

Liz Tomey Interview

Birgit: Today I want to introduce you to Liz Tomey. Liz has been on the internet just a very short time and she has accomplished so much. I have been looking forward to this interview for such a long time and finally today the day has arrived. When I met you down in Florida, I was so impressed with you. You were so warm and charming and the amount of information that you were spitting out of your mouth for the few minutes that you were talking here, I thought, "Wow! This is like a whole course in itself." It was really fantastic. I know today is going to be a great call for all of our listeners.

Liz: Thank you very much. I appreciate all of the compliments.

Birgit: Can you tell us how you got started?

Liz: I am one of the few people in the world that never had a "real" job. I started at about 19 years old and I dropped out of college, and that was after dropping out of high school; school just wasn't for me. I came home and my Mom said, "I paid for all of this college; what are you going to do now?" I said, "I am going to start my own business."

Birgit: I'm sure she was impressed.

Liz: Actually she was like, "OK; whatever you need just let me know." She was still very supportive.

I kind of got involved in the "stuff envelopes from home" thing and some MLM stuff and I thought, "You know what? I can't go into this and do the MLM stuff and all of that. It is just not my thing. But what I can do is show these people how to advertise." That was kind of the birth of my direct mail advertising business. I had that from about 1999-2004 and my husband Jamie had gotten laid off and I was running the direct mail advertising business and he at the time, and still does, had 4 kids and I have one, so together we have 5 kids and they all lived at home with us and he said, "What am I going to do?" I said, "I will just start another business. You stay home and play Mr. Mom; run the direct mail advertising business and I will just start another business online. That was kind of scary with 5 kids and trying to support everybody.

So I started and in about 6 months we had a rolling business that has just exploded from there.

Birgit: That is amazing! How did you get it going in those first few months to get it up to making some kind of money that quickly?

Liz: My first site that I ever put out there was “Jointventurespeaker.com” and I had just rereleased that product; we basically threw everything away with the product and came out with a brand new one.

Basically what I did was, I went into the forums and I said, “What does everybody wanting to know?” At the time joint ventures were like, THE topic. I started asking questions about joint ventures. I went into multiple forums and started getting some replies back from some well-known people. I went to those people and I said, “I am going to create a product about joint ventures. Can I use your replies in this product?” They were all like, “Sure!” Experts kind of have a little bit of an ego and so they were all like “Yeah! Wonderful! Here is my website.”

I created this product and I went back to those same people that let me use their content and said, “Here is the product. You are in it. I would love to give you some promotions on the backend of this; would you promote it for me?” I think all but one of them, and I think he may have even promoted later, but we will say all but one of them actually promoted it for me. In the first two weeks we did like \$37,000.

Birgit: How much was the product? Was it a \$50 product or a \$100 product?

Liz: It was \$47.

Birgit: That is fantastic and that is what I call “success”. I’m sure a lot of our listeners would love to do that. Do you work with JV partners today?

Liz: Oh yes. My whole entire business is based on JV partners. Our model is; create in-demand products and go out and get affiliates and JV partners to promote those products, just like I was doing offline. With our direct mail advertising business, the last three years that I had it, I never once advertised because I had so many dealers, which they are called affiliates online, but offline they are called dealers, and I had over 300 dealers that promoted all of my services for me. They would just send in their orders that they got from their customers and I would fill the orders and I never had to advertise and I constantly had the orders coming in. So I said, “If I have done this offline, I bet I can do it online” and that was our goal; to create a product and get people to promote it and collect the money.

Birgit: How do you know what is in demand. You said that is what you look for now is a product that is in demand and produce and put it out, but how do you actually find out?

Liz: Back then I would just hit the forums. Anybody can do this in any niche they want, basically. There is probably a forum for just about any niche. Now I have a couple of different techniques that I use. One of them, of course, is going to my list. Someone starting out doesn't have a list, but I will go to my list and say, "I give you content all of the time; what do you want to know about?" I get lots of replies and I use surveys and stuff like that. People are constantly posting questions on my blog and so I use those and say, "OK; this person wants to know how to get traffic to their site," and if I see that question being repeated constantly, then I will create a product for it.

Also we have recently developed a little thing we call "RD to the third power." Basically I call it that because that is the only thing that I remember from Algebra is that little third power thing. I thought that was cool and so that is what I named it. It stands for "Rip-off, Duplicate, Differentiate and Dominate." It sounds horrible, but it is actually not. Let me just run through this real quick.

What we do is we go over to Click-bank and I usually do this in niches outside; I always do this in niches outside of internet marketing. I will go to Click-bank and say that I am thinking about going into the dog training niche. I will go over to Click-bank and I will search for dog training. I will find 4-5 products there and buy all of those products and read through them. I will write out all of the topics that are in them, and then I will go into forums and see what other questions people are asking and I will take those and add those as topics also. Basically I then hire a ghost writer to create a product. Most of the products in Click-bank are e-books and I will try to add videos and audios to my product because it is going to have a higher perceived value. I duplicate what everybody else is doing and then I differentiate. My product is going to be totally different from theirs. I am not copying anything that they are doing, and then I totally dominate by coming out with multiple products in that niche. That is the RD to the third power in a nutshell.

Birgit: That is a fantastic strategy.

When you do the videos, is it you talking about that particular topic or you are getting other people? What is the video part of it?

Liz: It depends on the niche. Right now we are in the travel guides niche. We are doing travel guides for multiple different places around the world to travel and the pen name I have for this is Brandon Scott. Actually I get my husband Jamie because he is a male to do the voices on that. If it is something that I can go and hire someone to do it, I will go over to like guru.com and find someone there to do it. I really depends on what the product is. In niches outside of internet marketing; I try and hire as many people as I can to do the jobs for me.

Birgit: How do you hire a ghost writer?

Liz: All I do is I go, "I need a video on..." like with the travel guides, I am doing a video where I am taking pictures and it is kind of like a walkthrough the pictures, so I will go there and say, "I need a voiceover artist who can use PowerPoint to create this slideshow for me," and I will just post that at guru.com; guru.com is my favorite one to find freelance people from, and I will post that, wait for the bids; everybody bids on it, and I don't always go for the lowest bid. I really look at how much money has made on guru.com, because if they have made a lot of money then they have gotten a lot of work, and I will look at the feedback on them and stuff like that, so I don't always go for the lowest price, because they bid on your job. Once I find them, I give them the job and they send me what I want.

Birgit: That is great. Is it expensive, or does it depend on what you are asking?

Liz: It depends on what you are asking. I generally get... I just got an e-book written from there and it was an 80-page e-book for \$250.

Birgit: That is amazing for all of that work.

Liz: Everybody says, "\$250!" That investment is going to come back at least 100 times.

Birgit: Then when you do get joint venture partners who sell your products, how do you find them?

Liz: Like I said, it depends on the niche and in the internet marketing niche I am considered an expert, so what I do, and I finally brought my husband in and made him my affiliate manager, and if you don't have an affiliate manager, you can do this stuff yourself. His sole purpose in life as far as our business, is to connect with people, get to know them, offer to promote their products and stuff like that, and then get them to promote our products. If I am in niches outside of internet marketing, what I will do is

set up my affiliate program and I will advertise the affiliate program to get affiliates. The difference between an affiliate and a JV partner; affiliates are the guys that make their living from doing affiliate marketing. A lot of people say that there is not really a difference, but there is. Affiliates tend to get fewer sales than a JV partner. Affiliate #1 might get 5 sales and JV partner #1 might get 35 sales; that is the difference. My concentration is really on getting the affiliates because a JV partner; yes they got you 35 sales, but those customers are also *potential* affiliates. When I get customers, I try to turn them into affiliates too.

In niches outside of internet marketing, I will advertise the affiliate program and then we will go out and we will search with our keywords, like the travel guides; the first one is the Brazil travel guide and I will go out and search for, "Brazil" and I will find all of these websites about Brazil. If I find someone with a list, I will contact them and say, "This is what we have and here is our offer." We will put together a really cool offer or something like, "If you can promote this for us, we will do the same for you, plus we will have 10 articles done about your site..." We always try to over-deliver when someone promotes for us.

Birgit: Then do you approach them by email or by phone call?

Liz: That really depends too. In internet marketing we do a lot of phone calls and in niches outside of internet marketing, we mainly do email.

Birgit: What do you do on a typical day? It sounds like you really don't have a typical day, but what are all of the jobs...? Say I want to be an internet marketer or even that I want to use these skills in a regular type of business. What can I expect myself needing to know? Do I need to learn a lot of technical knowledge, or what are those jobs that I have to be used to doing every day?

Liz: Email, #1. I do a lot of email; customer support stuff and all of that. I have a lot of technical skills. I am like a geek in hiding. I can build websites and know PHP and all of that stuff, but I have actually hired a webmaster and I pay him \$1500/month. That sounds like a lot, and it is, but the time he saves me is well, well worth it. I tell people, "Don't worry about the technical stuff. Pay someone for the technical stuff. You don't have to bring someone onboard full-time like I have until you can afford to do so." Again; guru.com, rentacoder.com; all of those places have people with technical abilities and if you try and learn all of the technical stuff, you are actually hurting yourself because it is going to take anywhere from 12-18

months for you to really learn all of the technical stuff. So by sending... Say you need a website built to sell your dog-training e-book. Instead of spending 12-18 months learning how to build that website? Why not invest a couple of hundred bucks to have someone put that website together for you? So a lot of my time is spent being a project manager and making sure all of my team players are doing what they are supposed to do and making sure all of them have work. Everybody has a daily to-do and as they come to me and say, "I don't have anything on my to-do list today, "and then I can say, "OK; you need to be doing this and this and this..."

Birgit: Are you scared of anybody of ripping you off or... What kind of protection do you have when you hiring someone off of rentcoder.com or guru.com?

Liz: It is just like anything else; you have no protection. I send my email out to my list about things and there is no written rule that 100 of those guys could not totally rip me off. Here is the thing; I can take my laptop with everything on it and I can hand it to you right now and you could never be Liz Tomey, just like I could never be you. People ripping off your ideas and stuff like that? That doesn't bother me at all and it doesn't scare me at all either. I have had people do it. If you have a good solid foundation, nobody can disarm you.

Birgit: People will resonate with whoever they like and they are attracted to a certain type of person and that is who they go with.

Who are the permanent members of your team? You have told us a couple but, are there permanent team members too?

Liz: Oh yes. We will kind of start at the top here. I told you my husband is my affiliate manager and then I have an assistant, Jennifer, who does all of my customer support and she also updates a few sites; that is really not in her job description, but she does it. I then have a webmaster that takes care of everything technical. Today I was doing a sales letter and I said, "I need to have this frame so I can update just one part of the sales letter on the fly," and so I send it over to him and he says, "I will do that." He takes care of my server because I have my own server and there is a lot of technical stuff that goes into that and I just don't have time for it and so he does everything technical.

Then I have someone who creates master refill rights products for me and then I have two members on my traffic team and all they do is drive traffic to all of my sites.

Birgit: Do they use pay-per-click?

Liz: No; I don't use pay-per-click. I basically have a traffic game plan. I use Google calendar to give them a to-do. Like "Monday the 1st; this is what you are going to do. You are going to submit 5 articles to Ezinearticles.com for Jointventureseeker.com. And then you are going to go and you are going to go and blog about jointventureseeker.com on these 4 blogs..." and then the next day they will have another list of things to do for another site.

Birgit: You just manage to organize that because you have been doing it for so long?

Liz: Exactly. I just learned the traffic tactics that work the best and I basically scheduled them to be done for each of my sites. That is all there is to traffic. Everybody gets so hung up on traffic, but if you go out there and find 3-5 things that work, then just use them over and over and over again. That is the key is just be consistent and learning that works and making a plan and implementing that plan.

Birgit: One of the ones that you mentioned is submitting to article sites; right? What else could I do?

Liz: I submit to article sites and I am big on getting back links to my sites for certain keywords. We do a lot of blogging and a lot of video submissions; we will make like infomercials for each site and submit them to all of the video directories, and we do a lot of Web 2.0 stuff. We advertise in Ezines that are related to our niches and those are the main things that we do.

Birgit: That is a lot.

When you said you were putting out a sales letter, do you do your own copywriting or would you hire someone or it depends on the project?

Liz: I am actually going over this with some coaching clients right now. Everybody says, "Oh my gosh! Copy is \$3000-\$5000?" The big guys like Michael Forton, they charge \$15,000-\$20,000 for a sales letter. I would never use those guys. It didn't matter if I had multiple millions of dollars. I can't bring myself to pay \$15,000 for a sales letter.

What I do and what I tell my clients is, OK; if you invest \$3000 and your sales letter converts at 2%, as opposed you NOT investing in your copy and your sales letter is not converting at all; it is an investment. Most of the time when someone tries copy; doing it themselves, they get horrible

conversions. There is actually a very well-known marketer right now and he called me and he said, "Liz; I don't want to pay \$3000 for a sales letter." I told him, "If you don't..." and even these guys with money, they don't want to shell out this money, and I said, "If you don't pay this money to get this done, your launch is going to fail." He said, "OK; whatever." He goes and writes his own copy and he emails me and he said, "I have my launch going on and I am not making any sales." I said, "Did you write your own copy?" He said, "Yeah." I said, "I told you!" His launch totally flopped.

Birgit: That is a skill that must take years to develop; how to say things, and I don't think is that easy to write up a sales letter or even JV letters or any of it.

Liz: If someone doesn't have the \$3000 to fork out. I have a coaching client that is just adamant that he is NOT paying \$3000. I said, "#1; if you are going to be so stubborn, you are never going to make any money online anyway, but let me give you... I told him that this is what he can do. There are a couple of e-books online; I think one of them is called "Website Copy for the Web" and I can't remember the name of the other one, but at any rate, there are several good copywriting products online. OK; take two months, read these products and write your sales letter yourself a couple of times, and then go over to guru.com and ask for a rewrite from a copywriter. It will cost you about \$400-\$500 for a rewrite. Once you get that back you can go over to copywritersboard.com which is Michael Fortin's forum and there are tons of copywriters in there and copywriters are even worse than the experts; they have even bigger egos, but they have huge egos and those guys over the copywritersboard.com love to tell people what they can do to their sales letter to make it convert better. Go over there and ask them to critique your sales letter. By the time they get done with it, you will have a good sales letter that will convert quickly. Once they critique your sales letter, you will have something that is pretty decent. It is not going to be the best thing in the world because you didn't hire a professional copywriter, but you will have something that will convert pretty decent until you can make that money to invest in a professional copywriter to rewrite your copy for you.

Birgit: That is a great point for us to use.

You mentioned that you do coaching; how much do you charge and how can I get into your coaching program?

Liz: Right now it really depends. I do a couple of different coaching program. I do one-on-one coaching and I will be releasing that from marketingforrealpeople.com in the next few months and that is going to be one-on-one coaching. I also do group coaching, and I only email out to my list and say, "This is the topic I am going to cover, this is what you are going to learn and this is what you are going to be able to do; here you go." Group coaching I charge anywhere from \$97 to \$497; but it is for the entire program.

Now the one-on-one coaching it is going to cost anywhere from \$297 to \$497/month.

Birgit: Is that depending on how much time is being used?

Liz: Exactly; and it depends on what I decide to charge actually. With coaching it really just depends on the person and what they want to know and that type of thing. The coaching I love to do, and that is probably going to be a lot of my business in 2009. We are actually thinking about putting out like 1-2 products next year and doing live workshops where I can bring people in and personally work with a group of 10-15 people.

Birgit: That would be great and you would be awesome at that because you have so much information and you are just so willing to share all of the time, so I am sure anybody who got coached by you would be miles ahead and it would probably save them a couple of years of them floundering around on their own.

Liz: I tell people all of the time, "Save your money. Spend it on coaching and not on e-books." With coaching, I can teach you everything that is in that e-book, plus answer all of your questions and be there to help you... Yeah you can spend \$47 on that e-book, but if you don't know how to use the information in it, you just wasted \$47.

Birgit: What are the websites that you have and how do you make money from them and how do you keep them all organized? You did tell us that it sounds like your team looks after the organization of them, but then what are your actual sites and how do they make money?

Liz: Basically my business model is like I said; we create information products on in-demand topics and then we spend our time getting people to promote those products. In the internet marketing niche, we currently have jointventureseeker.com, myselfpagepro.com, myoriginaleproducts.com, adsensemovievideos.com, and then we have

maybe 4 more out this year and those will be like, websitesfortraffictraining.com, websitesforcashclub.com, viralmarketinginabox.com; there are several of them coming out. What I do; I come out with all of these products and that is my foundation. Everything has to be built on a solid foundation and my products are my solid foundation, and that way my affiliate manager can spend time getting people to promote all of the different products because we have a very wide array of products so we can get just about anybody something to promote in their niche. That gives me money coming in constantly, and then I can work on my side projects like my AdSense sites; I do a lot of side projects. Right now we are working on a big web 2.0; a big huge project with a bunch of different sites that are going to be Web 2.0 service based. That gives me time to go and work on my side projects. But getting a foundation of products laid is probably the most important thing that I have done.

Birgit: Once you have a product then you know that you can get affiliate marketers and you know that you are going to be making money; is that what you would say?

Liz: Exactly; because as long as you have an in-demand product with sales copy that converts and you have a way to have people promote your site for you, you are unstoppable. Everybody says "What is the big secret?" The secret is that there are no secrets. It is creating an in-demand product, having sales copy that converts that product, and driving traffic to that site so that when people come there, they buy your product and you make money.

Birgit: How fast do you think I can make money or how much could I make in a 6-month timeframe?

Liz: That is a big question. I am going to bring out my standard answer; it depends. There are so many factors in that question, but let's say that you know exactly what product you want to create and you know that it is an in-demand product and you are ready to spend the money to get a webmaster and hire someone to do the sales copy; it would probably take you about a month to get a total product created and then another month to get everything; and I am talking liberal here... I myself, and as my buddy Jeff Dietrich says, "I am big and scary"; I myself can go from idea to product to money in 7 days, but that is just because I work at the speed of light and my husband is over here shaking his head. It scares people.

Let's say it takes you a month to get your product done, a month to get your sales letter all done and your marketing system set up, and by marketing system I mean your sales letter and your download page and your backend; all of that stuff, and then you spend another month getting people to promote; you can be making money in 3 months or as fast as you are willing to work.

Birgit: Is there a difference once I start to make some money, and maybe I am making \$5000-\$10,000 a month so say \$50,000/year or even \$100,000/year, how do I make the jump to get up to that million dollar mark? Do I have to do things differently or just more of the same? What advice would you give to that?

Liz: There are a couple of things you can do. Say you have a product and it is making you \$100,000/year. You can either... there are several things you can do. You can drive more traffic. You can tweak your sales copy, or you can come out with another product to make another \$100,000/year.

Birgit: So then the more products and the more repetition of the same events, creates more money?

Liz: That is exactly right, which is why I have so many products in my foundation.

Birgit: It sounds like what you are saying is the first thing to start with is create that product?

Liz: Oh yes; hands down. Because when you create that first product, it is going to build your list and it is going to build our affiliate list and it is going to give you relationships, and then you can go and you can find the products that are related to your product and do affiliate marketing with them. You can spend your time creating another product that either compliments that product or is totally unrelated and just go and replicate the system. Having your own product is really the key to making money as an information publisher.

Birgit: Would I have a ___ such as starting with a \$47 product or a \$27 product, or do I start right away with a \$200 product? Do you have some advice as to how I would go about or where I should start in pricing that first product?

Liz: This is what I teach my coaching clients. Say you want to be in the affiliate marketing niche. The first thing I would do is come out with... Are

you familiar with the \$7 products? The whole “\$7 Secret” thing is; you create a product and you get 100% commission and that makes lots of people want to promote it, but as people are buying that, they are getting added to your list. So the first thing I would do is I would create a \$7 product, and it doesn’t have to be \$7; that is just what it is called – it is called the “\$7 Secret” or whatever they are calling it now. I would start there and have your own product that builds your list and then I would bump up to like a \$47 product; videos or interviews or audios or whatever, and once you have your \$47 product, go back to all of those people that are on your list from selling that \$7 product and say, “Hey; I have this new product. Do you want to buy it or do you want to promote it or both?” Promote our affiliate program to them, promote the product to them, and you will see people starting to promote your \$47 product, and once you have the ball rolling there, then step up. But that is how I do my funnels; from low price to higher priced. My highest price thing is always my coaching.

Birgit: That is where the ton of value is in that.

Why do you think some people make so little on the internet and then other people can just manage to make a lot?

Liz: That is another loaded question. What separates the people who make no money and the people who make money is action. I can tell you that right now. I was just looking at my blog this morning and there are like 2 or 3 people that constantly, every time I email something out they say, “Oh that is not going to work.” How do you know that is not going to work? Have you tried it? They will say, “I tried that one time for like 30 minutes and it didn’t work.” Well of course it is not going to work in 30 minutes! This is not get-rich-quick and anybody who is telling you get-rich-quick, you need to get away from quick. There is no such thing as get-rich-quick. I am one of the few people online who has been able to say, “I am going to start an internet business and I am going to create this product...” and I made money. That is why so many people listen to me, and it is not luck, I had a proven business model offline and I just brought it online.

Birgit: You have ambition and you have persistence and you follow through on the action and those three qualities have made you into the guru.

Liz: Exactly right. It is all about having a plan, only focusing on that one plan; nothing else matters. It doesn’t matter that Bob whoever sent you an email today that said, “You can make a bazillion dollars in 30 seconds...”

Even if you could make a bazillion dollars in 30 seconds, you have to be disciplined enough to go, "That doesn't matter because that is not part of my plan."

What I teach my people is that; you have two email addresses; one is your business email address and one is kind of like your spy email address. I have LizTomey@yahoo.com and anybody can email me there I will never see it. What I do is about once a week I will go in there and I will glance through the subject lines and anything that catches my attention, I keep, but everything else... I check "all" and so you can like delete "all" and I will just go through and I will uncheck the ones that I don't want to delete. Say I have 5000 emails in there from the week and maybe 200 of them will make the cut and then I am just left reading those 200 and I only do it once a week on Saturdays.

Birgit: That must take you a lot of time. How many hours do you spend on that?

Liz: Usually Saturday is spent reading emails. I'll go off and do something with the kids and then come back and read some emails and then go off and do something else and then come back and read some emails...

Birgit: That seems like you are using the concept of time blocking then too throughout your entire week, even with your team you give them blocks of time and days that they need to work on things, and then even yourself you are blocking off time for certain activities.

Liz: Exactly.

Birgit: That is another one of those qualities that leads to success.

I wanted to ask you this one thing; when I started this whole project because when I went around to the conferences and I just went to my first internet conference a year ago, I noticed that there were no women speakers and it seemed like this field was dominated by men, and I really wonder; I thought, "There must be a lot of women doing good things in this business," but why do you think there are not so many in the forefront, or do you disagree and think that there are just as many women as men or maybe they are just not out there as much?

Liz: No; there really is not. I could get into a great big conversation in every field why there is not as many women. I don't know. I have never let my gender separate me from anything. I see myself as totally equal as far as working just like a man. There is nothing that Mike _____ can do that I

can't. He may have a different perspective on things, but there is no difference between me and Mike because of our gender. That is the first thing that women need to... and I hate to use the words "get over", but they need to get over that if they want to be top dog in their field. You have to come to these live events, because most women don't come to these live events and that is why they are not well known. The reason why I am well known, is because I go to these live events and I get right in the middle of these guys and they see that I am just like them.

Birgit: I always find that... I was a stockbroker traditionally; an investment advisor, and I find that because there were so few women, the men would also gravitate towards you because it is not that often that they get that opportunity. That is useful too and then you just talk and build your credibility and then off you go just like anybody else.

Liz: A man, from primal instincts, man's make-up is taking care of the woman, and a lot of times, especially when I got started... I have this whole Strawberry Shortcake look and I am all nice and they all say, "Liz is so nice. We just love her. We will do whatever she wants!"

Birgit: So we can use our femininity to our advantage; right?

Liz: Exactly right. Men have weapons and so do we.

Birgit: So you do think too that going to the live events is a big factor in creating a successful internet business?

Liz: Most certainly. My business totally turned around and exploded when I started going to the live events.

Birgit: Because of the connections that you make with the people?

Liz: Exactly right.

Birgit: Or the knowledge and information that you are learning?

Liz: When I go to these, and I don't recommend this, but I am just saying what I do when I go to these events. When I go to these events, and I think we have been to... We will call it about 10, and I would say that 9 of them I never went into the seminar room to see the people who were actually speaking. All I do the whole time I am there is socialize.

Birgit: And give your own seminar out there just like I found you!

Liz: I sit around, and not only the powerful guys; I don't mean that I just hang out with the elite. I am there also to help people. I am not a speaker on stage usually. I have been, but usually I am not, but if someone comes up to me and says, "Hey Liz; this is what I am doing. I need some advice," then I will sit down... Like at the last one where we met, I spent like 3 hours out on the patio of the hotel in a circle of people just talking about each individual business. I would go from person-to-person and then I got all of those people giving advice to each other and helping each other out. That is what I spend my time doing; socializing and networking and helping people; that is what you need to be doing at these events. There is nothing that the speaker on stage is going to tell you that their e-book won't. I am so going to get in trouble for that comment!

Birgit: If they are going to spend the money to go the seminar, than the e-book is the next best solution.

Liz: Here is the way that I look at it. These seminars are typically \$1000-\$2000 to get into. The guys on stage, yes; they are giving killer information, I will give them that, but at the end of that killer information, they are going to be giving you a pitch, so why would I want to spend \$1000-\$2000 to go and listen to these guys giving their pitch, basically, when I could spend the \$1000-\$2000 on the event and going out and building relationships which are going to pay me way, way more than anybody's product ever will.

Birgit: That is an amazing point.

Is there certain live events that you would recommend that people go to or just let them see what they resonate with and they will know the right one to go to?

Liz: No matter what niche you are in, JV Alert is always the best one to go to; hands down – the best one!

Birgit: That one is held by Ken McArthur and that is at JVAAlert.com.

Liz: It is amazing and if you get on his list, he gives like early-bird specials where you can get like 2 tickets for like \$697. If you go into the Warrior Forum at Warriorforum.com/forum, you can go in there and make a post and see who is going and a lot of times you can save some money and split a hotel room with somebody; I don't know how comfortable some people are with that, but a lot of people do that in the Warrior Forum, and plus they split the cost of the tick for JVAAlert. That is one way to save

money going to these events is to use the Warrior Forum to find bunk-buddies as I call them. I don't think _____ does the internet marketing main event anymore, but that was always a good one. JV Alert is hands down the best one to go to and I think Ken does 2 a year.

Birgit: Now if somebody wanted to get more information about you and be on your main list, where would they go? What would you recommend to them?

Liz: Just go to IMtruth.com; that is my main site.

Birgit: And then sign up for your newsletter and then I would be able to see what you had to say every week?

Liz: Exactly right.

Birgit: Do you have anything that you would want to add?

Liz: The only thing I would want to add is to kind of reiterate what I said earlier. If you want to get started making money online, decide how you want to make that money, make a plan to make that money, and then implement that plan. Hands down that is the key to success.

Birgit: Thanks Liz. You have just been full of information and I really appreciate your time for doing this call. Thank you so much.