn't do it. A Mexican person could easily figure out the checkout in your American shopping cart because they probably know some English. They know enough to do it after they've read about the product.

So, that's how you would do it. You convert your sales page to a Spanish version. Put it in the appropriate search engines for that language, just that page, and then, business as usual.

OK> We went a little overtime. So, sue me. I told you I always give you more than you expected but there's more than 23 or 24 ways that you can repurpose your material for fun and profit.

That's the end of tonight's call. If you want to be a mentee in my program, check out <http://www.GreatInternetMarketingTraining.com>  
Go out and repurpose your stuff for fun and profit. I can't wait to hear those 'ka-chings' coming from your computers. Catch you later! *[End of Audio]*

*Check Out:*

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