

Jane Mark Interview

Birgit: I would like to introduce our guest today, Jane Mark; hi Jane.

Jane: Hi Birgit; how are you?

Birgit: Very well. I wanted to get a chance to talk to you because I have heard of all the great projects you have been working on and all of the money that you have been making. How did you get started in the beginning?

Jane: First of all, I would like to thank you for having me on this call. I think it is great that you are interviewing women in the marketing business. There are not enough of us and I am very pleased to be on this call with you all.

First of all, for those people who don't know me, I am Jane Mark and I am from JP Advertising and I have been working on the net now for about 6 years full-time, but before I even got on the net, I was in many businesses of my own, so I didn't sort of come full blown out of nowhere onto the net. I first started by running, believe it or not, exercise classes for women. When I first started out it was called, "Women Shape Up"; that was the name of the organization and I used to teach at universities and give classes at NYU and the new school in NY and I had my own studio and that was great fun. I am not very lucrative. It is very hard to make money as a teacher, but it was great fun and it gave me a sense of how you start a business. Clearly I had to have enough income to cover my expenses, I had to budget and make income expense statements, so it was a really great starting point. I was pretty young then; in my 20's and it was great fun to do.

Then I got into the real estate business, which in NY of course was a big deal; this was in the 70's and the 80's and things were flying and I used to put together limited partnerships and purchase real estate and then manage them and then of course sell them hopefully for a profit, which at that time you still were able to do in NY; still can. That really got me into another part of business which was forming relationships, having to sell things to someone, because obviously if you put together any kind of a partnership, you have to convince partners to let go of their money and invest it.

I did have a business background and right before; about 10 years before I got on the internet, I ran a sort of gourmet catering cart in NY in Central

Park. It was the only one like it and it was called “Jane’s”. Everybody knew where the Jane’s cart was, because in NY we have these hot dog carts; you can buy a hot dog anywhere in NY, but if you wanted something healthy like grilled chicken or fat-free muffins or wonderful chicken salad sandwiches, you had to go to the Jane’s cart because I was the only game in town. It was really fun. It taught me an interesting lesson; that particular part of it, which is; if you want to do something that makes money; it can be a very old thing; vending carts have been in NY forever, but we did it in a completely new way. We had a beautiful looking cart, different food, and so people were really drawn to it and that is a very important lesson. I don’t care if you are working on or off the net, you want to be able to make a splash somehow because you have lots of competition in almost everything you do.

That is how I got started. Then I looked at this vending cart business, which is great fun, but it is tough as hell. It starts early in the morning and there is a lot of clean-up and a lot of organization, and the weather; you are dependent on the weather and I said, “I am not going to really be able to do this forever because at some point it is really going to be too rough, and even though I had a lot of help, still you are the main person and they count on you. As the years went on I kept showing up at the cart less and less. I felt that I had to find something else to do.

I don’t know what got me on the net. I have no clue. I didn’t know how to turn on a computer. I had always had people working for me in the real estate business; these young kids when DOS; there was no Microsoft or Windows or anything and I never knew what the heck they were doing. They were keeping the books, they were writing the letters, but I was like really out of it because I grew up when we didn’t have computers. Fortunately I had a son who was very into computers and he sort of said, “OK Mom; here is where you turn the button on and this is what you do next...” and so I really decided, “OK; I am going to give this a try.”

Birgit: *That was brave of you.*

Jane: In any business I have ever went into, I think this is a clue for all of the women out there; just don’t be afraid to take a risk. I never knew what the heck I was doing. In fact when I went into the real estate business, I went in with two cousins and one of my cousins had done some real estate and he knew that I didn’t know a thing about it at all, so I said, “David; I don’t know anything about this.” He said, “You are the smartest woman I know; you will learn.” You know what? That is exactly what you do. If you have

a head on your shoulders and you want to do it; you first have to want to do it, but if you want to do it and you are determined, then you will do it and that is how I felt about the internet. I had a feeling that since I had a sales background and I loved to write, that there was something on the internet that I could connect with.

So I turned on the thing after my son showed me how to do it, and I started to look around and I kind of was reading about marketing and what people were selling and what they are were doing and it just hit me that people, whatever they were selling, kept talking about one thing and that was; you need to have a list to sell so you can talk to someone. I realized that I didn't have a person to talk to on the net; nobody. I didn't know a soul. I did spend enough time, and I would say that was about 3-6 months, really just looking around at what was going on and I eventually knew I had to get a list, and so I didn't know anything about running a list or how you did it, and again I sort of just plowed in.

Someone advertised that you could get a list set up in a week and I bought it and it turned out that the person who actually set these lists up was this crazy Australian guy named Phil Basten, and for people who don't know me, that is my partner, but at the time I had no idea who this character was, but I knew I didn't know anything about working with this list or how you ran the Admin panel or anything, so I knew I had to get to know him because I needed his support, so I bugged the heck out of him. I would get on MSN and he would be in Australia and I wouldn't even know what time it was because we are on totally different time things, and I would say, "How do you do this? How do you that?" I was driving him nuts. It was literally a crazy thing to do.

But as I started to learn, I then started to sell these sites to other people; you could sell these sites. That was one of the things that you could do. In order to sell the sites, I had to sort of really know what I was doing, and after about 2-3 months of bugging Phil, I really did know what I was doing, but I saw that he didn't and when I say that, I don't mean he didn't know what to do to set up his site and make this absolutely fabulous... he was really the inventor. He was wonderful at making sites and knowing HTML and putting scripts together and everything it takes to really be successful on the net except for one thing; all of the technical stuff and all of the copywriting. He was brilliant at copywriting, but what he didn't have were the business skills. People were writing him for support and he was ignoring them, which you really can't do. He wasn't ignoring them because he wanted to, he was just only one person and he really couldn't

work on both the sales sites and the technical aspects and also run the business aspect.

I realized that and this is one of the things that people listening to this call who may be just starting out should know; you should keep your eyes open for someone who compliments your talents. If you are good at writing but you don't know technical stuff at all, keep your eyes and ears open for someone around who may be able to supplement the areas that you are weak in. Phil didn't know it at the time that he was weak in business, but I sort of let him know it and I kept saying, "Phil; you need help. You really need help. These people, you can't ignore these people. They are asking you to do this, that and the other and I can do this for you." That was my strong suit; I am very organized and very business oriented and I always answer my support mail.

He said, "No, no, no, no, no..." a million times and finally I guess it got so overwhelming, he said, "OK; give me a hand." So that is how we started.

Birgit: Have you added anybody else onto your team?

Jane: We have a support person in the office who answers the phone and does some minor support work for us in terms of a real team that is with JP Advertising. We rely mostly on our programmers, because that is where we really need the help. We have about 7 programmers in India and we have a programming staff in Moldova and those are really the heart and soul of our business in terms of; when Moldova is asleep, India is up.

Birgit: So you are going 24 hours/day.

Jane: Pretty much. That is really true because I am a very early morning person; I get up at 3:30am; at the latest 4 so I can really get work done with nobody is calling and it is quiet and Phil is up late; sometimes until 11 or 12 at night. So there is only a period of about 3-4 hours when one of us isn't around.

Birgit: What type of things do you do in the typical day? What would an internet marketer have to get used to doing every day?

Jane: I think the most important thing; the way I structure my day, is really... First I take a brief look at my emails, because you don't want to get bogged down in support when you know that you have to take care of the most important thing. The most important thing that an internet marketer has to do is to get word out about their product. Not everybody does that

at the same time of day, but it is the first thing I do in the morning, if I am selling a new site or advertising a new product, I will sit and write a promo for it early in the morning and then I will decide what lists are going to get that, because we now have hundreds of different lists. I will decide which list or lists should get the promo that I am working on. I may have solo ads; someone may have ordered a solo ad for me to run to the list.

The first thing I do in the morning; I check the orders that came in; very important folks to check your income. You always want to see what came in, so I always check the orders because sometimes they need confirmations; that is the first thing, and then I spend about 2 hours every day getting mailings out to various lists. They may not all be the same mailings. Some mailings may be informational mailings and some may be for products, but using lists is really where I spend the bulk of the first part of my day.

Then when Phil comes in, which is usually about 8 or 9...

Birgit: *Wow! You have already done a whole day's work by then.*

Jane: Right; I am ready for lunch. By that time I am saying, "What is for breakfast?" and I am saying, "What is for lunch?" It works great.

Usually we will have a brief meeting then about what absolutely has to get done that day and we are always working on one of our new sites. Right now we have 2 on the drawing board and a third sort of just in the idea stage. We have 2 that are actually being programmed for us. We will kind of have a brief meeting on where we are, what has to get done in order for the programmers to move forward, and then what he has to do because he has to do the copywriting and setting up the sites and stuff. That is what we do right after I kind of get all of these promos out.

Then I have to do sometimes a bunch of very boring work. Everybody has to realize, to me, writing promos are great fun. That is what I love to do, or writing a newsletter, or on Sunday's I have what is called "Jane's Sunday Sermon" and it usually contains informational stuff. I love doing that. Not everything is absolutely wonderful. Some of it is very boring and routine. I have to keep books like everybody else and make entries online and pay bills and keep the business end of the stuff going; I don't do the accounting, but I do the preliminary bookwork. Is it boring? Oh yes; you bet it is boring, but if you don't know what money is coming in and where your expenses are going, you can't really be in business. You must know

where your money is coming from, what is working for you and what is not working for you.

In addition, the reason I would be even very reluctant to let that part of my business go, that it gives me a lot of information and it does tell me what sites are working... We may have a site that we think it site that we think is just terrific, and that all it needs to increase its income a little is something that Phil could do, which would be to change the actual copy on the site or change the way that people sign up.

I will give you an example; You know how terrible email is now. It is very difficult to get through to most email addresses. So now most people have caught on that you must work with a Gmail address on the net because they are not blocking most ISPs. We took that simple information which we have been noticing for about a year, and we have been seeing that less and less of our emails are going through to our members...

Birgit: That is because you were monitoring your stats right? That is something many people don't do and it is one of the most boring things.

Jane: It is boring, but if you don't do it, you don't notice that all of the sudden one of your sites is, instead of converting at say 9%, it is now down to 6%. That doesn't just happen by accident. Something is usually wrong or else if it is not wrong, it needs to be tweaked. We did a very simple thing. We went to our sign-up forms on all of our major sites and we put big notices, "Warning! You will not get your validation email unless you get a Gmail address. Get a Gmail address here." We did it before they sign up and we do it after they sign up... "If you don't get your validation email, you will have to sign up again using a Gmail address..."

What we are developing now is a list of almost all Gmail addresses on most of our lists, because people are paying attention and they are not getting on our lists unless they validate their email addresses.

Without kind of looking at your numbers, the numbers really do tell you a lot of things, and so I am very intimately involved in that. Phil, if you asked him where they checkbook was, I swear to God he wouldn't know. You have to use your own skills and use your own strengths in any business, and this is my strength; analyzing numbers and knowing where the money is and that kind of stuff. It is fun but it is not all glamorous.

Usually in between this, all of these things that I am doing, I answer support letters. That is something that we kind of split between the

support person that we have, between me, and between Phil, because there are certain kinds that are very routine to answer and anybody can answer them.

Birgit: What are support letters? Is that when people write you an email?

Jane: Right; somebody asks for help and if it is technical help, I really can't answer that so I save those for Phil. If it is sort of standard help, like people would like to know, "I am advertising XYZ site; what would you recommend would be the best way to advertise it?" That stuff I answer. Then there are other kinds of things that we give to our support crew which are things like, "I lost my login; what is it?" or "I am supposed to get 20,000 credits added to my account; can you do that?" So you do have different levels of needs that your clients have, and some can be answered really by almost canned letters, but some can't some really need the boss involved, and so I get involved in that, really throughout the day because I do check my... I have about 20 email accounts and about 5 of them are important ones, where different kinds of things come into them. I check them probably 4-5 times/day; each one and answer where I need to; I answer the support letters.

That is sort of a typical day and it is not a short one.

Birgit: You mean you are just not sitting on a beach?

Jane: No! Everybody has this glamorous idea that you just make a lot of money and that is it.

Birgit: There is no work involved; it just falls out of the sky.

Jane: Yes; it falls out of the sky. I love these books or reports, "I made \$100,000 sitting on the beach in Tahiti." Yeah; I don't believe it, naturally.

Birgit: But there was a lot of work and planning that went in behind that before that final button was pushed to make that \$100,000.

Jane: That is exactly right. We have certainly... one of the wonderful things about having your own business and making enough money to live the kind of lifestyle you want, is that when we want to, we can take off. We are going on a cruise, which is actually a marketing cruise in March, but it is really a vacation.

Birgit: So there is a lot of flexibility.

Jane: The flexibility is wonderful, but if people think that they are not going to work... I have been in my own businesses all my life, and they are certainly much more time-consuming than a regular 9-5 job, and not everybody is cut out to do this. Some people really want to end their day at 5, spend their weekends with their kids, which is perfectly acceptable; there is nothing wrong with it, but it is not conducive to running a big business or a medium business. We are not running a Shell Oil here or anything. It is a lot of work and if you don't love it, you really shouldn't get involved. Phil and I love this. When we are going on this cruise, our computers come with us. There are actually café's on the boat where you can spend a couple of hours on wireless and we don't leave our business behind. We won't spend all day, obviously, but we will spend a couple of hours.

Birgit: I would love to know; how do you make a million dollars on the net? I know you have several websites and I am sure that each one of them brings in money. Maybe you can go through and give us an idea about what some of the sites are and how you actually make money from them.

Jane: You know that is a very good question, Birgit, because obviously you can start out, and I think everybody wants to be a millionaire. I don't know anyone who hasn't said to himself, "Boy; I would like to make a million dollars." If you start out with that concept, I think it is a little overwhelming, and certainly when I first started on the net, I didn't say, "Oh I am going to get on the net and make a million dollars." Of course I wanted to make money. I wanted to make more and more money as I went along, but when you start, you really need to start with realistic goals. My first \$47 on the net was the biggest kick that I ever had and it still is. It was exhilarating; it really was wonderful.

You soon realize that making a million dollars is really adding one plus one and getting to two and then doubling it to four and eight, and what I mean by that is that once you figure out that you need a list and that you need to develop a relationship with that list and then you can sell them something, once you sell them \$100, you are then able to grow the list and keep selling and sell \$500 to them. It really is a process of duplicating whatever is working for you. Once you get that really under your skin; when you realize after you have made, not just \$47, but have made it over and over again, so that someone every week let's say is paying you \$47 for something, you realize that there is a way you got them to do that; either it is because you sent out a good ad or because you took the time to develop a relationship and then found something you wanted to sell that

met their needs, and then you eventually realize your list is willing to buy from you once they get to know you and once they get to trust you.

There are two basic ways to make a million dollars or more on the net. One is that you can sell other people's products. Now there are very few people who make a million dollars; there are some, but there are very few people who make a million dollars selling other people's products. You can do it, but you have heard of _____ who is one top affiliate and Rosalind Gardner makes a lot of money on the net by being an affiliate, but ultimately all of them, if you watch them, develop their own product. It could be an information product like a book or a course they are selling or a CD or whatever or develop a site, because really the money; the big money is in something you develop yourself.

I had it easy because when I met Phil, he had already developed some sites himself, like these _____ sites. So I was able to sort of go right in there with him, but then I watched him develop the next set of sites, and each one became a money-maker for us. They didn't all make a million dollars; that is not how we did it. What we did, our first major site was called, "Instant Cash Magnet". It was an advertising site where you put up your ad and it rotated. I would say that was probably about 5 years ago, and I would say that site initially brought us about \$20,000 when it first launched, and then over time maybe it brought in \$30,000-\$40,000/year. It still doesn't do that much more. It is a small site, but it is still bringing in \$30,000-\$50,000/year.

Birgit: You started it 5 years ago and then you do the work once and it continues to keep working for you.

Jane: That is exactly right. Then, our next really big site was called, "Free Ad Depot" which we developed about 4 years ago, and that site did initially when we first launched it maybe \$30,000-\$40,000, but then every month it brings in about \$10,000. So that is \$100,000 site or more.

Birgit: That one is still going today?

Jane: It is still going strong.

Birgit: That is Free Ad Depot? So that would be www.freeaddepot.com?

Jane: That's correct.

Birgit: And the money from that one; how does it produce money for you?

Jane: In many ways. First people can join and pay a lifetime joining fee; that is like \$197. Many people become monthly members and they pay \$19.95/month. So we have ongoing residual income from that.

Birgit: Like a membership site?

Jane: Right. We try to combine both a membership site and/or they can buy a lifetime membership. They buy advertising from the site, like order a solo ad or they there are banner ads to put up or they order a text ad. So it is not just even the first amount of money that they... let's say someone becomes a lifetime member and pays \$197; you think that is it; you got paid and end of story, but it's not. They will want to buy a solo ad at some point, which can range anywhere from \$45 to close to \$500 depending on how many people they mail to or they will want to get a banner, and that is \$20/month or they will want to get a text ad and that is \$20/month. It isn't even that you make one sale and that is it, because most of the people, if you have a good site and people seem to like our sites, they will want to use your site more and more and in different ways.

Birgit: So this is a site for a small business owner perhaps who is looking to advertise to other people?

Jane: That is right. Anybody can... All of our sites now, our major sites, are targeted advertising, meaning that when you sign up, you pick categories that you want to advertise to so that you are showing your... your ad gets shown to like-minded people, like in real estate or health or in internet marketing or business ops or any kind of category you can accommodate. The usual general categories that people look to that have an interest in, and so our ads rotate on the affiliate pages of people who are interested in those kinds of... They have checked off six categories or more to be part of. All of our sites act like that and all of them have mailers involved. Our main sites are Freeaddepot.com, as you said, and then we have something called Targetadsdepot.com, and that site launched in a similar way to Freeaddepot.com and is really producing anywhere between \$100,000 on the low side and let's say \$120,000-\$150,000 on the high side, depending on the year and who is interested in that particular site. We actually have 50 sites, but not all of them are sites like that. Not all of them produce regular income of \$100,000 or \$150,000, but we have what is called sites where we run solo ads for people and so they pay for solo ads, or we purchase traffic or they purchase traffic from us. We have many sites that throw off money.

Birgit: When you say they purchase traffic from you; are you saying that I could buy your list?

Jane: No. The way you buy our list is really to run a solo ad to it and use a capture page.

Birgit: So I would go and advertise my business on the site and what product I have to offer and I have access to your list?

Jane: That is exactly right. That is what everybody should be keeping in mind, that ultimately you want a list that is your own and you have developed. The way that you do that... We have lists now close to 450,000 people. Let's say you send out something for what? Tell me what you would be interested in sending out?

Birgit: Financial planning.

Jane: OK; let's say you are sending out something on financial planning. If you send out a capture page that is attached to a list manager so that you are going to capture email addresses and you send it out to everybody on our list; so to 450,000 members. Let's say you got a 1% response on that; even ½% because financial planning on our list may not be of huge interest, but even so, so that 2250 people that may open your email that says, "Financial Planning for All Ages" or whatever the subject line is. They are not all going to give you; let's say you have a capture page and all they have to do leave their name and their email address. Certainly not 2250 of them are probably not going to do that and they are going to look and say, "No..." unless you make the offer so attractive to them, but many of them may. Let's say you get 75% even to sign up to your list. So 75% of that, you now have about 1000 people to be conservative and they sign up to your list. You have not gotten people who at least you know have some interest in your area; financial planning.

Birgit: That would be great; a target market.

Jane: Right. You have a targeted marketing now to start talking to them about what you actually do and why it would be good for them and beneficial for them to do it. So you have essentially called my list for all of those people that are interested in financial planning and you have gotten a far fewer number of them, but you have gotten, but if you really got 1000 people that would be fabulous if you think about. Lists don't actually grow that fast, but that is what you always want to do. You want to take whatever it

is you are selling and find someone's list that you can steal, and that is basically what you do. You are stealing our list with our permission.

That is what we are in business for is to have people get our people on their list and they can talk to them about their particular product in their own unique way and their own unique style, which is really the only way you end up selling people. They have to like you and know you and trust you and if you get 1000 of my people that you can develop even a relationship with a 100 of them that ultimately become buyers, you can start to see how you can build a business on the net. It is not that hard.

Birgit: When I sell them my product, do I have to give you a cut out of that?

Jane: No. No, no, no. Some people will come to us... Let's say you just ordered a solo ad to my entire 450,000, which if you ordered it to everyone would cost you about \$1500, but you keep every penny... whoever is on your list. I never see them again and you have complete control of them and you can sell from now until forever. They are your members and do with them what you want.

The other way that people do work, and I think we should talk about this a little, is JV relationships. Let's say that you don't have... You are just starting out on the net and you don't have \$1500 to go mess around trying to get my list onto your list, right? So now you come to me and say, "Look Jane; I have this book that I am selling on financial planning for seniors," let's say. "I am thinking of selling the book for \$37. If you mail it out to your list, I will give you \$20 of every \$37 a sale"...or whatever; 50% or 60%; whatever, which for people who are listening, may not know is called a JV or an affiliate site, but you need to get me to want to do it because I am going to have to use my list for your product and it better be; A) a good product because we won't sell a bad product to our list. If I read your book and I don't like it and I don't think that my list will like it, I am not going to do it. You could pay me the whole \$37; I still won't mail it out. But if I like it, then you are giving me an affiliate link to sell it and then I will sell it to my list and I will make money and you will make money.

Birgit: That is a great way to get started.

Jane: It is a great way to get started because people can't reach that many people without paying a lot of out-of-pocket money. Nobody is going to let you use their list that they took years to build up for free. They are going to want something.

I do a different kind of JV because the one that I just explained to you is a very normal JV where you do a mailing for someone, let's say once, and you make your \$20 and they make their \$17; end of story; right? There is nothing ongoing about that. I like to form more lasting JV's where let's say, we have a new site that we launched recently called crockads.com; that is our newest launch about 3 months ago. We want to get a lot of disability for that site. When someone comes to me and says, "Gee would you like to mail this for me?" I would say, "Yeah; if I like it, but here is what I want in return. I want my crockads.com site in your member's area or I want you to offer it as part of a bonus that you are offering on the one-time offer when people sign up. So I want to get crockads.com or any one of our other sites permanently in the members area or on the site of someone else, because that gives me ongoing exposure; not just a one-shot deal. So I would really rather do a JV like that. In exchange, if I like the other person's product, I won't just mail it to my list once. If it has something that my list I know always like, like another advertising site or list building site or whatever, I will put it in my member's area. I will mail every month for them, or I will mail every three weeks if it is a really good site.

It is much better in the long run if you can reach out to people where you cannot just do a one-shot deal. I will do a mailing for you and you do a mailing for me. That is fine, but it is not going to get you the growth that you want, because then it is dead.

Birgit: How do you even need a JV partner?

Jane: That is an interesting question, and now we are going to get back to something that I said right in the beginning. Remember I told you about the Jane's Cart, where you have to make a big splash? Making a big splash is something you can do on the net, but you have to be a little creative and you have to think about of the box. What Phil and I did because we have an advertising business; basically we have an advertising business; that is what we are. It is all about advertising, advertising, advertising... There are millions of advertising sites on the net, so how are we going to get noticed and not be this little pipsqueak business? What we did was that we decided to... I wrote this crazy little book. I think you and I were talking and I told you that we just published a book called "The Magic Bullet", but it was not my first book that I published.

Birgit: This book, I just want our listeners to know; this book is for newbies; right?

Jane: It is absolutely for newbies.

Birgit: Where can we get it from?

Jane: I will give you the link for that because to me that is actually the best place for any newbie to start. I am going to spend some time and give them the link for that; they can go to www.giblish.com/magicbullet. That is a very really beginner's book. What we did in that book was we took... And that book by the way is absolutely free to download. It is also published and you can buy it, but you don't want to do that. You want to go to that download link that I just gave you and read it for free.

Birgit: I can get it right away too. And I can get my internet business started and be making money next week; do you think so?

Jane: This is a step-by-step. What we did was we took one program on the net called giblink, but it doesn't matter what the program was, we just used that as an example because it is a networking site and I happen to like it. We took it, we showed people how to get signed up for that site and what they had to do step by step after they got signed up, so that they didn't get stuck with, "OK; I am signed up and I paid my money and now what?" The book really walks them through how to advertise their site once they sign up or once they develop a site. So it really is about advertising, but it uses as an example just one program so they can sort of follow it through and see how the whole thing works.

What I first did though, was write a series of ads. This was many years ago like when I first started. I was advertising on my own list and I sent out ads that had the title "Joe? Yes, Mable? Are we rich yet?" It was a catchy headline, and I knew it because people started opening these ads. I had these two crazy characters called Joe and Mable and in the ads, they were actually talking to each other back and forth like a little script in the ads. The ad was all about selling our solo ad site, which was to send out solo ads for people which we were selling. The ads did fabulously. We took the solo ad business which was making absolutely zero to making about \$9000/month, just on the solo ads alone and really just from these little ads. It was wonderful, and it was just from a little ad thing.

That didn't get us noticed... it got our solo ads service noticed, but it wasn't what we were looking for, so we put it into book form to sell it, and of course it had this great title, and we put it, and at that time Ken McArthur, who I know you know, who has these wonderful seminars and at that time he was just running a site called "JV Alert", and you could list

your sites or you could try to get JV partners through Ken's site, which is a brilliant idea. So that is what we did. We put the book out, because we couldn't sell a book. I am telling you, after I wrote this book, we had 3 sales. That was it; 3 sales. I said to Phil, "I don't know how to sell e-books. I know how to sell solo ads, but I can't sell an e-book worth a darn."

So we put it out and basically we said to all of these gurus who were on JV Alert, we said, "Help! Does anyone know how to sell an e-book? We will give you the whole profit; just tell us how to do it!"

This wonderful man named Ken Doyle who was an Australian, he had read the book and he said, "It is a great book, but you don't want to sell the book. Here is what you want to do. You want to do a 40's type radio show on the net and you and Phil want to be the characters; Joe and Mable." It was a brilliant idea and Phil and I looked at each other and said, "What? That sounds like a lot of work," but it also sounded like great fun, so we were in Australia at the time and we got all of this recording stuff and Ken who is very funny and a wonderful writer, we started writing scripts for this radio show, and after we got about 2-3 episodes, we said, "Now we have the big guns involved," because that was the way we were going to make a name on the net. If you could get a big name in marketing to do one of these scripts and actually act in it, we figured we would have it made.

Birgit: You mean an internet marketer; someone who was really popular and making a lot of money? Is that what you mean?

Jane: Someone who was really popular making a lot of money and you know what? We didn't start at the bottom. At that time Mark Joyner, and I don't know if you know the name, but he was the biggest marketer on the net and the father of internet marketing and rich as hell. So we didn't start anywhere but with Mark Joyner and we shot him an email. It was carefully crafted. By the way, folks, if you are going to ask someone to do a JV with you, don't tell them your life story. We may be talking about my life story here, but nobody wants to read it; believe me! So when you write someone a JV letter, make sure you really spend some time on in and get right to the point; what is in it for them, because that is what they want to know, and you have to make it really very short and coherent and well-written.

Birgit: They get so many letters every day that they need to be able to quickly see what the point is and what the benefit to them will be.

Jane: That is exactly right, because otherwise they delete it and that is your shot and it is out the window. So I figured our best shot was the title because everybody loved it. So I put in the headline, "Mark: "Joe? Yes, Mable? Are we rich yet?" business proposal." That is what the headline said. I thought, "I am never going to hear from this guy," right? And sure enough, his secretary got back to me in about a day and a half and said, "Mark is sort of interested in this; how does it work?" Then we wrote a script specifically for him and we arranged for him to record it and then we edited in his part into our parts and he didn't think it would work. He loved the idea but he said, "How do you..." He was in New Zealand at the time, by the way, and he said, "Do you want me to fly over to Australia to do this?" We said, "No, no, no; that is totally not necessary. You can just record it and we will edit in... You leave space in between each of your lines and we will edit it in." He kept saying, "I don't think that is going to work, Jane. I don't think that is going to work." I said, "Mark, really; we have done it. It is going to work." We sent it back to him and he loved it because it worked beautifully. It wasn't that hard.

Birgit: That just shows how creative ideas can really develop and turn into something that can become profitable if you just listen to your creativity.

Jane: Exactly. This was exactly made for Phil and I because Phil is funny as heck and I am sort of loony; I am not funny but I'm loony. So between the two of us, we loved playing these characters and of course once we had Mark onboard, then we went to Joe Vitale; we really didn't start low, and he loved the idea, and we went to Ken McArthur and we went to Willie Crawford; you name it, we went to all of them. They all loved the idea and they have all done basically a Joe and Mable script, and that got us noticed, which was critical. Then when we wanted to go back to them for JVs or mailings or whatever... We did one with Mike Glassby and Mike became my mentor and my partner and he gave us one of his biggest sites to manage and be partners with him on and so if you can get your foot in the door somehow...

That is only one way; making a splash is just one way. The second best way I know, and probably better for most people, is to go to seminars. I know you are going to the JV Alert one...

Birgit: That is how I met you, at Ken's seminar, JV Alert.

Jane: That is right. I don't go to the West Coast ones; they are too far, but everything that is on the East Coast that Ken does, I have been to and I have spoken at some of them and I have been just a participant where I am doing the panel or a hot seat and meeting people at seminars, everybody thinks that... I this thing, "Oh I do my business in my underwear," and that is fine, if you are home, but sometimes you have to get out of your house and actually meet people because that is how you form relationships and that is how you make business relationships and really start to grow your business. Phil and I could not be running a million dollar business if we didn't have partners who were willing to help us. When we launched a site, we would go to a set group of people and most of the time they would love our sites and they will help us launch it. That is critical, because otherwise you keep growing, but it is so slow to do it by yourself, that instead of going 1+1 you are going 1+1+1 and you don't double up all the time.

Birgit: It is the leverage that comes in the relationship.

Jane: That is right, and so going to these seminars are really some of the best things to do and you really do form... Obviously these are people who have similar interests to what we are doing and they are successful, or many of the times they are just newbies. We have the most fun kind of talking with newbies who have never done anything on the net, but don't even know that they have great ideas and when you sit down and talk to them and ask them what they are passionate about, you can really find out; they don't know what to do with their passion and we do. They have not even asked themselves the question, "What am I passionate about? Is it cars? Is it cooking? Am I doing recipes?" You can make money on the net with almost anything, but you need to be passionate about it. Once people find their passion, Phil and I can usually help them develop it into something.

Birgit: You have given us so much great information today. It has just been a wealth of knowledge. Thanks so much. Is there any way our listeners can keep in touch with you?

Jane: Yes; absolutely. Our door is always open. The best place to reach me is at Janemark1@gmail.com. I am always happy to answer people's questions. The one thing that I do suggest though is don't tell me your life story. Just contact me and tell me what you need help in because I love to... I get emails and you cannot believe them. They start when someone

was born and now they are on their deathbed and everything in between and I am scratching my head saying, "I don't think I can really help here."

Birgit: What about; do you have a main site that I think we can find all of your other websites at? What would that main site be that we can go to?

Jane: The main site that everybody can find; almost every single one of our sites is called, jammarketinginc.com. They will find our free advertising sites, our targeted advertising sites, our traffic sites, our solo ads and any kind of advertising that you can think of is on that main site. It is really the best one to go to.

Birgit: I know that you were talking about the crock ads and you have a special offer for us today. What would that be?

Jane: Crock ads is my favorite site. Anybody that goes to crockads.com is going to see this charming crocodile. I fell in love with this crocodile and this site is a site that Phil developed and it is absolutely our best site because as he develops them, each one gets a little bit better and a little more creative and so this guy is not only the crocodile that goes across the front of the site, but it is a list-building site and people can mail out on it and they can put their ads up and it is a very responsible site. I am going to give them the special link and this is really just for your people, Birgit, so I am going to give them the site and they are welcome to go to it because it has a big bonus on it. The site is <http://janemark.com/Birgit/>.

What they are going to find there is the Crock Ads site, which if they want to join for free, it is your link that I gave them, they can join for free and that is fine, but the benefit is really an upgrading because they can pay their one-time offer fee, which they will see and once they sign up free, you will get a one-time offer for \$197 and that makes them a lifetime member which means they can access our mailer and build their own list forever for \$197, but that is the usual thing they get. In addition, we are going to give them 10,000 free ad credits, which they can reach 10,000 of our list members by mailing to them, and that value alone is \$100. So it is really a great deal and I suggest that they get it through your link; this link that I gave you. They are not going to get it through any other link. Usually when they join they get 3000 credits and some other bonuses, and here they are going to get their 3000 credits plus your 10,000 credits.

Birgit: So you are giving everybody extra credit. That is wonderful.

Jane: Yes and it will let them help them advertise whatever they are advertising.

Birgit: Jane I really want to thank you for all of your time today and all of the knowledge that you shared with us. You have just been so open about everything and I really appreciate your time. Thank you very much.

Jane: It has been a pleasure for me. I had lots of fun and anybody who is welcome to contact me because that is really what we are here for is to help people. You are doing a fabulous service by doing this, because if you can get people who can start people on their way, it really is a valuable service. I am delighted that you asked me to be a part of this.