

## Tracy Repchuk Interview

*Birgit: Today we have Tracy Repchuk with us and she has really great experience in the internet marketing field and I know that she is going to share lots of good secrets with us today.*

Tracy: Thank you very much for having me.

*Birgit: Why don't we find out about how you got started and why you chose this field to make your source of income.*

Tracy: What happened was that I was a successful entrepreneur for 23 years; however, once I had kids, we got to the point where we wanted to spend way more time in larger chunks actually, away from the business. What would happen in fact, because it was a time for money exchange, is our income level would tank during that period and then it would take a long time to build it back up because we would go away for 1-2 months for vacations, and that was not working anymore.

One day I started to search for an alternate field to get into. I got an email in my box that said, "Hey there is this thing called internet marketing; do you want to come to a show?" I thought; that sounds great. It was reaming all of these, "Make money while you sleep" type of thing and I said, "That is what I want to do."

So I flew from Toronto down to Las Vegas to attend what was called The World Internet Summit. I spent 4 days at this conference. After that conference it was a done deal. I could see exactly what I wanted to do. I wanted to do internet marketing. I was going to become an internet marketer, but I didn't know how yet because it was all brand new to me, but the people on that stage were making money while they slept and I knew if I wanted to be able to go away with my kids for long periods of time, I needed the income to still be coming in. That is how I got started and that is what kind of pulled me to that field was this lure of; "Make money while you sleep."

From that moment on I just started a full-board education really on what internet marketing was. I purchased and invested my time in a lot of mentors and a lot of education on my desk and I went from there. It just became a step-by-step process.

*Birgit: I know that you are very famous for accomplishing so much in 60 days and making just shy of \$100,000. Can you tell us about that story?*

Tracy: What happened is that, when I got started in internet marketing, of course I was like everybody else; no contacts, no lists, and no knowledge of really what was going on. I knew in order to do well, I was going to have to invest in a mentor; that was the bottom line, and so I did. I purchased a mentor and I went and got trained on this thing called, "How to do a landing page." I came back and I started to do landing pages and I started to actually sell copywriting for landing pages. That is really how I got started was as a copywriter, because that was my background and I just took my direct sales copywriting and moved it to the web. That kind of got me understanding the fact that you can make some fast money here. Of course it wasn't automated money and so at that point I thought, "What is my next step?" When I started to attend all of these internet shows, I could see that the people around me were incredibly confused, and in fact if I wasn't so logic oriented, I probably would have been too. There are 12 speakers, they are throwing all of the concepts at you, and each of them is making money in an absolutely different field because there are so many ways to make money on the internet that it is amazing that everyone is not a millionaire because there are so many different threads.

So I started to see that there was actually a path. Nobody was really talking about the path or the sequence or the structure of starting and building an internet marketing company and I thought, "Without this structure, things will collapse. It goes to logic of anything that you are starting with if you don't start at the beginning, something is going to fundamentally collapse later. That is where I actually got started. I said, "I am going to put together the path of internet marketing." I studied and I put it all together and what that led me to do is start writing and launching a book in 58 days that became a best-seller. That was where the 58 days came in. So I started to write a book and I launched it to become a #1 Amazon.com best-seller.

*Birgit: That is a huge undertaking and especially to do it in such a short period of time. Did you hire mentors again to help you with that?*

Tracy: What I did there was I hired... I couldn't get a mentor to do that. There are mentors that exist, but what happened there was that I wanted to do it by my birthday and the program that I could have purchased didn't start until... It would have been too late to reach my birthday goal. So I found on the internet a formula for, "How to become a best-seller." It was \$2000,

I bought this, and it shipped as binders. In comes this big box of binders, and now I have to rifle through them all and figure out the sequence again; if I wasn't logic oriented, it probably never would have happened because this stuff was great, but it really wasn't kind of as sequential as it needed to be, and there were gaps in the technology because you are doing things with Amazon and Amazon had changed and things like that. So I actually did buy a formula, but I didn't have a mentor per say; somebody that was going to work with me and train me; it was really just those binders. But I managed to put it all together based on the binder information and at the same time that I wrote, I would spend half my day writing and the other half implementing these strategies to get and launch to market. That is how it happened within 58 days.

*Birgit: What I hear in that is that you were very determined and you also took action and on the determination front; I know that there are so many people who will buy a package, they won't even go through it or look at it, and I think that is such a shame. What made you just go and follow-through? I think that is a very personal quality that you have that perhaps other people can learn from.*

Tracy: It is almost a defining factor for making it in internet marketing and perhaps making in many different fields, especially when... The average internet marketer; we are coming in at the age of 30 and 40; it is almost becoming a brand new second career for us, and what you have to remember is how much effort you put into probably your first career, and that internet marketing is not a magic bullet or a little switch; you really do have to take massive action. I definitely took massive action. I overcame a lot of barriers and obstacles during that time; it wasn't this lovely 58-day journey actually; a lot happened during that, and yet I had to make a lot of choices during that period and it became, "Do I want to continue? Do I want to launch this? Do I want to launch this despite the fact that it is not completed? All of these little factors that came into play.

All I started to do was work from my end-game backwards, which meant that I wanted to be a best-seller and I knew what it was going to take to be a best-seller, and I was just going to continue to pump and put in the time and effort that was going to take, regardless of what I was encountering. I was hilarious; I launched that book to best-seller and the book was not even in Amazon yet. So that tells you that, you know what? I learned this from one of my mentors named Mike Littman and he said, "You don't have to get it right; you just have to get it going." That is exactly what I kept doing during that period was to make sure that in fact I just kept going and

going and going regardless of the appearance that this whole things would collapse and not work.

And of course it did work and then what happened after that was how I broke 6 figures in a 6-month period because I had actually gone like 4 months prior to that of doing very little because I was moving from Toronto down to the U.S. Once I said that I was going to be an internet marketer, I flew back home to Canada and we sold our house and we moved down to the U.S. which of course is not a small undertaking, so for the first 4 months really, I didn't do a lot and then in the next 2 months I launched the book and then broke 6 figures from the very start. We call it 6 figures in 6 months, but technically it was almost 6 figures in 2 months.

*Birgit: That is fantastic. Two things about that; was there a lot of people who were behind you and selling your book and that is what helped create and get the word out about your book?*

Tracy: Absolutely. When you are doing a campaign to become a best-seller or really a product launch of any nature, you have to recruit what are called JV partners. For me, it was the ultimate JV experience in that I didn't have anything to offer them. Back then... there is not money to be made in the book, so at this point you can't say to someone, "Hey you are going to get 50% of the proceeds", because there isn't 50% of the proceeds to get; there is like the \$1 you make from your book. So I had to recruit people to join and assist me in this just based purely on determination and say, "Look; I will help you and when I get a list I will launch for you and when I do this I will help you..." and really people did based on almost my future promises of assistance and that is exactly what they got and then when they needed me afterwards, that is what they got as well.

So we launched the book to best-seller with of course the assistance of many, many what are JV partners; and again; I didn't have any of the big boys. When you have the Joel Calms and the Mark Jointers and people \_\_\_\_ of the world, it is not that difficult a task to launch and be successful. They have massive lists. I did it the old fashioned way where you do searches on Google for people who are dealing in the book industry or are interested in your topic per say and just contacting them manually and recruiting them piece by piece by piece and my lists were like; somebody would have 500 and somebody would have 22 and somebody would have 1000 and then I hit somebody who had 8000 and I was laughing... It was a really, really big and tumultuous build in order to do that.

*Birgit: And that you did in the 58 days?*

Tracy: Yes; as I wrote the book; exactly. It is a 300 page book in addition to coordinating that entire launch effort and launching it.

*Birgit: That is a fantastic book too. I have gone through it and I use it all the time; it has so much great information in it. What I like about is that it is step-by-step and it simplifies the whole process and you just know exactly what your next step and that is what I love about it and I really appreciate that you put that out; thank you.*

Tracy: You are welcome. The book is called, “31 Days to Millionaire Marketing Miracles” if anyone was wondering. That book was actually my stepping stone into internet marketing as far as credibility was concerned. All of the sudden people saw this book hit the marketplace and they saw it go to #1 and nobody had a clue who I was and they said, “Who is this?” Then what was even more interesting, and that came down to again what I learned from Mike; you don’t have to get it right you just have to get it going, because I launched without a backend.

Launching without a backend should/could technically mean death because there was no money for you to make; all you had was this book. What was really cool is; as you said, it was so step-by-step and it hit the market and filled such a great need that people started phoning me and saying, “Can you coach me on the book? Will you take me through the book?” That is where the 6 figures came into play because people were throwing anything from \$6000 to \$10,000 at me to coach them through the book. That is where some really fast money came into play for me, and then of course I got noticed by The World Internet Summit who awarded me with New Internet Marketing Success of the Year and flew me all expenses paid to Singapore where I got to present in front of 3400 people and that started my speaking career.

*Birgit: That is fantastic. Did you get a lot of coaching clients from Singapore too?*

Tracy: I didn’t; no. That was purely a... they wanted to hear my success story, and so that whole time I was really just telling them about the journey really that we have just touched on here and some of the steps that I took to start and get to where I was as fast as I did. All I did essentially was talk about my success, but what happened from that is the show hosts were so pleased with how well I did on stage and how comfortable I was with 200 people surrounding me at all times type of thing, that they invited me to speak in the UK after that. What was really great is; word travelled

really quickly, because by the time I got back even from Singapore, I had already another speaking engagement in the UK with another host at the time.

So my very first speaking engagement ended up with being with a group called, "Focus Seminars" and I went to the UK and did really well there. At that point I had to come back and put together a coaching package; not just for one-on-one, which is what that initial coaching package was, but really to train a group, so I had to be really fast at product creation at the same time as putting together such a streamlined approach to teaching somebody else that it was duplicatable so that they could get the same results, and it was so step-by-step that it wasn't complicated, so that is really what started to happen very quickly.

*Birgit: What is great I this whole story that just by doing the one thing, it just snowballed and grew into a much bigger business and it just spread, and I think that is what we need to encourage people is to just get that one things going, finish it; completely complete it, and that will swing into many other actions and just take your business and take it away.*

*Another thing I am very curious about is; what do you do now on a daily basis in a typical day?*

*Tracy: My typical day can vary depending on whether I am coaching that day, whether I am product creating, or whether I am actually about to go out and do some sort of speaking engagement. In general, it is really the typical internet marketing lifestyle, in that you get up and you decide what you are going to do for the day as far as; are you going to create a product today, you are definitely going to communicate to your list that day, you are going to send out an email, you are going to do a blog post that day, are you going to do an article...? Really I almost monitor myself based on the book still, because it is such a sequential thing and then of course you just continue to repeat elements, and that is what I do there. Then of course I teach twice a week now with different various classes. Depending on the program, I will do multiple sessions for what is called "The Entrepreneur in Overdrive" program and that is for entrepreneurs who want to start to take what they do and move it online to be an automated sales process, and the other one is the "Quantum Leap Profits Program" where I teach people how to take what they know; the knowledge that they have, and spread it out into a membership type of site so that they can get monthly recurring revenue.*

Most of my day is Google research, creating, communicating with clients, whether by training or speaking with them directly, or more research, and then I always have a chunk of my time every single day on what I will call “mindset” or “personal development”, because that is one of the pieces that I really saw was missing and that I made sure was in all of my programs, and that was the mindset element. Successful people have a successful mindset, and although a lot of people come into internet marketing and start to work hard, something collapses as far as their mindset is concerned. Maybe they have people around them that are not supportive, and so that puts you off moving forward, and maybe they have people that don’t want them to be successful, or maybe they have their own programming in their head that constantly says things like, “You can’t do this. You are not worthy...”

So I actually spend at least 2 hours of my day as well on some sort of mindset and/or personal development. By personal development, that is really just listening to tapes that are motivational and making sure that I am constantly nourished from both sides; both the skill-set side and the mindset side so that I remain balanced. Then of course my day ends when the kids come home, which is approximately 3:00 and then I do things with them until they go to bed, and the probably about 10:00 when they have gone to bed, I will just; sometimes anyway, not all of the time; sometimes I will just do a quickie email check on my client emails only and make sure everything is OK and then head to bed.

*Birgit:* Great, so lots of variety.

*Tracy:* Yes; definitely lots of variety, and then there are the gaps. When I go on speaking engagements I am away for a month possibly. When I took the whole family to Australia when I had a speaking engagement there, they all came and then we spent a month away, and that is where the automated money factor was wonderful, because I didn’t come home with no money. My PayPal account was getting filled while I was away.

*Birgit:* Before I ask you “Where does the money come from?” I just wanted to find out; what website can we go to so we can participate or to sign up for those two programs you were telling us about?

*Tracy:* Great. Depending on your level; I am going to give you three program names, because what I did was I made sure that nobody would be left behind; and by that I mean price point. The first program that I have deals with an entry level and when someone doesn’t have a lot of money but

they really want to get started, and that one is called “Internet-success-university.com”. That is a monthly program and you get a lesson every week and you get a free book every week and you get all sorts of amazing information and what I did there was a complete brain dump. I sequenced it in such a manner that you would not be overwhelmed. Sometimes you order a program and you pay \$1000 and it comes in the door and there are 52 DVDs and there are all sorts of stuff, and it is over; you can’t take that much information, and so you put it on your shelf and you never look at it. What I have done here is made it so affordable and then send you just enough every week so that you can get it, understand it, and then do it, so that when the next lesson comes in, then you are ready for it and you are not getting overwhelmed and it is not becoming a negative experience for you. That is the entry level one.

The second program I have is a mid-range and it is called “Quantumleaprofits.com”. That is a group class scenario and what I do there is I teach you how to do the landing page, the sales page, and build a membership site. It is the absolute foundation of internet marketing and it allows you to continue to repeat the cycle for every single idea that you have, plus because we have back-ended that original idea with a membership plan, you are going to be getting monthly passive recurring income so that you know that your bills are going to be paid while you start to develop and nurture these other ideas that you have.

Then the third plan was actually where it all started for me, and that is called, “Entrepreneurinoverdrive.com”. That is a one-on-one program and it is designed for somebody who has an erratic schedule and simply needs one-on-one mentoring, or it is designed for an entrepreneur who has a business, but they either want to take an element of that business and automate it online, or they want to actually start an entirely different stream of revenue and I work with them to build a cohesive plan that incorporates the lifestyle that they want, as well as of course we execute an entire training plan from start to finish one-on-one with me.

*Birgit: That sounds fantastic, and then you have covered at every level, be it newbie to expert.*

Tracy: Yes; literally I have gone from the absolute newcomer, through to a mid-range person ready for some level of mentoring and hand-holding, to the upper level of entrepreneur and really I have started at; if somebody only has \$20 in their pocket and they want to get started, the bottom line is that you get the book, “31 Days to Millionaire Marketing Miracles” and you

simply can't lose. It is one of the best investments you can make, and in fact, as far as my programs are concerned, that book is a requirement simply because all of them follow the foundation building for internet marketing. I don't put anybody into the middle of internet marketing. I make sure all of them have the foundation or else no matter what they do later, it will simply collapse like a house of cards.

*Birgit: You mentioned about the memberships sites; tell us more about how that works more specifically so that we would be able to go and make one of those and where do we go, how do we start, what is the purpose of them?*

Tracy: The membership sites; what originally I noticed was happening is a lot of people were starting at the creation of a product, and they would pick the e-book which is really popular, and that is a great thing to do, but what would happen at launch, they would spend a lot of time building the product and that meant that no money was coming in during that time. Then they were organizing the launch, and that meant lots of time and no money. Then the actual launch took up a lot of time and all of this time they weren't getting any money. Then they would launch and they would get this pocket of money; however, because of what had just occurred, chances are most of that money went backwards to pay bills, credit cards, JV partners, and so people weren't going forward in internet marketing and it was becoming a roller-coaster ride at launch time.

I noticed that with membership sites, there were 4 main things that were really beneficial to even start someone at that level, and one of them was; you don't have to launch constantly, you can actually set the membership site up, get two classes done, and open the doors. You don't have to have all of this enormous, completed product, you just have to stay ahead of the subscribers coming in the door. The other thing I loved about it was the fact that it was predictable income. You knew that if you had 100 members at \$47/month, you had \$4700 in the door every single month without you doing anything else. That meant that people could determine whether they would be able to pay their mortgage that month, get some food; that type of thing; could they survive on just that and the rest became gravy, whatever it is that they worked at.

Then the other great thing is that it gave people instant credibility, because even if you are not an expert yet, which many people are not, you can interview other people that were and be deemed an expert by association, and that is what a membership site allowed you to do, was to easily get access to people to interview them. Those are the reasons that I loved

the membership site. I could give my clients stability and predictability so that they could leave their job, because in many cases they would have a job and if they didn't know what that monthly income would be, launching an e-book was not going to help them.

The formula for doing a membership site is relatively easy. It used to be; a typical membership site used to be that you would get all sorts of content and you will build up this big huge page and someone would come in and they would grab it all and they would leave and then they wouldn't be around for the next month. So you would really end up doing a whole pile of work again and getting very little in return.

In the new model now for membership sites, is to send them this bite-sized lesson every week, like I talked about earlier, because that is all they can take anyway. It is all they can process and it is all they can do. Then every four weeks within the membership site, you do a tele-seminar or an interview to give them and to build a relationship with them plus to give them some extra content. All of this is driven by autoresponders, which is the really great part, because you can set up a pile of lessons and then know that they are going to start to bring in recurring revenue for you whether you are there or not, and that is one of the things I loved about approaching this from a membership perspective as well.

*Birgit: What if I want to run ahead and do 12 months really quickly in a 2-month time period, then do I have to wait for the whole 12 months or is there a way that I can pay for it quicker?*

Tracy: Yes and no. What you could do there is have a "buy now" option and you could say, "It is X-dollars a month, however if you want to buy the full year now, then simply pay..." whatever - \$495 for the year and then you could send them one email that contained all of the links or you could send them to a link that contained access to every single lesson. That is something that is definitely doable.

My thing, and I love either way. If someone wants to give me a pile of money upfront, that is awesome, and if they want to do the recurring week, that is great too. What I do for someone who does purchase the upfront plan, is I also additionally email them every single week, and again it is automated so it is not something that I have to do, but I send that out as well to constantly remind them that, "Hey; don't forget this week you need to do this lesson," otherwise they do actually end up in the same boat sometimes in that they either pick and choose lessons and they

have not got some of the fundamental structures in place because they think they do... For example let's say one of the lessons is a landing page. Well they might be thinking; "I can skip that lesson; I already have a landing page." However what if that landing page isn't converting and what if you don't have the correct format for it? I address every single element for all of the things that you are going to hit, so even if you do think you know something already, I guarantee by reading each of the lessons that I have done, you will discover something new.

*Birgit: If I am charging \$47 for a membership site, what kind of material do I have to have? I know in the past I have heard people will give 2 tele-conferences a month or 3 or 4; is there some kind of standard that people go by when they determine what to put out on the membership site on a monthly basis?*

Tracy: I don't know if there is a standard, but I will tell you what I teach my guys.

The first thing is; I tell them to come up with 5 elements that they are going to give their members every single week. In my case, my 5 elements are; you get a kind of a habit-builder, a life lesson type of thing. The second element you get is the actual class lesson for the week in complete details, links, and videos; whatever is required to help you learn that lesson. The third element that I provide is an affirmation, so I make sure that the mindset is getting in place, and that is something that you will repeat for the whole week. The fourth element I give is a free e-book every month on the topic that was just taught, so even though I laser target you on the exact steps to do, and possibly even give a video on what I have just done, the other element is that I may give you an e-book, because a lot of people like it that way too, so I will provide them with an e-book from an alternate source so that you can get even more from the lesson, and then that e-book for example, might be 200 pages of additional ideas and information. So every single week they get that, and then the last element that they get is a continuing education tool. This might be a referral to check out a book on Amazon or maybe buy this copywriting book for example; things of that nature I may just give. Not every week that they need to take a look at something extra; sometimes it is all right here, but in the case of copywriting, there is only so much I can teach in a few lessons and then I would say something like, "Make sure you get the copywriter's handbook from Robert Blye in order to really have a reference guide available to you at all times."

In my case there are 5 elements for every single week, and that is what I encourage someone to do that is building a membership under my guidance, is to come up with; "What are your 5 elements?" Maybe for example, one of my clients are doing a spiritual gardening site, so I would say to get a video together and talk maybe about balancing and Feng Shui; all of these other different things that you can talk about that go along with the garden concept and maybe recommending tools and things of that nature. So just come up with the 5 things that are good for you. When you hit about 5 things that you are getting every single week, you can easily see that the money that you have invested; you really start to exceed it by 5 times by the time you have done that one month's worth of being a member. It is easy to keep your members that way.

*Birgit: What a fantastic system.*

*If I want to set it up, what software am I going to use?*

Tracy: There are a few things. There are about 5 things you need to get started in memberships. The first step is that you need a domain name and you can get that anywhere you want, and in my case I go to lpower.com, but a lot of people use GoDaddy.com, or Oneonone.com. The second thing you need is an ISP so that is somewhere that you can host your actual domain name that you purchased. In my case I use InternetMarketingISP.com, but again; there are hundreds out there. The third element you need of course is your membership site. There is lots of software that ranges from \$17 to \$3000-\$4000. I have actually invested in all of them in order to evaluate them. The upper level one was way too complicated, especially for what I was trying to teach, and the lower level one was a little too simple in that there was no instruction, back-up support and things of that nature. I use something that is called [membershipsiteminutes.com](http://membershipsiteminutes.com). That is one of the sites that you can use, but again; there are so many different ones that you can utilize that it really just comes down to the price point you are happy with in most cases and the features that you need. My advice is that you don't need to go huge, especially to start. So it is [membershipsiteminutes.com](http://membershipsiteminutes.com) and you can go and check that out and I believe that will actually take you to a site that I have set up as far as a... It is actually free to get started. I usually give this out to people who are in my program and/or involved or have purchased another product from me, but because of what we are doing there, Birgit, this is a free bonus for your listeners.

*Birgit: This is fantastic! Thank you.*

Tracy: Then the last element you are going to need, and you need this in internet marketing regardless of the direction you are going, and that is an autoresponder. For this I go to Awebercart.com and that is the one I recommend. Again; there are other great ones out there; there is autoresponseplus.com and there is oneshoppingcart.com and kickstart.com, but I just found Awebercart.com a nice mid-range, not too expensive to get started and it is reliable. That is what you need right there, and I think it comes to about, if you put all of this together, the starting price is like \$49 for your first month.

*Birgit: With all of the stuff that you are doing and running all of this, how many people do you end up needing to have as team members?*

Tracy: To assist helping me run my company?

*Birgit: Yes.*

Tracy: Currently I do it myself. That tells you how many team members you need. Would I love to get more people involved? Yes; but I don't want staff. I had staff and I had the big company and that is not the direction I am going anymore. What I actually have started to do was use outsourcing services and I am just starting now to build an arsenal of people that I have found on outsourcing services and really pulled them aside and said, "I need you to do 20 hours/week of work on landing page uploading for me..." or "organizing articles for me..." and that type of thing. I am actually now starting to outsource and that is what anybody can do. If you go to easyoutsourcingnow.com, you can find people that will do work for you for like \$3/hour.

*Birgit: That is so cheap!*

Tracy: Yes. Obviously when I pull them aside I hire them for a little more than that because I want them to stick around, but just to give you a feel of; it is a great way to test whether someone is a good resource for you.

*Birgit: A question I often get asked is; just how fast can I make money? What can I make in the first 6 months?" I know that is such an open-ended question, and earlier you alluded to this and I did want to bring it up, that people seem to think, and I read it all the time online, "I can make money in a week. I made \$100,000 in 4 days..." or "I made a million dollars in one week." That just can't quite be true, and you already have painted for us a picture of just how much work is involved in doing the different steps to this, so I guess what they are really talking about when they say that is;*

*we did make that in the 3 days or in the week, however; we have been spending the last 6 months preparing and creating the product. Would you say that is true?*

Tracy: Absolutely. It is true. We hear definitely stories of “I made a million dollars in a day.” It is true; they did, but you are right that it needs to be tagged with the fact that they spent the last year and a half building their life up to that very moment. In the case of the Stompernet boys made \$18,000,000 in a day. These are exorbitant almost realistic figures, and yet they are factual. However, with them it was a consortium of 5 blockbuster internet marketing gurus that managed to grand-slam a result that they worked on for a couple of years. Those are amazing results.

However the reality for a lot of people... I think if you've made \$100 in your first two weeks, you are on your way to gradually building a very stable foundation to what you can start to move with. I think the very first dollar that you make on the internet is actually the hardest. I met a guy down in Dallas and he had been on the internet for 12 years and he bought my book and he made his first \$83 after following the procedures in my book and then the week and a half after that, he actually made \$1000 after following the procedures in the book. It really comes down to having the right information in the right order at the right time and really needing a mentor after that, because in the case of this guy of course, he built up this unbelievable skill-set of being able to do things on the internet. So he just had to follow step-by-step, but also having said that, he also hired me as his mentor which is the funny part as well. He also knew that in order to fast-track himself, this information was really great, however; when you have someone to hold your hand and when you can email someone that little question that most people have instantly about, “Gee I am stuck here. Now what?” which is what you get the ability to do within my programs, is it gets you moving and keeps you moving faster and forward.

If you take a look at my years as far as mentors were concerned, in order to accelerate at the rate that I did, I had 13 mentors that last year, so that was an investment probably close to about \$67,000. I invested in myself at a Harvard University rate for one year and it paid off. I never doubted that it would because the bottom line is internet marketing is made up of formulas. If you follow the formula, it is going to work, and then if you add the mentor to the formula, you are going to be able to accelerate. A lot of people start with reading an e-book and reading some information on the internet and Googling and trying to find out what other people are doing.

If you want to make money fast, you need to laser target your own investment and your own time and your energy into achieving that. If you want to just dabble and make some auxiliary income, well that is great too. You can actually approach it at a less aggressive way and you can say, "OK; I am going to start my blog and I am going to blog every day and I am going to make sure that it is keyword centric so that I am search engine optimized, and I am going to put some AdSense and some affiliate products along the side, and you know what? You will probably make maybe \$120 for the month based on those clicks. Let's say you say, "OK I like this and I want to make it a little more serious. I am going to add some AdWords campaigns driving people to my blog or driving people to certain affiliate programs." Let's say then you double or triple your income based on that and now you are making \$600 for the month. Those are great ways to get some auxiliary income. If you want to replace your job though, you are really in my opinion going to have to take it seriously and start investing.

*Birgit: And investing in the time. We all should be like the guy that never gave up after 12 years. What he has is what many people need is a determination to be able to follow through and to just continue to do it and do watch in the next year, he is going to do really well. I think what changed for him is a mentor, and that is where you just need to find someone who is that one step ahead of you or a few steps ahead of you who can keep you focused and make it so much easier for you to move through it.*

Tracy: This is it. He had so much amazing talent, as so many people do that I meet; they just were not monetizing it. There was this key ingredient missing, and of course when I do encounter people that are like that, those are your dream clients because you can see that they have so much content that we can easily shape into a membership site, that execution of this is really just my knowledge applied with them doing it added to my ability to keep them motivated and moving forward, which of course is another piece of what a mentor does. I motivate and I move you forward and I keep you accountable. A lot of times when you come home from work and you are a little bit tired and you think, "I am not going to do it tonight," and then you think that that next night and the next night and the next night; then nothing gets done.

It is like an exercise program. We all know how great we are in the beginning; we are like, "Oooo; for three weeks I have done this every single day..." and then a couple of things occur and we drop it. In

essence when you get into internet marketing, when you drop it, it is actually so much larger than giving up on an exercise program or a diet, because in essence you fundamentally have dropped our dream. You have said, “My dream is not important enough. Getting my message out there is not important enough,” and it is critical that you do, because if you were driven to the internet at all, you took a peek at something, that means inside of you this isn’t really about the money; the money is the bonus part that comes when you start to work and focus more on your purpose, and when you start to get into internet marketing and really start with “What is my purpose? What is my big vision here; not how am I going to make money but what is my big vision? What do I really want to achieve on the internet?” From that point, by almost switching the entry point as well, from making money to profiting from your passion is what I talk about, and at that point too, it makes and gives you the internal drive and motivation you are going to need to continue to put in the effort every day that you are going to need in the beginning.

It is like a rocket getting out of the stratosphere type of thing. You need that rocket fuel in the backend to get you, but once you are out of the orbit, you can just easily, as you can see just like a rocket would, it just rotates around the earth at that point. Just like we do now, we go and check our PayPal accounts and voila! There is money in there from the various efforts that we have put into place already.

It definitely takes determination, motivation, knowing the real purpose as to why you are getting into this in the first place, making it not about money but more about serving your purpose and your fulfillment, and knowing that... Let’s say your goal is to spend more time with your family and be with your kids or travel more; whatever your goal is, keep that in front of you as well because that is the motivational piece that you will need instead of dropping back into watching TV or checking out the news. You will get at your computer and you will do one little thing a week and it goes back to why I love the membership program. Then you do one little thing a week and you don’t get overwhelmed and each week you move closer and closer to the ultimate building of our internet marketing empire.

*Birgit: If I am building a membership site, and I get that going, that is great for me to give out the information, but that also means that I need to continue to keep having new people come to my site. How do you go about getting traffic and people to be interested in the membership site?*

Tracy: Traffic is your typical strategies at that point. So the cheap ways to do traffic or the inexpensive ways are definitely starting with who you already know. For example, you would use your email that you already have and to get started you would send to people in your list and you would say, "Hey; by the way I have just started this membership site. If you are interested, go check it out." In your Outlook in your email, instead of saying "your name" and "president of.." or whatever, at the bottom now you are driving people to what is called "the landing page" because this is who you are going to build the list and get people motivated into checking out your membership site.

Then the other things you are going to check out are articles. You are just going to make sure that you get some articles, and what is great about the articles is; it drives traffic to your site plus it gets you out there for back-links which makes your site all the more popular.

*Birgit: What is a back-link?*

Tracy: They are what Google likes. Let's say you submit to an article site and 200 pick your article up and they start to post it on their site. That then gives you what is called 200 back-links and if Google sees that you have these back-links, they increase your page ranking, they think you are great person and they can see that other people think you are a great person too, and then they give you credibility on the internet and then they start to say, "You are really popular. I am going to put you on the front page of Google; I am going to move you to page 1 of Google for your search terms," which is of course another great way to make sure that you are getting the free traffic and organic listing through Google and that is through making sure you have search engine optimized by using keywords on everything you put out there. That is your article, your blog posts, your landing page and your sales page. Those are kind of ways to get the free traffic.

As far as further traffic, you can start to investigate things such as Google AdWords, you can go to forums and actually participate, and you can place ads all over the place; literally if you went to Google.com and you typed in, "Forum" or "Internet marketing" or "Internet marketing forum" or "sewing forum" or "knitting forum"; whatever your niche is with a forum, you are going to then start to get built in communities that are just sitting there waiting for you to come in. You don't come in and start selling them, but you come in and start to be member of that community, and of course in your signature that thing along the bottom, it is going to say, "Hey!

Check out my membership site,” and people will start to come from that way. So it is a slow and steady drive to get members in. First you will get a member and then you will get 5 members and then you will get 20 members and then you will be up to 40 members and then 60... it is this slow drive of building it up. When you think when after 6-7 months of this building you are sitting in there with 500 members at \$50; that is \$25,000 in your bank account every single month before you have even started.

So it is not like these million dollar days, but it is this beautiful build to where you are so financially stable at the beginning of every single month, that the rest is just based on; “What do I want to do now?” It is financial freedom at that point. It is the ability to do what you want, when you want and where you want. Really you just have to think about it as traffic strategies are a definite thing that you are always working on and you are not looking for the magic bullet; that magic bullet where all of the sudden 7000 people come in the door does not exist. A lot of people will tell you it does, but you won’t get the traffic... Maybe somebody has a system that will kick a lot of people at you, but they are not going to be targeted and they are not probably going to be directly interested in what you have to offer.

*Birgit: It always seems like they have some kind of a magic for traffic, “Oh you can get so much traffic if you do these secrets,” and then it just ends up being the same old work which is the part that you talked about. I always wonder, “Is there really something that I don’t know yet? Is there some kind of a secret?” Do you think there is?*

Tracy: I don’t think that there is. I have not seen it yet. I have bought... probably everything that come out the door, I buy. The last thing I bought was called “The Secret Traffic Code” or something like that. “How to get unlimited traffic by just putting in this one code,” so I just thought there was going to be this magic bullet of a one code. There was not. It was this incredibly complex strategy of putting this code all over the place. So that was no different, like you say, than exactly what is going on now; what we are doing now, which is that slow build to putting out ads, to putting out campaigns to executing traffic strategies that will pull it in; I really wish there was a magic bullet. You have to think of traffic as the diet. Can you lose 18 pounds overnight? The answer is no and maybe there is one person in the world who has done that, but for the majority of us, it is a slow and steady pace that wins the race.

*Birgit: But it always sounds like there is no work to it and like it should be so easy! Now you are telling me that we actually have to do some work and spend a couple of months taking actions?*

Tracy: It is not a couple of months; it is time every day and it goes down to how you sequence your day. For example, people who use AdWords strategies, they start their day by checking their ads; seeing if they are optimized and checking statistics... Internet marketing is a game of statistics. 1% can make a massive difference, whether it is an opt-in at a landing page or a sales page or a conversion at a membership site or the ability to keep that extra 1% from leaving the membership site; it is a game of statistics. If you play the game lightly, you will find that it doesn't build for you. I recall one of your questions that you asked me is "How do you go from the \$50,000 to the \$100,000 to the \$1,000,000 level?"

It really becomes and comes down to the bottom line of structure and making sure that you understand that what you are starting is a business; internet marketing is a business and it takes time and every day like in your business, even though in a typical business you are there for 9 hours/day as an entrepreneur in a typical business, this actually doesn't require that amount of time, but it does require an hour a day on traffic, an hour a day on optimizing your copywriting, perhaps an hour for the week on creating a new lesson for your membership site, and then maybe an hour on launching an email campaign for the week and maybe an hour on doing a blog post combined with an article. It is not as many hours as a typical business; there are a lot of times, but what beautiful about this business versus any other, is when you put that time in, it becomes automated to the degree that, that information is now out there and when you drive people into like a membership site, it is monthly recurring income. Every new person I the door is another \$50 for as long as they stay in that club. All your job starts to become is, "How can I make sure that member sees value?"

The other thing about the membership site, about as far as how to get new members in the door – the one thing I love about it is; when a member comes in the door, they actually become an automatic affiliate, and that means, if that person somehow said, "I love this site. This is really great!" and they sold just two membership sites; so they sold two other people to become a member, that in essence makes their membership fee free because they have cancelled out with these two members, plus of course, those two members are now going to recruit 2 other members. It starts to branch off into almost a network marketing scenario if you treat your

members correctly and you keep them incentivized to sell and promote the club.

*Birgit: What if there is a whole bunch of sites in the same niche? And internet marketing would be a perfect example, because there are so many people teaching it, shouldn't I be worried about not getting enough people to come to me? Why would someone come to me and not to someone else? I am sure that could apply to; say you are an interior designer or maybe a gardener membership site; there are so many different sites in any field, people could feel this same way.*

Tracy: You are right. If you were going to... let's say you were going to go into the diet industry and you are going to open up a diet site or a membership site, which I actually have a client doing right now. She is opening up a membership site targeting exercise and diet. So what you have to do there, because there are so many people out there... Let's say in the diet industry for example, which is highly competitive, let's say there are 17,000,000 people looking for diet sites. You have to know that all 17,000,000 are not going to pick the one and only site out there. They are going to be looking for something, and that is where the niche research and the keyword research becomes so critical, because at that point, you better be sure that the target is so definite that you are trying to hit, you are not trying to be everything to everybody, and that is the death of internet marketing. You are trying to be one thing to one very specific target market. Those are the people that will find you.

Let's say you then become a diet and exercise site for people who are pregnant. Or I am going to be a diet and exercise site for people who are over the age of 65 with diabetes. The thing is; it sounds really small and too specific, but the bottom line becomes, that is a niche that has a lot of people looking at that specific keyword, and that is who you target. It comes down to be really certain about who your target market is, using the keywords to attract them, and being very clear on what your unique selling proposition is. You'd better have something in that site that nobody else can offer. Right off the bat it is going to be whatever knowledge you have that just can't be duplicated, but perhaps something else that says, "I am probably the best person for you."

Let's say in my case for example, somebody coming to me, you are right; internet marketing couldn't be more aggressive and it could be a bigger market to target, plus I am going against people who are the absolute pros. These are the people that know it all. If you are going to be in a

different niche, other than internet marketing, you've probably hit the jackpot period because they are not going to have the knowledge that you are about to embark on. A very, very small percentage of people have this knowledge that we are all playing with here. It might seem like everyone does because we are hanging around with them, but if you to a vet or a chiropractor or a practitioner that could just absolutely make millions just by what they know on the internet properly, and they haven't a clue what you are talking about and you just enlighten them a little bit, and they are right on board and they have their own niche and their membership site and they are dominating a niche that nobody has been educated on.

The key really comes back down to; just be certain who your client is and what your unique selling proposition is. For me, it is practically unique to the fact that I am a woman, I am a mom and I am one of the very few women in internet marketing making a very stable living and I am out there as far appearing on the major stages of the world. For me; that is my unique selling proposition that I really just bank on as a best-selling author. I use all of these all of the key pieces and you just have to find out what is so unique about you, and then you are going to be able to pull in that very specific audience.

*Birgit: That is why I put together this product is because I didn't see enough women internet marketers being displayed on stage when I went to the conferences. Do you think that there is a reason why that is not happening? I think just in the last 6 months we are starting to see more women being a little bit profiled, but still there seems to be a big lack.*

Tracy: You are absolutely right. One of the reasons that I got started period and got so motivated in the beginning was attending a World Internet Summit, there were 12 speakers and they were all men. The thing that came out of my mouth was, "You have got to be kidding me? Of all of the people in the world there isn't one woman that could have appeared on that stage?" I could not believe that there was not a woman on that stage. I made it my own personal mission that I was going to be on the stage and I was actually on that very stage within 8 months; within 5 if you count my Singapore appearance, but as a paid platform speaker, it was within 8 months. That really started my journey of starting to empower more women and that is the direction that I started to focus on in many cases.

When I was at a show, I would gravitate towards the women and say, "C'mon guys! We have to step it up. We have to take responsibility. If

you want to make money while you are a work-at-home mom and if you want to do these types of things, you are going to need to really, really want to do it and then take your desire and get your abilities out there.” In many cases it was a self-confidence issue and that is why I started to put mind-set so heavily into my programs as well, because a lot of people had been a stay-at-home mom and they felt like they didn’t know anything or they were in a job that was not high profile and thought they didn’t know anything.

Every single person has something unique to offer, even if it is tips on how to deal with a toddler, there is just an unbelievable amount of knowledge that people have, and particularly women have as well, because we, I think in many cases, add that touch of sympathy and that touch of not a hard sell; the really different approach of how to insure that people are passionate about what they are doing, their family comes first and not at the cost of anything. It really just becomes such a balanced lifestyle that everything is as you would ever dream it to be as far as financial income is concerned, and as far as the ability to care for your family, be financially free and to do what you want when you want it. And definitely women are currently not represented very well, and it is really our job now to make sure that changes and as you say, this is a perfect starting point to doing that, is to profile women on a product to...In our case now; there are now two women on the circuits that I am on, and I am getting happier by the minute, the fact that I actually had another woman to hang out with for goodness sake, versus always being one of the boys and that type of thing. It is really our job to continue to do this to give venues, to really start just women internet marketing events and profiling just women. It has been done long enough in the men’s arena, and that is not to exclude men from attending or to exclude men in any way, shape or form, it is just to really give opportunities where currently there are none to allow women to come on in a stage of abundance.

*Birgit: That is fantastic. That will come about.*

*Back to... you were mentioning that anybody can do it. I had the thought that there may be a lot of people who have worked perhaps on an assembly line or in a job where they are doing the same thing every day and they may not feel that they have a skill-set that they can sell to people or that anybody would be interested in. What would you say about that? How would they discover what to do?*

Tracy: In that case I would actually... In my book for example there is a whole section in there called, "Excavating your niche" and by that, I really have people go through, and I think in my book there are like 40 questions or something like that, and I would imagine, somewhere along the line, no matter where someone has ended up, they had a passion, whether it was when they were a kid, when they were 20; in many cases people take an assembly line job or other job because they need to pay the bills, but it doesn't mean whatever they were passionate about is gone. Once you find and rediscover what you are passionate about, you will find that you are easily motivated to learn and do what you need to do to be able to encompass and make that a part of your life and to be able to, of course, even better, make money from it. I also find that when people do excavate and discover their true passion, all sorts of doors open up that we can't predict, that just seem to happen; the universe communicates to us and you are all of the sudden attracting what you need for your next steps.

*Birgit: When we are on purpose, there is a lot of energy and buzz, whereas when you are doing something just because you have to, you end up with struggle and exhaustion and overwhelm.*

Tracy: You are absolutely right, and that is why so many people in the world are living in that state of really monotone, boredom; just really a lack of desire of life and their life consists of doing a hard and menial task-based job and then coming home and not really having the opportunity or the energy to take their life or do anything further than that. Whereas of course as soon as you are on purpose, life opens up in a whole new way and you get re-energized and you get excited and enthusiastic and when those emotions start to play, the universe answers them and they say, "She is excited about this; let's give her "this" and let's deliver that answer to her," and that is what you will star to find happens.

*Birgit: Great advice.*

*When you talked earlier, you mentioned an email campaign. What is an email campaign?*

Tracy: There are actually different levels of emails campaigns for different purposes. One type of email campaign, and this is where the autoresponders, which is a piece of software that automatically distributes emails in a timely fashion based on what you set. So let's say an email campaign example might be... I am going to convince people to join my membership site. So let's say you put 10 emails together and you say that

email #1 is going to be a welcome email. Email #2 is going to go out one day later and it is going to talk about benefit #1 of being the club. Email #3 is going to go out one day later and it is going to talk about benefit #2 and then Email #4 is going to go later and it is going to talk about benefit #4 and it is going to go out 3 days later and the next one is going to go out 5 days later and then the next one will go out 7 days later and then 7 days and 7 days... You just keep communicating a message to people automatically, so as soon as someone comes and starts, they start at email #1. The beauty is; once you create this email, you don't need to create it again, you just need to stay ahead of all of the people coming through. It is a lot of kind of one-to-many exchange of your time, which of course is a great benefit to the fact that you can automate this part of the communicate cycle to other people. In general it takes 7 times for someone to get what you are talking about.

When they come into your landing page and they see this, "Hey get a free gift" and they give you their name and email address and you give them the free gift, and then you start to talk about, "Hey guess what? You can be a member of this site and here are all of the benefits." In general when people hit that sales page, very few are going to sign up. That is just the way that it is. It is just the statistics of it all. But then you start a campaign that automatically starts to get sent to them that says, "Hey I noticed you visited my membership site the other day; did you know that you are going to get an e-book every single week? That would be approximately 600 pages of information on the topic you are interested in for only \$47/month, and the e-books are already valued at \$210. Let me give you an example of one of the lessons..." and then you just give them a little example and then they start to get interested.

Let's say they still don't buy. Then the second email goes out with something similar; "Did you know that every 4 weeks you are going to get a tele-seminar? I make \$1000/hour. You are going to get to spend 1 hour with me on the tele-seminar and ask me any question that you want. You can get direct access to someone who gets paid \$1000/hour and still you pay nothing more than your original \$47/month." Then the next email goes out and you just keep building this until eventually by kind of email #7 they are like, "Wow! This sounds really good!" You have woken them out of their automaticity of life and they have all of the sudden had the cognition to the point where they are like, "Oh gee! I could really use this!" because people are so immune to being sold that it takes a lot to

penetrate to you being able to detect and hit that point where they say, “I DO need this!” and that is the point where they buy.

*Birgit: And then the other thing that you mentioned was AdWords strategy. If you can go just briefly over that?*

Tracy: AdWords is when you get to do paid advertisement and it appears on Google search engines. You will notice as you go into Google, about the top two things that appear in Google are ads at the top and then down below is what is called “organic searches” and all of that means they have gotten there by popularity, by back-links and by search engine optimization, so those are what are called “organic” results, and then on the right side, are all of the paid ads for Google. This is where you can go to and really start to appear in a target market that you are interested in immediately simply by buying one of these ads. In the case of Google you can bid for placement. If you have properly researched your keywords, you can actually appear on page 1 of Google for like 5 cents and I have many cases where I am page 1 for amazing keywords for a nickel. What is great about this as well, you don’t have to pay just to be there, you don’t pay until someone comes and clicks on your ad and checks you out.

Having said that, I know how to do Google. I have gotten training on AdWords. If you just randomly approach AdWords and go into the backend and start to do something, you could actually spend thousands of dollars and lose your shirt and get no clicks, etc., which is again, for AdWords, I would definitely recommend that you get some sort of training on how to do that, even if it is the free course that AdWords offers. They actually have like an AdWords University. It is free to get educated, and then I think for \$75 you can actually take an exam and become an AdWords specialist, which is actually a selling feature in and of itself for your abilities. Just from that you wouldn’t have to get a specific mentor on it, but of course mentors know the fast and furious way to get results fast.

*Birgit: That is what some people call Pay Per Click; right?*

Tracy: That is Pay Per Click; yes.

*Birgit: If I wanted to go and sign up for AdWords or figure out where to go, what is the website?*

Tracy: If you just want to go and do AdWords with Google, you just go to Google.com and just type in “AdWords” and it will take you actually to their training. If you want to get it through a mentor, any one of my programs;

“Internet Success University”, “Quantum Leap Profits”, “Entrepreneur in Overdrive”, within the program, I actually teach AdWords.

*Birgit: If somebody wanted to get a hold of you and keep in touch with you, what would be the best way for them to get a hold of you?*

Tracy: If you want to follow what I do, which is kind of... there are a few sites that are really good. You can check out my blog which is where I post what I am up to lately, and that is [tracyrepchuk.com](http://tracyrepchuk.com). Another great site, if you want to know what is happening often, I have a newsletter and you can opt into that, and that is free and that is [marketing-makeover-miracles.com](http://marketing-makeover-miracles.com). If you want to join a... There is this really big movement right now called “social media” and one of the things that I have is what is called a Twitter account and if you want to follow me on Twitter... What that means is, when I post a little message on Twitter, you automatically get told what I am doing. It can be anything from “I have a special offer on right now. Check it out.” Twitter is used to get really fast response times and to create fast communication methods within your community. So that is a way to know what I am doing right away and you can go to <http://Twitter.com/tracyrepchuk>, and you can just click on “follow”, create your own Twitter account, and what is great about that is that you can create and have people follow you on Twitter as well, and it starts to be a really easy and free way to you to say, “Hey this is what I do; come follow me”, and then just send a little message to them now and then and it will start to get you on the reverse end of building your own community and starting to communicate to people about what you are passionate about.

*Birgit: I have become addicted to that in the last couple of months. You learn an awful lot, because you will put in Tweets about your business and you will be offering information to people, so it is a wonderful place to learn, and especially to learn about internet marketing if you are following some of the people in that field, you will learn so much.*

Tracy: Absolutely. It is kind of real-time thought. Someone will be in an airport and they will just Tweet or something, or what I love, some of the people that I follow do this really cool thing where they will say, “I am going to Starbucks at the corner of X and X, if you live in the area, feel free to meet me there.” That is an amazing ability. If you were actually in that area and could meet one of the internet marketing gurus for coffee and you just got a Tweet on that, I think you would get in your car and go! I know I would.

*Birgit: It is a really new way of communicating and I think it is going to continue to get more and more popular.*

**Tracy:** A lot of open access, free thought, and it gets more personal. It is not just about what we are doing, it is amazing what you can learn about somebody in any social media environment in fact, and in Twitter it is just of course at the speed of thought.

*Birgit: You have given us so much great information today and I really appreciate the time that you have given to us and have taught us so much too about how to get a membership site going. I appreciate your time and your help and I know that you have already told us several of the sites that we can go to get information from you and even to sign up for one of the programs. It really is clear to me just how fast growth can be with a mentor and you took the time to invest in that and you certainly have made it really big-time onto the world stage so quickly and I would encourage anybody there to go and hire a mentor and if you resonate with Tracy please do give her call because she is always there and I know that she has a wealth of knowledge to teach you.*