

Stephanie Frank

Birgit: Hello everybody. Today we have Stephanie Frank who is going to be speaking with us. I am really glad to have you because I know you are going to give us so much excellent information.

I wanted to just start and see; what do you actually do? You use the internet to help you in your business and maybe you can give us a quick background about yourself and move into telling us how you do use the internet.

Stephanie: I am the best-selling author of “The Accidental Millionaire” and President of the Success IQ University. The Success IQ University works with individuals and companies who want to develop their people. We have a curriculum that we teach and we go into companies and we work with teams and help them to be more successful and happier in life.

That is what we do there, and we use the internet extensively actually to capture leads and to communicate with our people, to develop new business and to get our name known around the world.

Birgit: What did you start with in the beginning to get your business going?

Stephanie: The reason I first got on the internet was because I was a very busy speaker and I was traveling all over the world and it was getting really tiring, honestly.

Birgit: It sounds glamorous but the truth is, it is difficult.

Stephanie: It is. You are in a place and people say, “Have you been to this place or that place?” and I say, “Yeah I have but I only got to see the inside of the hotel.” I remember one time I was in Toronto, Canada and I woke up in the morning and I knew I was in the Marriot because of the bedspread, but I didn’t know what city I was in and I couldn’t remember why I was there... It was like a total blank and it was really scary. I called down to the front desk and I said, “Where am I?” and they told me, and I said, “Let me ask you a question; is there a seminar going on today?” My seminar was going on and obviously that was a really yucky place to be. I said, “You know what? I’ll bet I can do something on the internet,” and so I started learning and trying to understand everything that I possibly could about growing online; building a list and talking about lists and so on.

When I first started, the first thing I did was I put up a little webpage; actually I had a webmaster do it; I don't do that myself, and I had her put up this little webpage and I thought, "Well; maybe I can start talking to business owners about building their businesses." I didn't know what I was doing, but I started just putting out my message of personal development, of business growth; the things that I do, and the next thing I knew, I had people coming to my website and signing up for my newsletter. That is really how it all started; it was done with building a list.

Birgit: How many years ago was that?

Stephanie: That was in 2000 when I started that.

Birgit: After you attracted all of the people to your list, what did you start to do with them at that point?

Stephanie: What I was hoping to achieve is to of course make money online, and I had already made money online; I will even back up to even the first time I started making money online was by accident.

Birgit: Really? I'm sure lots of people would love to do that by accident.

Stephanie: I'm sure that they would. My first serious foray onto the internet was like I said in 2000, but prior to that, I was kind of dabbling around. I was still in the... Before I was in personal development, I was in the computer industry and as part of what I was doing in the computer industry, I put up a webpage. I will never forget this; I bought some information off of a late-night infomercial and I put it up on a webpage and it was called... The information that I bought was a bunch of special reports and book and things like this, and so I put them in a bookstore and it was called The How-to Now Bookstore and it was the ugliest page ever. It was gray background with little boxes and I didn't know... I think shopping carts and all of that were not even available at that time; this was in 1995 when I first started. I put these little "pay" buttons and I said, "If you want to buy something; email me..."

What I was trying to do because I grew up in very high-tech, trying to understand security on the internet and so I wasn't really interested in orders or making money or anything, and pretty soon emails started coming in and people would give me their credit cards and I would print them out and set them on the side and it didn't even occur to me that people were ordering. You know how like when you are focused it is so on something else and you don't even see the obvious?

Birgit: The money kept piling up.

Stephanie: Then finally my then boyfriend and then became my husband, he came in one day and he said, "What are all these... What are these stacks of paper here?" and I said, "I don't know; there are these people wanting reports." He said, "You have to deliver on that or it is illegal." I thought, "Oh gosh! I'd better do something!" I didn't know how to run a credit card, I didn't know how to do any of that stuff, so that is where I first-first started and not even seriously. I learned how to get a merchant account and run a credit card, and it is so much easier now. You had to go to the bank then and all kinds of other stuff. There was no PayPal; none of that.

That was really my first foray online. What I was hoping to achieve at that time was actually to understand security but I started making money and I thought, "Hey; maybe there is something to this." Then I ignored it for quite awhile and then fast-forward a few years when I got really burned out in the computer industry and as a speaker and so on, that is when I decided to get a little more serious.

Birgit: What do you do now? What is the majority of your business that you are doing every day now online?

Stephanie: We have two different businesses; two different types of business. We have what we call the retail side of our business and then we have the corporate side of our business. I will just address the retail side because the corporate side is more like consulting and things like that.

On the retail side, what we do is we go out and we spread our message of Success IQ and helping people to raise their success IQ and then people come back to various pages, and I will get more specific as we go along, but let me give you an overview first. People come back to specific pages on our site where they are offered free gifts and things like that, and then they come into our university as a free member and then they are offered various programs and products and services along the way.

Specifically we have two paths that come into the university. One is that we give away a free audio program called, "The 13 Vital Traits of Super Effective People" and people can get that actually at Freesuccesstrainingaudio.com. It is a free program, and then we start a process of really just helping people to understand what we do. We offer more free information and then we offer our introductory program, which is a \$47 workbook; it is 3 CDs and a workbook, and it overviews the entire Success IQ program.

Birgit: That is how they first enter into the system?

Stephanie: Yes. As a matter of fact, just sitting here just right now, we sent out an email 2 hours ago and it looks like we have a handful of new orders that came in here this morning; some with coaching and some without.

Birgit: How do you add on the coaching?

Stephanie: What we do is; we take people through a process of when they purchase a program then they are offered, right before they even check out, they are offered to add on a coaching session with one of my coaches. Anybody can go... Did you want me to give you specific websites?

Birgit: Yes, please.

Stephanie: You can go in and see how our process works. We have different processes for different things, but the one I am talking about specifically right here is, you can go to SuccessIQ.com/specialoffer. What you are going to see there is a product offer that is basically 3 programs at a deep discount, and then when people go ahead and take us up on that offer, immediately then it comes up and it says, "Do you want to add coaching to that? That might really help you out to talk with one of our specialized coaches." We make that offer and they just say "Yes" or they say "No."

Birgit: I saw once that you had a questionnaire to find out your success IQ.

Stephanie: That is another path. We do have that. We have the world's first success IQ quiz and then a long form test as well.

Birgit: I was really surprised on how accurate it was for me. I was really startled and I thought, "Wow! How can they do this on the computer? This is really cool!"

Stephanie: Yes; we spent a good amount of time creating that and so the quiz itself, that does a little different thing and people can go to successIQquiz.com and for that, people take the quiz and then they are offered up their quiz results and currently what happens is it goes to... When you get your quiz results, at the bottom it offers you our front program. We are about to change that and give up even more value before we offer the program.

The best thing to do, for people who are starting online, I want to say this; it can be so overwhelming and so frustrating to hear about all of these people making all of this money and doing all of this stuff, and the best advice that I can give people for getting started on this, is a couple of

folds. First of all; understand the overview of the process, which I am going to share with you in a minute. Number two; stick with one proven person and unsubscribe from everything else. Does that make sense?

Birgit: Totally. I know for myself I thought when I started 2 years ago, you gather all of this information from so many places and you keep getting more and more overwhelmed; you might do a little bit, but I thought, the way and the only way to really make progress quickly is you choose a mentor and you stick with them and you do what they tell you every week and you will just have so much faster success and more success.

Stephanie: Exactly. That is so, so important.

The thing is; a lot of people are worried about, “How do I get traffic to my website?” The problem is that you don’t have a website that is actually going to justify getting the traffic. The process of putting something together, is actually; it is not build a list to get a bunch of traffic, it is build the right website so that you can capture the names; I call it the bucket; so that you don’t have a holey bucket, because if you are sending people to a website where they have 1000 different options and they have, “Check out my company...” Think about it. How often have you gone to someone’s website and spent 20 minutes just looking at all of the things that they do?

Birgit: It’s easily done.

Stephanie: It can be, and then you leave the site and you forget about them and you never come back again. If you are the site owner, you want to start building an online relationship and so in order to start building an online relationship, you don’t want to offer to someone, if I said to you, “Birgit; at Success IQ University, we have one-day events, we have three-day events, we have coaching, we have mentoring, we have client consulting, and then we have this product, and that product and the short-cut and the...”

Birgit: Oh my God! What should I choose? Help!

Stephanie: Exactly. So you have to lead people through your system one little... a mentor of mine says “One little crumb at a time.” So the easiest way to get started is to put up a page and go to the links that I just shared with you, either the quiz or the free audio page, where it is a very simple page where it does nothing but one thing, which is to gather names. That is step one; build the right website.

Birgit: Then also have a real business. Sometimes people think, "Oh I can just go make some money now. If I do this tonight, by tomorrow morning I will be making tons of money." That is just not true; right?

Stephanie: You can. It depends on the kind of business that you want. You are talking to different kinds of people. There are business opportunity people who are just... The process is very simple. Get a really good converting website, drive traffic to it and make money. There is that kind of a business owner who is just about making money. That is not me. While I guess I could probably sit all day long and just sit down and do that, it is not my kind of business.

Our business is; I wouldn't say "different"; the process is the same in terms of getting clients and getting leads and so on, but our whole thing is about building that relationship and so there are several different ways to do it. I wouldn't say that you don't have a real business. If your business is about internet marketing, you have an internet marketing business then. That is just not our business.

Birgit: You were going to give us an overview of the different steps that we need to do. Do you want to go and tell us about that?

Stephanie: Sure.

Step #1 is like I just said; putting up that webpage; the landing page that captures names. Actually there is probably a step before that, which is; know what you are selling. That has to be really, really important, because it is really interesting how many people I have talked to that are trying to build a list but they don't what the product is. What is it you are trying to sell, first of all?

Birgit: So your landing page definitely has to have an objective and a goal to it, and that is the only goal that should be for that particular landing page?

Stephanie: Yes. Exactly.

So as you are collecting the names, the second thing then is to start driving traffic to that page, and there are so many different ways to drive traffic, but there are free and easy ways that you can get started; free and easy is not always the fastest, but it is free. One of the favorite things that I like to do is; I have somebody that does blog posts for us and then a second way to get a lot of back links and traffic to your site is by using... There is a free program called Comment Sniper and it is really a cute little

program. It goes out and you set it up to monitor blogs in your particular category of business. As you set that up to monitor the blogs, as anybody posts to the blog, you get an immediate notification that someone has posted to that blog, and you can then go to that blog post and leave a comment. That is one of the very interesting ways to drive traffic to your site. You go and leave a comment and say, "Hey that was a great blog post..." and then you put your link underneath it.

Birgit: How do we find the Comment Sniper. Just www.commentsniper.com do you think?

Stephanie: I think it is; just Google it. It is a free little program and that is one way to drive traffic.

So landing page, drive traffic; those are the two major components... I know I am oversimplifying some of it, but I see way too many people who don't have a product even to sell.

Birgit: Do you actually get a team member to do the work with the Comment Sniper for example? So you don't sit and do that part yourself?

Stephanie: No.

Birgit: I guess too it would be nice to know; what people do you have on your team who do the different parts of the job, because it seems that just one person can't do everything.

Stephanie: Yes; one person cannot do everything, and as a matter of fact, you shouldn't do everything and these are some of the components that I teach. If you are going to grow a business, you need to be doing the things that you are great at doing, and sitting there and being frustrated by not understanding what to do or trying to sit in front of computer and do things that are not for your particular style, just are not going to work.

For example; if you take a creative person and you sit them down in front of a computer and you say, "Here; go do data entry."

Birgit: How boring. They will be asleep in a few seconds.

Stephanie: Exactly, and consistency is a problem and so on. So when you realize that there... and you will realize this, for anybody going into the internet marketing business, understand that it is a whole industry. It is not just a quick make-money kind of thing. I really want to get that message out there because you notice all of these people that are saying, "Oh I am

making all of this money online...” they have become internet marketers as a profession. That means they have learned the industry, they have learned all of the pieces, and you have to remember that if that is not your industry, so to speak, if you are an expert... I am an expert in human psychology and human behavior and so I should be really practicing a lot of my techniques and reading up on human psychology and human behavior, but if all of the sudden we decide, “Oh gosh! Let’s go use the internet.” Now all of the sudden I have to become an internet marketer; that is a whole different industry. It is like handing you a scalpel and saying, “Why don’t you go do brain surgery right now.”

I want people to understand too that if you are going to go into this, that there is a way to make money in it; there is a way to make a lot of money, but you have to commit yourself to understanding all of the pieces and you won’t be good at all of the pieces. There is the traffic driving and the conversion and the selling... There are a lot of different things.

For example with Comment Sniper, you find someone who likes to sit at the computer all day long and who likes to have the little pop-up come up and say, “Hey; someone just posted a new blog,” and they can say, “Oh cool! Let’s go jump on that.” It is a traffic assistant so to speak.

Birgit: Where do you find these people? It’s scary to go hire someone and then half the time you are hiring people who you are never going to see in your life. What advice would you give to people who recognize that they need to hire someone but don’t feel confident about how to go about it?

Stephanie: When you are hiring people, the common mistake people make in hiring people is, and especially with new entrepreneurs, is they sit down and they say, “Oh I need help!” Then they go look for someone to help them, but they don’t really specifically say what they need help with. So the first thing is that you have to be really, really clear about what you want this person to do.

For example; let’s say you are going to hire a traffic assistant to do Comment Sniper and let’s say you want them to spend 2 hours/day generating traffic like that for you. Now that is specific; it is very specific and what that does, it sets up the expectation for both yourself and the other person, now that you both know what it is that you want them to do, and now you can go about finding the “how”. Most people do it backwards. They are like, “How can I get some help?” but they don’t know what kind of help they want.

Birgit: Where would you recommend that they find people; through referrals?

Stephanie: The first thing that you can do... You can type in "traffic assistant" on the internet first of all and you can find them. You can find them at Elance.com, you can find them at guru.com and you can hire a Virtual Asst. to do it...

Birgit: If I go hire someone though, how can I be sure they will do the job?

Stephanie: You can go to Craig's list too; I wanted to say that too.

How can you be sure that they do the job? That is the second part of being a good leader is setting up reporting. So you require of them to tell you what they did every week.

Birgit: Then we should be able to talk to each other and communicate if the expectations are not being met.

Stephanie: Exactly.

Birgit: How many people do you have on your team?

Stephanie: I have 7.

Birgit: Can you tell us roughly what their jobs are?

Stephanie: I have a creative partner who develops our workbooks and our materials with me. I have two sales people. They go back and forth between the retail side and the corporate side. I have someone who manages finance and legal in my business. I have an Admin Asst who handles calendaring and she handles management with interview requests and coordination of our coaches; a lot of coordination kind of stuff. We have our webmaster, of course, and she manages all of our day-to-day communications and our web system and our shopping cart and things like that, and I have a woman who books speaking engagements for me. I think that is everybody. That is 7 I think.

Birgit: I wasn't counting either, but that sounds about right. All very different functions.

All of the technical work then is mostly given to the webmaster?

Stephanie: It is all given to the webmaster.

Birgit: Does that person need to work pretty much full-time?

Stephanie: No; she doesn't work full-time. We have a lot of things that are automated. Our communication is pretty much automated at this point, our follow-ups like newsletters and things like that are delivered every week but they are created by Diane in the administrative and Catherine in the technical, but then our standard communications, like we send out articles and things like that; that is all automated so she really doesn't have to do a lot except if something breaks.

Birgit: That is the joy of internet marketing is that you do that work at the beginning; that is what I heard from you explaining now, is that there is a lot of work that gets done slowly at the beginning, but it is a foundation that is laid for the future and then later on it is just a process that keeps repeating itself.

Stephanie: Yes that is really true. You get the emails that say that we made all of this money, well yeah, but that has been because they have set the foundation and they have tested and made sure that it works. This is not a get-rich-quick business. Being on the internet is about building relationships with people. While you can make plenty of money; you get a big list and then you send out an offer and then people buy that offer, it takes a little while to get big list.

Birgit: Do you think that it is all in the list; that is the most important thing out of the whole business?

Stephanie: Yes I do.

Birgit: Because that is where all of the prospects come from and it continues to keep flowing the money into the business; right?

Stephanie: Exactly.

Birgit: Someone told me that you really only need 100 people who really love your service and are repeat customers. Do you think that is enough or would you really need more?

Stephanie: It depends on what it is that you are selling; if it is a one-time product or if it is something for the repeat; I love the repeat piece. If they are repeat customers, why would you need anymore? It is totally and completely possible.

Birgit: So it just depends on the type of business and the style of business that you are choosing to run?

Stephanie: Yes. If you have even a brick and mortar kind of a business like we do or you are a pest control person, let's say. 100 people on your list that purchase your service on a monthly basis, that is pretty good. It really does depend. If you are an internet marketer who is interested in the masses and making money online by selling whatever product to your list... Like a lot of internet marketers who are selling internet marketing information, their strategy is a lot different. It is build a huge list and just market marketing information to it. Those are two huge extremes.

Birgit: In your business you tend to have a fair bit of coaching services too. Do you find that you need to have a huge list for that?

Stephanie: For coaching? No. Coaching is a very personal kind of thing and so I wouldn't expect to do a mass... "Oh my gosh! Look! We have coaching!" and have people say, "Oh! I need that!" That is a little different. What we strive to do on the internet, is we offer a lot of value so that people get to know us. Every week we have a teleseminar that we do and I bring on one of the coaches so people who come to the teleseminar, they get to know us and they get to like us and they get to trust us, and once they have heard them, then they are much more apt to go online and purchase coaching.

Birgit: When you do run a coaching service they way you have it, you have other coaching working with you, but can someone do it just by themselves? Is that kind of limiting because there are only so many hours in a day? How would you recommend that someone create a coaching business?

Stephanie: Let's say you are an individual coach and you want to get more clients. So using the strategies we talked about before; having a website that gives away some free information... The free information could be as simple as you talking about or sharing your coaching expertise with someone. When I say, "sharing"; that could be in a written form or an audio form or it could be in a video form; it doesn't have to be a huge, long, drawn out process, but it is the process of beginning that relationship. First you have to have that website that gives people a way to; A) put in their name, and B) get something of value from you.

Next, you start as when someone comes in, now you start to build a relationship with that list by emailing them. I have found that some of the best emails are the ones that just come from your heart. You are not trying to accomplish a certain thing, except to build the relationship, and if you take that attitude about sending emails, people will begin to really like

you. So what we do is we send out emails with a lot of information about, “Here is how you can manage your time better. Here is a tip about having better communication with your spouse.” Things like providing value in that email.

Now that you have that intention set up, the next thing then is to start people knowing about you and one of the best ways to start doing that now is through social networking.

Birgit: Using Twitter and Facebook?

Stephanie: Exactly; Twitter, Facebook, LinkedIn; it depends again on your target audience. I have so much coming into my mind right now; I want to talk about Twitter for a moment.

With Twitter, a lot of people don’t understand it. They think it is just fun to go in there and... The question that it asks is, “What are you doing?” So people will answer, “I am eating breakfast...” or whatever, but there is a lot more power to it if you start developing a strategy about how you are going to communicate. So keeping on topic here with this coach; this is exactly what I would do if I were a coach wanting to get more clients. You start out on Twitter and you give information of value. Maybe you know 7 ways... Let’s say you are a relationship coach and you know 7 different ways to improve your marriage and you are looking for clients that want to learn about relationships. So what you can do out on Twitter is develop a strategy for sending out that information one step at a time. You would say, “Step #1 in Great Relationships...,” whatever it is. Step #2... whatever it is and send that out on Twitter and people then will start sending that back to or re-Tweeting and sending it out to other people because you are giving good information of value. The key is really to stay on topic with Twitter.

Now here are two strategies that I use. I use that one that we just talked about. The second one is getting personal with people. Getting into conversations back and forth and getting people interested in you. So I will talk about my dogs sometimes... The other day I shaved my dog and it was really bad and so I Tweeted about something personal like, “Oh my God! What did I do? My poor dog. I am horrible at this.” Then people were like, “Send a picture...” I did and I said, “Oh my gosh, I am going to regret this.” So that is another Twitter strategy.

A third Twitter strategy is to discuss... One is to discuss your topic and putting information out on your topic, and number two is to discuss

personal... get into conversations with personal people, and number three strategy is re-Tweeting things that you think are interesting for other people. That is another way to build your network.

Strategy number four is to send links to media; either audio or videos, YouTube videos and things like that; things that are relevant. Maybe it is your video or maybe it is someone else's video.

Strategy number five is that every once in awhile then post something that goes back to your site; not often, but every once in awhile.

Birgit: People will appreciate that because they are really getting to know you and they already know that you give value and they enjoy reading your Tweets and that is just a fantastic way to continue and will want to engage with you.

Stephanie: Exactly. They get interested and they come then to your page which has of course your website on it, which then they click through to your website, and then they go and they get your free thing and now you are starting the relationship.

That is what you can do and that is all free. That is what you can do if you are say a coach wanting to get more clients.

Birgit: That is a fantastic strategy. Thanks for sharing it.

I got you way off topic from before when we were going through the overview of all of the different things that you can use the internet to build your business and grow it. I know you had said the landing page and the second one and then we were just about to go to the third. Can you remember where we were? You were saying that the first step is the landing page and the second one was bringing traffic to it, and then what would be the next step in what we need to do to grow our internet business or whatever business we do have online?

Stephanie: The third is building the relationship. A lot of people get really caught up too in a lot of different strategies. When I started on the internet, I didn't understand that there are only 3 outcomes to anything that you do, marketing wise. Those outcomes are; you can get visibility, you can get credibility and you can get one-on-one connection with people. So what you want to do is to pick strategies that get you, most importantly, the credibility and the one-on-one connection. Keeping that in mind, visibility is great but that is like advertising. Especially if you are a service

business, a lot of times... How many times have you gone to the grocery store and you are looking at the advertisement of the local insurance agent or local realtor where the ad is the same but there are different faces on it all over the place. How many times have you just dropped all of your groceries and said, "Oh my gosh! I absolutely have to have that right now!"

Birgit: Not too often, unless he is really cute.

Stephanie: Exactly. That is visibility. What you really want is credibility. Credibility is that I have heard of you, I have heard you are doing good things with your clients and things like this. Credibility can happen from what we just talked about with Twitter; you can get a lot of credibility by giving good information. That is a really good traffic strategy. The third thing, the one-on-one connection, that is where you are... Now you are building a list and now you are going to email to them; you are going to communicate with them on a regular basis, again giving them more information.

When I first started online, it was so overwhelming to try and understand all of these different traffic strategies and all I did was distribute articles, and this was when I first started... I distributed articles to get known and because I wanted credibility and the articles give you credibility, and I sent out a newsletter. That was it. That is how I started.

Birgit: Did you do your newsletter once a week?

Stephanie: Yes.

Birgit: From those articles, are you still getting traffic from them?

Stephanie: I would imagine that we are. I don't think we are tracking it specifically, but I am sure that we are.

Birgit: It is harder to tell where it comes from with the articles. I don't even think there really is a way to track that.

Stephanie: You can get into things like tracking links. There is ultimately a way to track it, but just to get started, you don't have to know all of that stuff. To get started, just pick one thing. I chose article distribution because it was free and it was easy to do and I purchased a piece of software called, "Article submitter pro" and that just sets up templates for all of the articles and just started distributing them blanketing them all over the internet.

Birgit: Where can I get the Article submitter pro?

Stephanie: Articlesubmitterpro.com.

Birgit: So then you were submitting that and you could tell that was bringing traffic to you at the time?

Stephanie: Yes because what happened is, as soon as I started submitting articles, people started coming back to my website and then they signed up for my newsletter, and I went from... My very first experience I went from zero to like 750 people in a short period of time; like in 2 months.

Birgit: Another area that I wonder if you use a lot is doing JVs with people? And if you do, how do you use them?

Stephanie: Yes I use them a lot. We use JVs to build our list with the correct people; with the people that we want to get to. We really think hard about who do we know or who could we contact that has a list of, in our case business owners and companies who want our products. What we do is we identify those people and a lot of those people are just people in my own personal network, so I work with... I am a speaker and so there are other speakers, of course, that are in the marketplaces that I want to get into. So I call up the speaker and I ask them if they would care to share with their lists, and I either give them the 13 Vital Traits of Super Effective People or the quiz.

Birgit: And then you would do a tele-seminar with the person?

Stephanie: We sometimes do tele-seminars and we sometimes do just do the mailing. Everything boils down to; what is it you are trying to accomplish? If you are trying to accomplish building a list, then the easiest way to do that through JVs is to have your JV partner send your offer to their list, because that is going to build your list. All they have to do then is click on your offer versus sitting down and getting into a tele-seminar and all of those different things. You don't want to ask them to do a lot of work, you want to ask them to do a little. So if your outcome is to build your list through JVs, then just make it easy for the JV partner. What we do is we send the email to the JV partner that we want them to send to with the link in it and everything.

Birgit: That is totally easy. Do you set them up with their affiliate link ahead of time?

Stephanie: Sometimes they sign up on our website and other times we just sign them up or... They are signed up as an affiliate before they ever send out.

Birgit: Do you do very many big launches?

Stephanie: We have not done big launches like what you are talking about; like a big product launch or something like that?

Birgit: That is what I meant. Your business is also a little bit different than going out to do a huge product launch. You could do something like that, but you have a very personal business and you are just choosing to run it differently than that, but there are so many different models and things you can do, it is not that someone has to do all of them. You are super successful and you don't focus a lot on that, whereas other people do put a lot of energy towards that. So again it just shows how much possibility there is and how much variation you can have when you are doing business on the internet; right?

Stephanie: Absolutely. That is where it can get, if you are running from, "Oh I can do this and I can do that and I can and I can and I can..." that is where it will get really, really overwhelming. The main thing here is to decide on what you WILL do. Every year we sit down and we decide on the particular strategies that we are going to implement. We don't sit down and say, "Oh we could do social media and we could do JVs and we could do a big huge product launch and we could do video distribution, we could do blogging..." We do brainstorm all of those things, and say, "What are all the things that we could do?" and then we say, "OK; what WILL we do?"

Birgit: Do you plan out monthly or weekly?

Stephanie: We do it mostly by the year; a traffic strategy for an entire year.

Birgit: I was curious; you told me awhile ago about a program you were implementing and I was not sure if that was Success IQ, but I would love to tell everybody about it.

Stephanie: We have just started, actually, the Shortcut Success Achiever's Club. It is a coaching club for people who want help reaching whatever goal it is that they have set. It is a really, really interesting little club. Everything we do combines training and coaching because without... according to the American Management Assn., training just by itself without coaching reduces the person's effectiveness by over 50%. So with the club, what happens is that the reason that most people don't achieve what they want to achieve, is for basically the reasons we are talking about. They don't know what they want they want to achieve and it is not specific enough and they are worried about the "how"; How am I going to get there, but they don't know what "it" is.

What we do is we first come in and do some training on how to really define and refine and really get clear on what it is that you want, and then we coach every week. We coach and train every week and then several times a year, coaching members are invited to come here to Phoenix to get together and work on their business or their goals or their dreams individually and together with us.

Birgit: That sounds fantastic. Is it a weekly program or a couple of times a month?

Stephanie: It is a weekly program.

Birgit: That sounds so good. Just like when you were saying that you have to have coaching, it is like people go to a seminar and they learned a lot, but do they implement because it is overwhelming to implement and you really do need that back-up of a coach. Every year I think we all should be having a coach to guide us along because you just become so much more effective and you achieve a lot more. This type of a program would be fantastic for anybody to be able to get them to reach their goals.

Stephanie: Absolutely.

Birgit: Back to how to make money; do you think that someone can make money in a week or... How long would it take? Would it take 6 months? Do you have some suggestions? How can I go from making maybe \$50,000 to \$100,000 or to a \$1,000,000? Is there a process there?

Stephanie: Wow! \$50,000 to \$1,000,000?

Birgit: Yeah; next week!

Stephanie: Let me figure out how to answer that. We work with companies to get them way, way out past that. I may have to answer this in a little bit different way. At the \$50,000 level, you need very, very different people skills than you need at the \$1,000,000 level. So the process of making money, and when you get to \$50,000, and let's say you have these things in place; you have your traffic and you have your conversions and you have all of these things in place, you just do more of it to make more money. But if you are at a standstill... That is a tough question for me to answer because there are so many different ways to approach it. At the \$1,000,000 level, you need to know how to be a leader, you need to know how to delegate to other people, you need to know what you want; you need very different skills.

Let me talk about going like from the beginning like zero to \$50,000.

Your first question was; how long does it take to make money? The direct answer to that is; it doesn't take long as long as you are focused on your end result. If you are starting at zero right now, your goal is not to make \$500,000. Your goal is to make the first dollar online.

Birgit: ...and not think, "Oh I am going to be making \$10,000 by tomorrow."

Stephanie: Exactly. So again; it is about picking one person, and that person; the mentor... there are tons of mentors out there and a lot of the information really works very, very well, and the key here is to choose a mentor or a coach that is like you and has the same goals as you. For example; Frank Kern; a phenomenal marketer; a phenomenal guy, and his whole thing is, "Look; I am lazy." So if that is your thing and you say, "I just kind of want to be lazy and learn how to make money..." go get Frank Kern's stuff. But if you want a more personalized way of doing things and if you want to reach more people with tele-seminars and you just want to find a personal way to connect with people and you are not that lazy person and you are really a hard-driving sort of a person, well pick another coach like Alex Mendossian; totally different personal style. The biggest thing here is not the information, it is the person you are receiving it from. You have to have a relationship with that person. Does that make sense?

Birgit: That totally makes sense. That way you can relate with the person and you will admire them and want to work together.

Stephanie: Exactly, and you have so many internet marketers out there competing for your attention and they are having a good time doing that and that is what they do and that is really, really good. You have to be smart as a consumer and consume the products and services from those people that are most like you.

Birgit: What do you think is the difference for people who make a little bit of money online and some people who make a lot? You really do see very big differences. I know when I go to conferences, I see people who have been trying for years and just haven't really made any headway; barely enough money to support themselves, and yet there are others who start a year or two and are doing fantastic. Is there a specific difference that you think exists between those two types of people?

Stephanie: Yes; it is focus. The people that are not making money online, it is not because they can't do it, it is not because they don't understand it, it is

because they are jumping from thing to thing to thing to thing and they don't understand... They are searching for something but they don't know what they are looking for. You have to be really specific again about, "OK; I am going to make \$10,000 online" and if that is goal, great. Now you settle down into, "OK; who am I going to enlist to help me do that?" If you have never done it before, you are not going to learn the entire process by gleaning free information all over the place. Pick a mentor and follow that mentor. That is the difference.

Birgit: Just by looking at free information you can spend hours and hours and days and days; it just keeps going and yet there has been nothing accomplished. That really is the best advice is to just choose somebody to work with.

I want to just regroup and hear all of the different websites or places that we can go to get a hold of you and keep in touch with you and find out more about your services.

Stephanie: I have already given you a couple; I have two. Our main website for the University is Success1QU.com and my main speaking site is Stephaniefrank.com.

Birgit: That is great and you have given us a lot of wonderful information and a great process that we need to work through in order to build our business and it was really interesting to get it from your perspective because you are such a pro at having a coaching business and telling us how a speaker can use the internet to build their business and that has been really interesting for me to listen to today. Thank you.