

## Christina Hills Interview

*Birgit: Today I would like to introduce you to Christina Hills and she is much better known as "The Shopping Cart Queen."*

*How about we start today by finding out just a bit about your background and how you got started into internet marketing.*

Christina: My background is interesting. I have been working in the field of computers really since 1985. I first started out in my career as a special effects artist. I lived in Los Angeles and I worked in television and commercials for many years and then I went onto San Francisco where I worked at George Lucas's company, Industrial Light and Magic. There I was a senior technical director working on such films as "Star Wars Episode 1", "The Lost World", Time Burton's "Mars Attacks", "Twister", "The Perfect Storm", "E.T." the re-release and various other films. I have been doing special effects for a long time and decided to leave that career although it was very fun, exciting and rewarding, I had a child and to stay in the Hollywood entertainment industry, you worked 5-6 days/week, 10-12 hour days and to have a child, that just was not going to work. I didn't want to just put her off into daycare and I had always wanted to become an entrepreneur so I decided after she was born that now was the time to make the break.

*Birgit: How did you decide on what to actually work on?*

Christina: I didn't know what I was going to work on. I had her and then I stayed home for a year and then after that I decided to start dabbling and I knew I wanted to get on the internet because it was a way to work from your home. My husband has an internet business... So I really didn't know what I was going to do so I started building websites. The way I got started was volunteering for an organization that needed a website built and I didn't know how to build a website, but I found a little non-profit organization and I just volunteered to do it. The benefit of that was that I was able to learn how websites come together without it being my own project.

*Birgit: Did you sell websites then after that point in time and make them for people? What year what that around?*

Christina: That was around 2002 and so yes; after I had that one that I did for free; that was like my portfolio, so I started building websites for other people and helping my husband with his website and redesigning it, so basically putting websites together for folks, and I really liked that and what I was doing and part of putting the websites together I was adding the shopping cart and I discovered that I really loved the adding the shopping cart part. I was good at it and just loved to dive into the shopping cart system. The one I use is the one shopping cart also known as “Marketer’s Choice.” I would dive in, read the manual, try things out, and it just felt like a good match and I became “The Shopping Cart Queen” and then now that is what I do.

*Birgit: Is it hard to set up a shopping cart? What is the shopping cart if you would just briefly explain that for some people and then if you can tell us how you go about choosing one and knowing which one to choose? I hear that there are some free ones too; would you go with that or not? There are a lot of different questions.*

Christina: These are great questions.

When you want to have an online business, and there are many different ways to have an online business, but let’s say you want to sell your own product. There are a couple of things you need; you need a website and you need a way to take payments online. The easiest way to do it is not to hire a programmer, but to get a service like One Shopping Cart and then what you do is you go into your shopping cart and you create your products; the names of your products, etc., and then you connect together your website and the shopping cart so that when someone comes to your site they see the product they want to buy, they read your descriptions and then they click and they have now left your site and actually gone onto the shopping cart system, but by integrating well together, the user doesn’t notice that they have clicked and gotten into another site.

*Birgit: Is it wise then to set up my own shopping cart system to do that technical work myself or should I be hiring someone to do it? It sounds complicated.*

Christina: It is not really complicated. You can do it yourself. I teach people how to do it themselves all the time, or you can hire a virtual assistant who is trained and knows how to set it up for you. It all depends on where you are in your business. I think it is a good idea for someone who wants to start an online business to have a basic fundamental understanding of

how it works. If you completely rely on other people, it is not going to bind if those other people are not around when you need them. It is not hard to hook up together. Basically, and stop me if I am getting too technical, but if you understand what a link is, then you can add it to your website.

*Birgit: When you do teach it, how long is...is it a course that you teach and how long would it take?*

Christina: I have a course called, "Shopping Cart Secrets" and you can find that shoppingcartqueen.com and I also have a club; a monthly club. There are two different ways you can learn it. How long does it take to learn something? I get asked that question a lot and it is hard to answer because everybody is coming online with a different fundamental understanding of how the internet works. It doesn't take long to learn if you have a basic fundamental orientation of how the internet works. What I mean by that is; how webpages link together; not from a technical point, but just from a, "I am on this website and now I click a link and I am on this website and I click a link and now I am on this website and I see a button and I understand that button is a link to another website..."

*Birgit: Are there instructions on oneshoppingcart.com to know and to teach you how to do it and would I use that or would I still need more help?*

Christina: Here is why I became The Shopping Cart Queen and created a training program around the one shopping cart system. Although they do have a help desk and you can call their customer support and they do have manuals, they are teaching how to set up a shopping cart from a programmer's point of view, and I teach it from a business owner's point of view.

*Birgit: So a lot of people who call in still don't get their questions answered?*

Christina: They do, but they are getting textbook answers versus; "I am running a business. I am a business owner. What is the right answer for me?" which may be different from a textbook answer. It is more from an entrepreneur's point of view.

*Birgit: What is an example that you have often been asked?*

Christina: An example that I am often asked is; How do I import my list? You have a list of emails and you want to import them into your shopping cart system so you have your database in one place and if you call support they will tell you how to import your list and if you ask me, I will tell you NOT to

import your list. That is because; yes you can import your list and it is getting a little technical so I should go back...

*Birgit:* *No; at least then we will get a good understanding about this.*

Christina: Yes; and hopefully people listening understand what a list is.

Here is what happens if you import your list. It is not that it won't work. It is that the reality of the way you users; the way people are on the internet, it won't work. Meaning; you can import your list, they will get an email notification, but most people will ignore that. The textbook answer is; well you go here and you click here and you import your excel file and it sends them an email and then they click it. That is the textbook answer; right? The reality is, when you import a list, you are going to lose at least half of them. I tell people not to import their list.

*Birgit:* *How do you get it hooked up with your list then; or you just don't?*

Christina: Well it all depends on how much work you want to put into it. If you have a really, really good list, they may be paying attention and they all may click the link and do what you tell them to. If you have a list that is somewhat responsive or occasionally responsive, a lot of them are going to miss or ignore that. What I tell people is to keep using their old system and slowly move people over, which is more work on the business owner's point of view.

Whenever you are working online, there is always this balance of you as a business owner and your customers and prospects. What is good for your customers and prospects, or what is really good for your customers and prospects is more work for you the business owner. So for example; if you are going to have an opt-in box and somebody enters their name and email and they opt-in for your free report or your tips or whatever your opt-in offer is; let's say you are going to do an opt-in that is confirmed opt-in, meaning they have to confirm their email before they can receive your messages and it is also called double opt-in. If you set that up and you add on the "thank you" like video and audio teaching people how to confirm their opt-in, you are going to make it easier for folks, but it is more work for you because you have to create that video and that audio. So when you are going online, you visit some sites and you say, "Wow! This site makes a lot of sense. This site is really easy. I understand this site." Then you visit other sites and it is like, "Wow! This is really confusing. I don't know what to do." The business owner has spent more time making things easier.

*Birgit: And people will naturally be attracted to the ones that are easier to operate.*

Christina: Let me give a better example: Let's say you are selling an e-book and you have a sales letter selling your e-book and then you click, "OK; I want to buy the e-book for \$47..." or \$97; whatever the price is, "so I want to click to buy the e-book." Now you land on the order form. Now the customer is on the order form and they are filling out their information. If you on that order form, if you customize it; if you add pictures of the product, if you add testimonials, if you add money-back guarantees and if you add audio or video on your order form, then when people get there, you are going to have less shopping cart abandonment and they will understand what they are buying. It is better for the customer and better for you, but you have to take more time to set that up.

*Birgit: I think you said that you were not so; you wouldn't recommend a free service such as OS Commerce; why is that and how do... are there particular shopping carts that are better for a certain type of business than another one or there is just one shopping cart that basically everybody should pretty much use?*

Christina: No; there are definitely different shopping carts for different people. I mostly help information marketers, entrepreneurs, and internet marketing people and so that is why I focus on the one shopping cart system OS Commerce I have not used. All I know about it is that it is free and it is open source. I have not used it so I cannot comment on that. I am familiar with a couple of other systems; well; PayPal is not really a shopping cart, but it can be used as a shopping cart and PayPal is great for the newbie-newbie getting started as their only shopping cart system, but when you start getting more volume, you are going to want to move away from PayPal because it does not help you build an online database; it is not building an online database for you that One Shopping Cart system does.

One Shopping Cart is great; it has a great price point for people who are getting started and can afford to spend the \$47/month on that service. There are other systems like Yahoo Stores which is more for the people who have a store/store, like an Amazon type store. Then there are really customized shopping carts like the Vendini system if you are selling live events; like if you are selling performances and you want to have a way for people to choose their seats; a seating plan. Let's say you are a theater company or a dance company and you are selling seats at an

event; the Vendini system is very good and it is specifically designed for that.

There is another system called Enfusionsoft and they are much higher end and they are more for people who are doing a lot of volume and for folks who want to integrate not only online but offline; meaning their shopping cart integrates snail mail, sending out direct mail pieces and voice broadcasting; stuff like that.

*Birgit: How much does it cost?*

Christina: I don't want to quote prices because prices can change, but the last I looked it had a set-up fee of \$5000 and it was \$300/month. I don't know what it is now but... The One Shopping Cart system; no set-up fee and \$50/month.

*Birgit: That is for people with a bigger business and bigger volume?*

Christina: Bigger business and bigger volume and for people who have a team or assistants working with them. With One Shopping Cart you can be up and running really quickly. If you have an e-book that you want to sell, you can open up a shopping cart account and get PayPal as your payment processor and put in your e-book in your shopping cart and it gives you a link and you can start emailing that link out to people.

*Birgit: Is it easy to put the payment processing system on and figuring out the shipment calculation cost? Is it easy to put that into the shopping cart?*

Christina: The shopping cart calculates it for you and same with the tax. You just let it know; "Hey I want to charge tax in NY and here is the tax rate." It knows which customers to charge tax to. It is the same with the shipping. You can decide; well I want flat rate shipping or shipping by weight and here are the weights of my items, so on the order form the shopping cart will do those calculations.

*Birgit: Will it come up with a different price then if I ship from NY to California versus NY to Buffalo?*

Christina: You can set up real-time shipping and it will do that, and so it will then calculate sort of where you are and where you are shipping to and the weight of the item. You can set it up that way.

*Birgit: What would you recommend somebody should do? A flat fee or from city to city and have it charge real-time?*

Christina: I recommend a flat fee; it is a lot simpler. If you do a flat fee the on some you will save a little money and then on others you will actually pay out more, but it is a lot simpler. It just keeps everything cleaner. You are shipping out this CD set and it is \$7.95 no matter where you ship it.

*Birgit: With that, you know what the weight of the CD is, so it will be the same every time, as opposed to if you have products that you ship that one time it is 10 pounds and the next time it is 50 pounds; in that case you might want to use the real-time, wouldn't you say?*

Christina: Yes. I mostly help information marketers and if you are selling information; your expertise, you have more wiggle room with your shipping prices. If you are selling t-shirts and you are in a very competitive market and you are trying to get your shipping costs down as low as possible, so in that instance most merchants want to use real-time shipping to get to get the shipping price down. If you are selling a CD set and it is \$97, it makes sense, "OK; the shipping is \$12." The flat rate is a lot easier.

Again it comes back to; I want to come back to this... It comes back to you as the business owner. If you as the business owner make that business decision, "I am going to charge \$12 for shipping..." You are done with that. You can now move onto something else, versus, "OK; let's go down to the post office and let's weigh it and do all of these calculations..." that is going to chew up your time.

*Birgit: Is there anything else that we should know about a shopping cart that you would like to add to what you have already told us?*

Christina: No; I think I have covered the basics.

*Birgit: I know that you don't just do shopping carts all day long. What are some of the other things you do in a typical day?*

Christina: I have been teaching about setting up a shopping cart, but there has always been a bottleneck to me helping people, and the bottleneck has been; up until now it has been, "OK; client/customer, you want my help. Do you have a webmaster?" Either "yes" they had a webmaster or they did it themselves or "no" they didn't have a webmaster. It made it a little... It made it trickier because I couldn't help people starting from scratch.

But now what I am doing is I am teaching Wordpress and Wordpress is a logging software, but it can be used to create your website. You can create a store with Wordpress. What I like about it is that you don't have

to be a technical person; you don't have to be a webmaster to get a website up. I have started teaching Wordpress so that people can then take their ideas, create a website and then add the shopping cart and then have an online business.

*Birgit: So it is much easier nowadays to go and use Wordpress to set up the blog and also put a shopping cart system within it?*

Christina: Exactly. Before when I was just teaching the shopping cart, you kind of had to have a website already or you had to have solved that or come to a solution for that previous to coming to me. So now, and this is why I am teaching Wordpress, is now people can start with, "OK; I have an idea. I have an e-book that I want to sell." I say, "Great; I will teach you how to build your site with Wordpress and then I will show you how to add; connect the link to the shopping cart."

*Birgit: How many weeks does it take to do this course?*

Christina: This course is an 8 module course that I have spread out over 10 weeks.

*Birgit: Can we still get into it?*

Christina: Well it opens and closes depending on when you are listening to this recording. You just have to go to [websitecreationworkshop.com](http://websitecreationworkshop.com) and see when the next class is happening. It is a course; a live course that I teach live and I really interact with my students and look at their projects. We have an online webinar workshop where I am diving in and looking at each person's projects. It is really a fun class because the students all get very involved and very involved with each other. It is not like a home-study course. It is a full-on interactive class.

*Birgit: Sometimes I hear internet marketers tell me, "Well you can set up your Wordpress blog in 15 minutes and you are all done." What do you say to that?*

Christina: If you know what you are doing you can.

*Birgit: That is the thing. There are so many people, like I myself; I wouldn't have the patience or know how to start with that. I would need someone to keep guiding me to give me some confidence and also to just show me where to click and what to do and it sounds like that is exactly what you are doing in your class.*

Christina: Exactly. People getting started they don't know... I am spending time discussing the difference between web hosting and what a domain name is and people don't know that difference... The difference between web hosting and the Wordpress software... So once you know what you are doing, you can do it in 25 minutes. I set up, and it was only because I was on a slow connection, but I set up an entire website in 2 hours once. Done. Start to finish and it included buying web hosting.

There is for folks getting started online, there is a little bit of a learning curve when you come online for learning what all of these words and terms are, etc. So what is exciting for me, and this is why I teach the website creation workshop live, is it is exciting for me to work with business owners who are non-technical and see them get it and see them be freed from a webmaster and not have to pay high fees to a webmaster all the time. A lot of business owners feel trapped. They have ideas they want to share with the world and they are trapped by having to hire some webmaster and be at that webmaster's mercy. I can teach someone and they get rid of that webmaster and now they are in control of their own destiny.

*Birgit: That is what Wordpress does and blogging, which is something that we didn't have a couple of years ago, so it has been a real breakthrough for people to be independent and learn something that, it might be a little bit difficult at first, but once you get it going, it is quite easy.*

Christina: Yes; there is a thing I call "the light bulb" and I see it happen in my class, where a student will say, "Oh my God! I now get it! It is so easy!" At first you are navigating and you don't know where you are at and then all of the sudden like the light shines on and it is like "Wow! I can't believe how easy this is!"

*Birgit: That has to be a great feeling for you too!*

Christina: Yes; it is really fun.

*Birgit: Who are the permanent members of your team? Do you work with a group of people or is it mostly yourself?*

Christina: I have a team of virtual assistants that I work with and I also employ consultants from time to time if I am trying to do something new and I want someone else's expertise. I also take online classes from other folks. I work with a team of virtual assistants and we are connected via the telephone and our computers and email.

*Birgit: How did you find a Virtual Assistant?*

Christina: My first virtual assistant found me and we worked together for a long time. She was really wonderful and then she moved onto other things and then I got another virtual assistant; mostly word-of-mouth is how I have been finding my virtual assistants. If you are looking for a virtual assistant, there are a lot of them on Twitter. You can just do a Google search for Virtual Assistants, but I think the best way to start is to ask around. A wonderful organization is "AssistU.com". They are an excellent organization that trains Virtual Assistants and if you are a business owner looking for a virtual assistant, that is one of the places I recommend that you could go.

*Birgit: We may have some people that might want to get themselves trained to be a Virtual Assistant.*

Christina: Exactly.

*Birgit: How much do you have to pay for a Virtual Assistant?*

Christina: The prices range so I don't want to give a hard quote, but it can be anywhere from \$10/hour to \$65/hour and it all depends upon the Virtual Assistant's skill set and what you need and what you are looking for. I have outsourced overseas and I personally didn't like the experience, but I know other people who have had good experiences working with overseas people. I didn't like it.

*Birgit: I often get asked from people; how fast can I make money online? Just how long is it going to take? What are your thoughts on that, and also; where does the money come from in your business? Do you have a site and the money just comes in there every morning? I am trying to look for; how can someone realistically go out and what can they do to be able to make money? I am trying to give them some ideas.*

Christina: There are two things that I recommend; there are two things that you need to address. First is; what market are you going to sell to? You need to find a niche and a rabid market who wants to buy what you have to offer. If you are into golfing, you may want to go into the golf market. If you are into healthcare, maybe the healthcare market. If you are into mothering, parenting, babies, etc., you might want to go into that market, so you first have to pick a market that you are interested in. Then, that is the one thing you have to pick and do a little research online to look around and see what other sites there are in this particular market you have chosen.

The second thing you need to do is ask yourself; what are the things I like and what are the things I am interested in doing? What do I like to do? You have to be honest with yourself; I want to start an online business. What does that mean? What do you like to do? Do you like to write? Do you like to talk on the phone? Do you like to talk to prospects or not talk to prospects? Do you like to do research online? Think about what market you want to get in and what path do you as a business owner like to do and see how you can then marry those together.

If you are a writer and you like to write, email marketing and blogging is a great way to get business. So you can write emails and do a lot of blogging and that is one way to drum up business. Other people are really good at video; they like to shoot video. You can get a little flip video camera and it is about \$100-\$200 and start shooting video and edit it on your computer and you can make videos and load them up to YouTube. That might be a way.

How are you going to get people once you have chosen your market? What is going to be your way to communicate? That is something you have to ask yourself. Forget what someone else is doing. People make the mistake when they look at successful business owners and say, "He or she is making a ton of money; I am going to copy them." That may or may not work for you. If that person is making money because they are speaking from stage and they are flying all over the country speaking in front of audiences at events, does that match your lifestyle?

*Birgit: You have to look at what is good for you.*

Christina: Yes. Look at what is good for you and what skills you have and then go in that direction with the market. You could say, "All right; I want to get into the golfing market" or "the gardening market." Gardeners are avid; master gardeners are just nuts. OK you want to be in the gardening market and you love to do video. Great! Build a business around that. Or you want to get into the gardening market but you are really a good writer; you don't want to deal with the video thing, so then you start writing articles and that is how you drum up business.

*Birgit: That is the joy of being able to run an online business because there are so many different ways that you can use to make money and you can choose which ones suit your personality and your lifestyle.*

Christina: Exactly. It is taking the combination of the; what market am I interested in; because you are going to be spending time with it; right? So if it is golfing

and you are making videos, you are going to be hanging out on golf courses. Make sure that is what you like to do or you are going to be writing articles or doing research on golfing; make sure that is what you like to do or you have a passion for.

*Birgit: Where does the money come from?*

Christina: There are different ways to make money. One way you make money is you have your own products and you hook up a shopping cart and people come to your site and they see your product and then they click and they buy. When they click and they buy, their credit card gets run through and then it is hooked up to your bank account through your merchant account and the money lands into your bank account about 2 days later. That is one way to make money.

Another way to make money is you... Let's say you are the writer and you fall into the writer category so you build a Wordpress website or a blog and you start having all of these articles and all of your writings and then people find you through organic search or maybe PPC. Now they have come to your site and maybe you have Google AdWords on your site, which is called AdSense. So maybe the way you are making money is; you are making money because people are clicking because they are reading your articles and then they are seeing these little ads and they are clicking and you get paid when they click.

*Birgit: For your own websites or your internet business, does the money mostly come from the coaching?*

Christina: Yes. It comes from my coaching. It comes from my training. It comes directly that way.

*Birgit: Do you use JV partners too?*

Christina: I sometimes use JV partners. I am very selective with who I JV with, but JV's work very well. I do enjoy that. So the way that I find my JV partners, is I mostly JV with someone that I have met in person or someone who I have to have met them in person and I meet people in person because I go to live events. I go to a few live events every year and I have a network of people who I have made friends with over the years and I also meet people in courses. I take tele-seminar training as much as I teach tele-seminar training and I meet other students in these courses. In my workshops, students are meeting each other because I have it set up like Facebook; we have this member's area that is like a

Facebook wall, and so they are all meeting each other and writing on each other's wall and exchanging phone numbers, etc.

*Birgit: What program do you use for that?*

Christina: I use Wordpress.

*Birgit: OK; so Wordpress has a particular area that you can set up to be able to see each other if you are doing a call?*

Christina: It is the way I have designed my class, but what I like about Wordpress is it gives you the ability for users to leave comments. So I have specific pages, specific areas in the class set up for each student so they can leave comments on their page and other students can visit them and leave comments as well. So Wordpress is a very configurable software that you can make it do almost whatever you want it to do. You can set it up like a sales letter site. You can set it up like a blog; you can set it up like a member's area classroom like I am doing...

Back to JV's; I have met people through online courses, but mostly I meet through relationships and live events.

*Birgit: Are there any particular live events that you go to every single year that you would recommend to us?*

Christina: There are a couple. I recommend Ken McCarthy's "The Systems" seminar. That happens once a year. I also recommend the big seminar from Armin Warren; that is a great event to meet other JV partners and there are lots of others and it sort of depends on what you are interested in. I think this year I am going to go to Blog World which is a Wordpress event. Just find what you are interested in; it is always changing. Look around. You can pick an event because there are techniques you want to learn from them or you can pick an event because other like-minded folks will be there.

*Birgit: One thing that goes on often is that there are many people that tend to make a little money, and then there are other people who make so much. What do you think is the difference between these two types of people?*

Christina: I think the difference is chutzpah. I think that people who make a lot of money have got it and they are not afraid of failure. I think about it like; remember in college, the guy who was not that great looking but he managed to get a lot of dates and that is because he wasn't scared of rejection and he wasn't afraid to go ask the girl out. Even though he

thought, “She may not say yes...” but he asked the girl out anyway and he got “yes’s”, whereas the other shy guy who was like the nice guy in his heart and is more sensitive and doesn’t ask the girl out and so stays home with no dates. It is kind of like that. I think the ones who are more successful are the ones who are not scared and they try stuff and they are willing to make mistakes. They get comfortable with being uncomfortable.

When you go up to ask a girl out for a date, you are uncomfortable; now I am talking to a female audience, but just imagine you are a guy. The guy goes to ask the girl out; he is uncomfortable, he is scared that he might get rejected, but if you can let that go and say, “All right. I don’t know exactly what I am doing, but I am going to do it anyway.” You work through your fears and the more you do it, the better you will be at it. So if you are dared to do a blog post, you should just type it and do it and put it out to the world and see what happens and then do it again and again... It is the same with an email broadcast.

*Brigit:* *Feel the fear and do it anyway.*

Christina: Exactly. The folks that I see that are the most successful are the ones who take that attitude. They put perfectionism aside and they just say, “I am going to go for it. I might make some mistakes but I am going to go for it.” It is like doing your first tele-seminar in front of a live audience. It is nerve-racking at first if you have never done it before, but the more you do it, the better you will get at it.

*Brigit:* *What do you recommend for someone who may be making \$100 a month; how can they move this business from making that up to supporting themselves?*

Christina: You have to have like a “go for it!” attitude, and you have to be in a market that there are people who want to buy and they have money. If you are marketing to welfare folks, they don’t have money, so if you have an idea, you want to market to people who can actually afford it and you want to market to people that you can reach. So you might have an idea for a real niche market of spindle spinners; I am just thinking off the top of my head; people who use like in “Sleeping Beauty”; that whole yarn thing with the spindle...

*Brigit:* *Could you really make money off of that?*

Christina: Well, are those people online? Maybe those people are not online and maybe they are not hanging out online.

*Brigit: So maybe you need to have a niche that you have researched that you know there is a need for it.*

Christina: Let's take the example of trying to get your baby to go to sleep at night. Those moms are pulling their hairs out going online doing searches, "How am I going to get my baby to go to sleep?" You want a market that you can reach; you have access to. If you do some Google searches for spindle spinner types, nothing shows up on the right hand side; that is where the ads are for Google and if nobody is doing any ads, maybe it is not a good market because other people are not making money. You kind of want to look at a market where people are already making money and how you can do it better or how you can do it with your flair and are there are enough people? Left-handed midgets, although it might be a niche, there might not be enough of them to sell to.

*Brigit: How were you able to take your business to a point where you were able to do this full-time?*

Christina: It happened slowly. I think people fool themselves by thinking it is going to be an overnight thing and for most people it is not.

*Brigit: Every time I read a sales letter I am told that, "Wow! You can make \$25,000 or \$1,000,000 overnight!"*

Christina: Those people who are making that much money overnight, they may be coming at it with a whole bunch of business experience. Maybe they have never been online before, but they had a brick and mortar business.

*Brigit: They probably spent 6 months to a year working on the project and then they just say that for the final moments, it was done and achieved in one day, however we need to remember that there was a lot of computer work and implementation done behind the scenes for quite a period of time and planning and figuring out the business plan.*

Christina: Absolutely. Those million dollar days you hear about? That is because that person spent at least 6 months working leading up for that million dollar day. If you are going to do a big launch and you want to have one of these, "I made a million dollars in a day", you have created your product, you have written the sales letter and you have written the whole email sequence that goes out, you have written up all of your Google ads, you have your articles in place to go out to article marketing and you have already created your videos and uploaded them to YouTube, you have contacted JV partners and followed up with them and lined up

interviews... Imagine; that is a lot of work. If you are going to do, and this is why I come back to do something that you are passionate about, if you are going to spend your time doing all of that work, pick an arena that you are already really interested in that you would lie in bed and read the magazine. If you want to go into sailing if you are sailor and you like sailboats and you like to go racing and all of that, would you read "Sailing Magazine" at night in bed anyway? Would you watch it on TV? It's the same with golfing or tennis or anything. If you are going to put all of this work into building an online business, you should put work into something that you have an interest in.

*Brigit: Yes; at least you can enjoy what you are doing as you go along and build it.*

Christina: Exactly.

*Brigit: When I started this particular project, I started it because I noticed there were not that many women at the first seminar that I attended. I thought, "Where are all of the women?" and I was sure that they are doing amazing things in this business and it was my mission to go out and find the women who were actually making the money online and accomplishing this. Do you have some advice for women starting out in the business and do you have an opinion about why you don't see so many women out there?*

Christina: It's interesting because in the past couple of years, the landscape has really changed and it has changed for the better, I think, for women, and what I am referring to is social media. In the old days, you basically had a website and an opt-in box, email marketing... I am simplifying it but; you come to a site, you opt-in, you got on an email and you read a sales letter and you buy the product. It was kind of like how it was; maybe you went to a store like Amazon. Now with Facebook and Twitter and other social media, there is, especially Facebook, there is no kind of one way to do things. You might have more Twitter followers than email subscribers or you might have blog subscribers; people who read your blog but they never opt into your email lists. So now it is more relationship building through Facebook and commenting on Facebook and meeting people on Facebook and Twitter, etc., so it is not so linear like it used to be.

*Brigit: It is a great dimension that has been added to marketing.*

Christina: Exactly; and I think women are networking and making buying decisions different ways than men are and that I think is changing the landscape for

the better for women and I think it is getting smaller; it is more micro. You have a Facebook group or you have a bunch of Twitter followers. So it has seemed to be dominated by men because there are a lot of men speaking on the stage at these conferences, and I think some women like myself are choosing not to go that route. I have an 8-year old daughter. If I did the speaking from the stage thing, it means that every weekend I would be gone. I don't want that lifestyle.

*Brigit: Exactly; so you choose not to do that.*

Christina: I have chosen not to do that, but other people might decide that it is right for them.

*Brigit: In your classes do you find that it is an equal amount of men and women?*

Christina: Pretty much; pretty much equal; maybe slightly more women, but I have a lot of men too.

*Brigit: Are they people who already have businesses established but they are looking at how to go online or they are people who are choosing to create themselves and just start online right now?*

Christina: I have people just getting started and I have entrepreneurs who have been online for awhile and they are looking for other solutions. I have a real mix, and then I have newbies who still have day jobs. I have a real mix of people. I have a lot of Virtual Assistants because I train on technology, but I train on technology with a marketing perspective.

*Brigit: The technology you train on is on the Wordpress and on the Shopping Cart?*

Christina: Yes; and I also train on doing tele-seminars.

*Brigit: You are training people on how to give tele-seminars you mean?*

Christina: Yes. I train on Instant Tele-seminar, which is a system. I like to find systems that are popular and I like to train on those systems. I like to take technology and break it down to make it easy for normal people to understand and while I am teaching the technology, I am teaching the marketing principles as well.

*Brigit: That is great; in fact, that is your business model, right?*

Christina: Yes; and let me tell you why I teach technology. When I was getting started, I took a lot of courses and went to seminars and heard people talk

about this stuff, but then I walked away scratching my head going, “I still don’t know how it connects together. OK that is a great theory, but I am sitting at my desk and I don’t have a website.” That is why I teach technology and marketing together. Here are the concepts and so let’s actually put it together. At the end of the course you walk away with a completed project.

*Brigit: And the ability to continue to do this over and over if you want to.*

Christina: Exactly.

*Brigit: If our listeners want to get in touch with you and keep in touch with you, where would they sign up?*

Christina: I have 2 sites; you can go to [Shoppingcartqueen.com](http://Shoppingcartqueen.com) and that is my site focused on using the One Shopping Cart system, and you can also find me at [websitecreationworkshop.com](http://websitecreationworkshop.com); that is my site for teaching you Wordpress, or just [Christinahills.com](http://Christinahills.com).

*Brigit: When we join your list, will you be sending us out information periodically?*

Christina: Yes; you will get on my email list and that will be a good way to get in touch with me. You can also go to [Twitter.com/Christinahills](https://twitter.com/Christinahills).

*Brigit: If I wanted to find out about the Shopping Cart and the Wordpress blog information from you, should I be signing up to each of those email lists? Do you send the same information to the lists?*

Christina: I am starting to separate it, so it is better to go to each.

*Brigit: I want to thank you for talking with us today and discussing all about how to use the shopping cart and how to get going in a particular niche.*