

## Instant Forum Profits with Brian McElroy and Dennis Becker

Brian: Hi, this is Brian McElroy with the second day in our series of teleseminars for Instant Forum Profits. This has already been an exciting series and today I'm very privileged to have as my guest, Dennis Becker. Dennis is the author and creator of the "5 Bucks a Day" strategy. He also runs his own forum, of which I am a proud paying member of at [Earn1KADay.com](http://Earn1KADay.com).

Dennis has generated a large following, an enormous fan base, and a group of loyal friends and customers and affiliates and joint-venture partners. A lot of it is due to forum marketing, so today is a wonderful opportunity to speak with Dennis about his expertise. Dennis, welcome.

Dennis: Thanks, Brian, I'm glad to be here.

Brian: You're calling in from where?

Dennis: I'm calling in from New Jersey.

Brian: Okay, maybe it's a similar day here. Usually I get to gloat being in Rio, but it's awfully gray and damp outside. So we're maybe in the same boat.

Dennis: It's sort of nice here, I think.

Brian: Okay, great. Dennis we are going to talk about forum marketing today, but I think you kind of got your first fame online with your "5 Bucks a Day" strategy, and that's a wonderful introductory book for anyone getting started online. I would love to hear the story about how you got started and how you discovered this "5 Bucks a Day" strategy.

Dennis: It probably started with another forum, interestingly enough; I was a member of Web Profit School, which is run by Matt Levenhagen and couple of other guys, Barrington Paige and Charles Smith. Before that, I was actually pretty shy about posting in forums and starting threads, the kinds of things that I urge my members not to be shy about, because every question is important to a lot of people.

I started getting interested again in AdWords. I had tried AdWords a year or so prior to that, and like you I was so proud of that, and then I failed, like so many people had. What Matt Levenhagen did is he came out with a book of his own. It was the predecessor of the campaign, Blast Guide. I followed that and I said "Well, let's try it again," and I did. What happened is that I had some fairly immediate success, which was very encouraging.

All my other trials with AdWords were a complete failure. I took that success and I started building upon it. One thing Matt did (and we will talk about some of the things I modeled from him as a mentor) is he had challenges over there. Challenges were to take a certain amount of time and what he called a “Campaign Blast Guide.” The goal was to do 100 AdWords campaigns in a period of five weeks.

I did that and I went through that a couple of times and it was pretty grueling. Out of that came some techniques that started to work for me. When I had a chance to sit back and analyze what was going on, I realized that the difference in that, compared to what I had done in the past, was that I was focusing very hard and very quickly on individual, little projects.

Those projects weren’t designed to get rich quick; they were designed to make a little bit of money. After I went through that I said, “Let’s sit down and consider as this a business strategy or a business model.” I developed what ended up being called the “5 Bucks a Day” strategy. As I mentioned in the book, I spent three years and I failed at just about everything.

I tried just about everything from resell rights products, to article marketing, to AdWords. You name it, I was doing it, and it wasn’t working for me, because I think I just wasn’t focusing on things long enough to let them succeed. What I ended up doing is I sat down and had a good heart-to-heart talk with myself, and said, “If I can’t make a \$1,000 this week, what can I make?”

I said, “Let’s just try to see if it’s possible to make \$5.” So I wrote down a few things that could potentially generate that income. I did it, and I focused on it, and I let everything else sit on the wayside. I did that project and it worked. In fact it worked spectacularly, to a point, as I talked about it in the book, but it wasn’t designed to; it was designed to make \$5 a day.

Then I started tweaking that strategy over the course of the next few months, and it just kept working. One thing I show in the book is I have a post-it note, that I still have, that I put right where I can see it a thousand times a day, right beside my monitor. It has my income goal that I want to make—the amount of money I want to make in a day. It’s a medium-term goal.

It’s something I haven’t done yet, for example, it’s a stretch goal. It’s something that I want to have my mind look at and say, “Okay, that’s what

I'm making." I'm making, in the beginning it was \$200 a day. I wasn't then but that's what I wanted to make, and then breaking that down into very short-term goals. What that was for me was the goal of making \$5 a day of recurring income from something that I did.

I might have spent all week on it, or, I might spend a couple of weeks on it or I might spend a couple of days on it if I'm lucky. That's why I started calling it the "5 Bucks a Day" strategy, because that's all I really cared about at some point was making \$5 a day, getting that done and trying to do it again the next week.

Brian: Fantastic. It's fascinating that you bring up this post-it note by your monitor, Dennis, because that exact same topic came up yesterday with Lee. He prints up a sheet and puts it up on the wall by his computer with his income goal for the day. I don't do it on a piece of paper but I put it up on my whiteboard behind me so it's in my office and I can't avoid it.

Having that short-term-focus goal is such a powerful way to keep yourself motivated and doing activities that you know will earn you income. Just listening to your story, this is actually the first time that I have heard you talk about it live; it's fascinating how equally applicable this is to anyone's situation. What you did is you took information that was available in forums; you picked something that you thought would work for you.

You also added to that the extra focus of following one model, one person who you admired, one model that you wanted to pursue and really honing in on that. Then—this is something that you didn't even mention, but this is something that I love to do and is totally unique in the field of Internet marketing.

You went through this process of creating different \$5-a-day income streams, and you also monetized that experience by putting together a guide that documented exactly what you did. I'm not sure there's another field out there where you can do that so quickly and easily, of not only creating new income streams but also using that experience to create information products, which only increases your profits. That is an incredible model for anyone on the line to follow in the Internet marketing niche.

Dennis: Yes, that's another interesting point Brian. I'd like to talk about that because again, it goes back to forums and utilizing them to their full potential. When I was at Web Profit School, and I started posting about some of the results I was having people encouraged me to tell them more.

What I decided to do was make a six- or ten-page guide on exactly what I was doing and the results that I was having, and encouraging them to do the same things.

In the beginning, what I wanted to do was have something to be a list builder—something to give away free. As I wrote what I could write, it turned out to be 13 pages. I showed it to some of the people in the forum and they said, “This has a lot of potential but it’s not as much as I want to know. I want to know more.” So I kept building it up a little bit and then in the end somebody said, “You’re crazy to give this away free. You ought to turn this into a book.”

So then I decided to do that instead of giving it away for free and I submitted it to ClickBank. They said, “For \$27,” or whatever I was planning on charging at the time, they said, “it’s not big enough.” It was only 28 pages. They said they like to see things be at least 50 pages long. Otherwise their experience is they get too many refunds.

So I had to keep expanding and expanding on it. Over a course of a couple of weeks, something that was just going to be something to build a list, turned into a product. I’ve sold about 5,000 copies of that book in one form or another.

Brian: You sold 5,000 of them?

Dennis: Yes!

Brian: Oh, my goodness! That is fantastic!

Dennis: It all came out of the forum. It was just a matter of talking to people inside a forum and seeing what they wanted and trying to help them. What I thought would help them ended up helping me a whole lot.

Brian: Oh, Dennis, you are my new poster boy for forum marketing. That is absolutely remarkable. I had no idea that you had sold that many of those guides. That has become an incredible lead generator for you funneling people into other products and your new membership site. Let’s keep going and talk about more ways to benefit from forums.

You just really upped your credibility with our audience, even if they already were hardcore Dennis Becker fans. You’re probably the only person on the call who has sold 5,000 or more of a particular information product. Why don’t we take a quick step back?

You have another product that people on this call are actually able to get for free on the download page for Instant Forum Profits and that's "How to Win Forum Friends and Influence People." In there I think you shared some incredible advice for people who are starting out. For you, Dennis, what are the key initial steps to beginning your participation in online forums?

Dennis

That's a great question. Let me give it some thought. That's actually one of my favorite things I've ever written, Brian, just to back up a little bit. Really, it isn't a product. It never was a product, I've never charged for it. I've given it away. That truly was to help build a list, and more than that, to encourage people to participate in forums.

The purpose of that was to draw people out from behind the shadows because I know what it's like. I used to be that way myself. Being in Internet marketing for probably five or six years now the first three or four years, I was a lurker. I was shy. I was afraid to share what I was doing.

I saw so many people that would post something and they'd get flamed because it was a question that had been asked 15 times before, or it was a stupid question. I said, "I don't want to get flamed." At some point I got lucky, I guess, because I joined a membership site that did have a little forum but it was restricted to 50 members.

We sort of had to post in there otherwise we wouldn't find anything out because if we didn't answer a question, no one else was going to. It wasn't that we could just lurk around and ride on other people's coattails. Even though that particular site failed after three or four months, I had gotten into the habit of posting in forums.

Then I was looking around for another site to join to keep going, and that's where I found Web Profit School. I made some friends in there. When I was ready to write about the *5 Bucks a Day* thing, I said it was just going to be a little give away thing, at first. I got a lot of encouragement from my forum friends.

Without them, I never would have had the success that I had. They did things for me like proofreading it, by looking at my sales letter, by making suggestions, by telling me what they wanted. One guy was helpful in getting a WSO started for me. He gave me some tricks of the trade there. I had never done any of that.

Without what I call my forum friends, I never would have, and probably still wouldn't have had any success at all. The reason I wrote that particular short report, "How to Win Forum Friends and Influence People" is to get other people to come out of the shadows and stop lurking. I have done some studies, I forget the exact percentages, which I did write in that report, that typically only 5% to 10% of forum members actually make more than a few posts.

Only 2% make over 20 or 30 posts. I put numbers in there and they were true. I analyzed some forums including the Warrior Forum, some big ones and some small ones. That's a shame because, as I tell my members, at Earn1KADay, even if you're asking a question in the forum that you think is stupid or may have been asked before, it's really not stupid because you're contributing by asking questions.

Often they come to me and say, "I would really like to contribute to the forum but I don't know enough." I say, "Just ask your questions." That's contributing in itself because there might be so many people that have the same question that are too shy to ask. When you ask it, you'll get an answer and that's going to get an answer for other people also, and I think that's very important.

It also gets you in the habit of writing things and that's probably the most important thing in Internet marketing I've found, is being able to write whether you're writing a report or whether you're writing an e-book or a sales letter. I mean, you know, Brian you started this by writing for three or four cents a word and you worked your way from there and now look at what you're doing.

Brian: That's exactly right.

Dennis: Being not only able to write but willing to write is key. People that have English as a second language are challenged but there are still ways that can be overcome by outsourcing. If you have good ideas and you can get them on paper into the printed form, you can do very well in Internet marketing. It all starts by just being willing to write, whether it's just e-mails, or forum posts, or starting new threads. It just goes from there.

Brian: Sure. Those are a couple of invaluable insights right there that I think might change the way a few folks look at forum marketing, because during this series, we are going to look at the big high-powered, [making] money type of forum marketing, but that isn't where everyone is at right now.

I love the perspective that you can contribute and become a valuable member of a forum starting out just by asking valuable questions, and not being afraid to do that. Something that may get lost a little bit is how valuable writing is, and the fact that you don't have to be a Pulitzer Prize winner to do really well with your writing.

The kind of writing that you're talking about is the same kind of writing that I do. I don't think that either of us are trained writers. We just write in a very down-to-earth, personable style that relates to people. I would say that's a key for both of us. I know I've told you before, you're one of the only Internet marketers whose e-mails I read because they're so personal and they're so you.

I've actually tried to emulate that in my own e-mails because it is so effective. You learn what works and you emulate it. It's fairly easy to put into practice once you understand that dynamic. You've given us some invaluable insights here in terms of how you've used forum marketing to get feedback on your own product, to get incredible service.

You've gotten help with a WSO—things that normally you might have to hire a coach for, or outsource on a freelance site, but you got them for free. I know you have other means of profiting from forums and getting value from forums. For example, how have you used forums for other types of promotion like list building or actually selling products?

Dennis: Well obviously there are things like the Warrior Forum, or the Warrior Special Offer Forum, where you can have an absolute goldmine there to either launch products or build lists. That's the one people think of first when you think of forum marketing. That's really just as far as trying to get a quick launch and quick cash out of something.

Brian: Where does that play in terms of your own forum marketing? Is that something that you really concentrate on or is that just a side bit?

Dennis: The WSOs?

Brian: Yes.

Dennis: Yes, that's just a side bit. I've probably only run six or eight WSOs in my life. A couple of them were for *5 Bucks a Day*. That's how I launched *5 Bucks a Day* really, by putting out a WSO and I sold 300 or 400 copies on

my first WSO. That was pretty gratifying. When I was ready to launch Earn1KADay, that obviously was my first thought.

I had the forum for 5 Bucks a Day already and we could talk about how that evolved into Earn1KADay when you're ready for that. They were my first market, and I said, "Who here is ready to take it up a notch and try a paid membership site, if I was willing to provide extra service, and extra facilities, and extra content? Would you join?"

Enough people said yes to convince me to do that. When I got them on board, that was an important step. It went to the next step, which was to run a WSO to get another batch of people in. At that point we were doing pretty well and it was jump started.

Brian: That's exactly what I wanted to get into, Dennis, and start talking about. So what you are saying is you used feedback from a small forum that you had for 5 Bucks a Day. That was for your customers of 5 Bucks a Day, right?

Dennis: Right.

Brian: So you had a small forum and you got feedback. That is an incredibly valuable use of forums, just getting feedback from your market. It doesn't have to be your forum. It can be someone else's forum where you're just taking part, you're an active member. You can get instant knowledge as to exactly what your market wants and needs, just by asking them, and that is so powerful.

It sounds like that's exactly what you did, and you pretty much had a winner, even before you created your membership site, because you knew people were willing and able to participate in a paid forum. That's a brilliant piece of forum marketing right there in itself. Would you like to tell us a little bit more about how the forum developed, the new Earn1KADay?

Dennis: Sure, let's start with the 5 Bucks a Day forum first, if you don't mind. Even though that was a free forum, probably it was one of the best things I ever did. It was just something I pulled out of thin air. I said, "It's probably crazy to do it," but if I wouldn't have done it nothing else would've happened.

When I launched the e-book, I made a few hundred sales right away. I said, "It would be a shame to just take their money, give them the book,



and never have any contact with them again, except for the odd 1% or 2% that might send me an e-mail, after the fact with a question or two.” So I said, “How about if I set up a forum so that people could interact not only with me, but also with other people that are readers of the book?”

So I setup a forum just for *5 Bucks a Day* readers. What I did is, I never installed forum software before, but I figured phpBB shouldn't be too hard. I figured out how to do that, and I set it up. I set it up to restrict the most important parts of the forum to readers only, which was fairly easy to do using, Sam Stephens' DLGuard software.

I figured I'd do that so people that weren't readers of the book wouldn't have the benefit of the knowledge that was being shared there. Looking back at it, if I'd known what I was getting into, I probably wouldn't have done it, because it became quite a time drainer, because it became so popular so quick.

That's important too, to divert a little bit—one of the things when you're setting up a forum, whether it's free or paid, you want to make sure, or at least have a good feeling, that you're going to have participation right away. There's nothing worse than having a forum that appears to be dead, where the last post was two days ago, for example.

Obviously, it's not active enough, and people aren't going to waste their time looking around for stale information. You want to have a forum that is fairly active and you want to encourage that. The fact that so many people had bought the book in such a short period of time, and were hungering for more information and more specifics on what kinds of projects to make \$5 a day from, it worked out pretty well, but it also cost me a lot of time, because I was getting constant PMs.

I'm the type of forum runner that likes to read every post, and reply to them if it's something that I think is necessary. People on Earn1KADay know that. Maybe that's one of the things they enjoy. I don't know. Maybe I'm just a Chatty Cathy. I try not to chat; I try to provide information, and answer questions, and be nice about it.

That's what happened over *5 Bucks a Day*. It just got to a point where I was spending six or eight hours a day over there, doing all the things that are involved in setting up a forum. I said, “This is fun, but I have other things to do to make a living.” So I started seeing some common questions over there.

A lot of them were, “Give us more specifics. What are your niches? How do you do this? Can you make a video on what you’re doing, so we can follow along?” I said, “Those are the kinds of things I can do, but I can’t do them for free.” I’m sorry, but selling the book for \$27, or whatever it was at the time is one thing, but I had other things to do, and I’d like to make a few dollars too.

So what do you think about having a fairly cheap membership forum to do the things you’re asking for? Enough people said, “Yes, sure, we’d join.” That encouraged me to start Earn1KADay. Then was the next step, I set up the forum. I started taking PayPal payments for it. Again, it was something that there were enough people that came in right away, and I knew some of them were fairly prolific in posting, that it wasn’t a problem in getting the content.

It jump started right away. That’s important. You can’t do all the content yourself. Nobody knows everything about everything or anything about everything, or everything about anything. You have to have people that are following you, that are willing to contribute and I’ve been very lucky in that.

Brian: Well, I think it’s a bit more than luck, Dennis. You do an incredible job of that, and I must say I love your market research. You just gave another example of asking people what they want, and giving it to them. I’ll turn this around and I think that’s also an effective strategy in a different sense. You were the owner of the forum, and you had a broad audience, so you were in a wonderful position to do that.

Even if you don’t have a big audience, you can still ask people what they want and give it to them. For example, when I was a service provider in ghost writing, I would ask my clients, when I only had a half a dozen or so, “What can I do for you to make your life easier, to give you incredible [value], and to provide great service?” That’s a very similar example of asking people what they want and giving it to them.

You can do that no matter what your situation, whether you are the owner of a forum or just a service provider starting out. In terms of having other people create content for you, I think that’s one of the beauties of Earn1KADay. Can you tell us a little bit about some of the different strategies you used to have other people create content for you?

Dennis: The content is there. It depends on how you look at “creating content for you.” What some people think of, as far as creating content with forums, is

what one guy on our site has called “forum farming.” He even had a book that he wrote about that, which is going to forums, hanging around, figuring out common questions, then finding the answers to those questions and compiling a report out of them.

That’s one of the strategies that a lot of people recommend when people ask, “How do I create a product? How do I know what people want to know?” If you go to the places where people have those questions and are searching for the answers, if they aren’t getting the answers, they aren’t getting the right answers, or if you can provide better answers, then there’s the key to your product. That’s called “forum farming.”

In Earn1KADay, obviously when you have an active forum like we do, the person who runs the forum can’t create all the content himself. If he does, the forum is just going to get stale because eventually that person is going to get burned out. What you want to do is you want to encourage other people to provide information to the rest of the membership. One way to do that is to ask.

You can start threads with questions like, “What do you think about this particular business model? Who agrees or who disagrees that using Yahoo Answers is effective or do you think it’s spamming?” This is just off the top of my head. You’re going to get an incredible amount of feedback from that, and it’s going to set people going in all sorts of different tangents.

That to me, is a way to create content, not to use the content to make an income from, but to keep people interested. Part of our forum is called the “Idea Incubator,” in one of the sections in our forum. What I like to do and what I like to see other people do is post something in there.

If they have an idea but they don’t know what to do with it, just post it as a half-baked idea in there, and maybe someone will come along and say, “What if you twist it this way? What if you twist it that way?” A fully-baked idea can come out of that process, just from putting it down on paper, or down onto your monitor, letting people give you feedback on it.

Not that I’m going to take those ideas and run with them and make products, but somebody will. We had a member several months ago (I forget how long it might even have been a year ago, six or eight months ago), he contributed a product to me that he wrote. He said, “I have this and if you don’t mind I’d like to provide it for the members area.” I said,

“Sure, I encourage that all the time.” It was about Mechanical Turk. I don’t know if you’ve heard about that or if you’ve used it?

Brian: No, I haven’t.

Dennis: Okay, it’s run by Amazon.com. It’s an outsourcing place where you can go and offer people jobs or you can take jobs, it’s what you call HITs (Human Intelligence Tasks). For example you can go to Mechanical Turk and say, “I would like someone to make a forum post for me on this subject,” or let’s say you want to have a bunch of comments to your blog.

People there offer money for making comments to their blog, and then the money might be two cents, or five cents. It’s incredible. There is another example of somebody reviewing a movie. “I’ll pay 50 cents for a movie review on *Spiderman* or on *Dark Knight*,” or whatever. Then they take that content that’s created for them, and they post it to a review site. You’re getting stuff done for pennies.

That’s not the point of what I’m telling the story about, the point is that the person wrote that report on Mechanical Turk, contributed to the forum, and now somebody else is taking that report, learned from it, and is doing a full-scale analysis of exactly what Mechanical Turk can be used for—case studies, and price analysis—and he’s making that into a more elaborate product.

It’s just one of the things that we’re talking about in content generation, the fact that members see other members contributing, not just by sending a couple of paragraphs and a post, but providing entire reports and entire e-books for free to the rest of the members, and that encourages them to do the same.

They not only get a lot of good feedback from it, but it’s the old pay-it-forward idea, where what you are contributing to other people is going to get paid back to you, ten times, 100 times, 1,000 times over eventually. That’s what I think about content generation.

It’s not for the fact that I’m going to use it to make money, but the fact that everybody is going to use it to improve themselves, and just try their own outside-the-box type of thing, which we like to encourage. People that are members of Earn1KADay know that I talk all the time about thinking outside the box, and that’s important.

Brian: Actually, that's one of the things that I appreciate about you and your membership, Dennis, is you're really encouraging people to dig in, to think hard, and to work on projects. Too often in the Internet marketing space you see people selling "it's all automated, its hands off, you don't have to do anything, no work."

Whereas, I think you give a realistic picture of what it takes and the kind of results you achieve when you really do think outside the box and apply yourself, and learn from people that are doing really well, with whatever model you want to follow. So that's a great example.

I also really like what you've done with partnering with people to bring unique, fresh content to your members, like you did with "Instant Cash Generator," and with the "Sell Your Writing Online" site, and now with the VRE course. Tell us about some of these partnerships, and how you've leveraged other people to bring more and more unique content to your members.

Dennis: It's interesting, I don't know if you're involved with it, but your friend Rachel's involved with it, with the mastermind, a report or product that is coming out or is out. One thing I started over at 5 Bucks a Day forum is I've set up a section for masterminding. It wasn't really that popular, unfortunately, which I thought it would be, but I tried to encourage people to get together in small groups.

Whether it's in a local area or just a common interest, you could call into a teleconference line. I encouraged that, and I did the same thing over in Earn1KADay. What happened is that, I'm involved in a mastermind group with four or five other people, and at one point, a couple of the guys in the group, Steven Resell and Gregg Gillies, had told me that they were going to start up a membership site of their own.

One of the things they mentioned was that they were going to give 100% commission to people to drive sign-ups to their course, "The Super Simple Marketing" course and their "VRE Coaching Tips" course. I said, "Wait a minute, if you're going to give 100% commission, what if I just add it to Earn1KADay? Don't give me any commission, but right away you're going to have sign-ups of several hundred people."

They liked that idea obviously, because all they wanted was to build a list anyway. We got to further talking and I said, "How about if you not only provide that content for Earn1KADay people, but what about other stuff you can do in the future?" I said, "Let's make you partners, in this," and

that's how it all came about. I realize there are skills that I don't have, and I'm not afraid to admit that.

We have 11 different business models that we talk about here at Earn1KADay. I'm able to converse on some of them but not all of them. One thing that I really don't have a lot of experience in is article marketing, and Steven and Gregg are experts at article marketing and video marketing, that's where they excel. I said, "How about you come on board and we'll make a financial agreement and take it from there?"

Not only did that quick conversation (that was part of an hour of a Mastermind call) evolve into a partnership, but it also created a tremendous amount of content for the site, and it also created a tremendous marketing advantage for Earn1KADay. Now that I can share that on my sales page, it gives a lot more incentive for a lot more people to join the site, for example, the VRE Coaching tips that Gregg and Steven put out.

The theory is that somebody can start from square one without knowing hardly anything about Internet marketing, and within the course of a month, be making money. That's pretty powerful. I'm not sure if you realize, I've taken it one step further in the last week or so, by adding Tim Gorman to the staff. So now we have Steven, Gregg, and Tim, and I can pretty much just sit back and do calls like this with you.

Brian: Maybe even visit me in Rio.

Dennis: Well, yes, but you said you were moving back to Miami so I don't know, I'll see you in Orlando for sure.

Brian: Okay, that is exactly what I wanted to hear about, Dennis. It's fascinating to hear how you structured those partnerships, and it sounds like what was really important is that you attracted an incredible group of people into your circle, via your fantastic membership site, via your own mastermind group.

That put you in a position to rather easily come to an agreement with these remarkably talented people, in order to provide an extraordinary amount of value to your members, which as you said, gives you marketing leverage, and will help you recruit more members by providing more benefits. It's fascinating to hear how that happened and how you actually accomplished it. Do you mind sharing about how many members you have in Earn1KADay?

Dennis: We have about 750 right now.

Brian: Okay, that's phenomenal. I would call it a mid-priced membership site. I think the retail price is \$39.95 and to have 750 paying members in the Internet marketing niche is really a testament to Dennis' level of service, and the value that he provides, because there's so much competition.

Dennis, one thing that I want to get into now, which I think you have a lot of insights to share about, is joint-venture relationships, both you going out and recruiting joint venture partners and affiliates to promote your site, and your skill at promoting other people and other products as a joint-venture partner and an affiliate.

So let's start with Earn1KADay. You already gave us the incredible story of how you did your market research and you got it launched with your existing customer base. How did you go about recruiting the joint venture partners and the affiliates that promote your forum for you?

Dennis: I really haven't done much. I'm ashamed to say that I've been pretty much a seat-of-the-pants kind of guy, and I'm going to be listening to your talk with Willie, I think, on Friday. I think he is getting into JV partnering. To some degree, I just ask. Again, it goes back to establishing and building forum friends, and people that you think might have an interest in helping you out, and helping them out at the same time.

When I started Earn1KADay I really didn't have an affiliate program at all. It started with the people at 5 Bucks a Day, and the WSO that I ran. I just had a simple PayPal button for membership sign-ups, so there was no affiliate program available then. At the time, ClickBank didn't have the ability to have recurring subscription membership sites, so when they announced that two, three, or four months later, I jumped on it with both feet.

I said that's going to solve two problems. One problem is that some people are telling me they can't pay with PayPal for whatever reason. Another problem is that it would be nice to have joint-venture partners. When ClickBank announced that, it solved both problems. I really wanted to grow the forum slowly and the membership slowly because I was doing it alone.

I didn't want it to grow too fast. So what I did, and it might have been a bad decision financially, but I said that the affiliate opportunity was only

available to members. I didn't announce it, and still haven't in the ClickBank marketplace. Hopefully somebody doesn't just come along that has a 100,000-person list and do an e-mail blast out to them, and get them to sign up.

At some point I might start doing that when I have some extra people on board, but at this point I really haven't done that. Some of our members have come to me and asked for help setting up special deals, or a special report here and there, if they would do a launch to their list.

I've provided that, but pretty much it's been a word-of-mouth kind of thing, and people that are pretty active members have been willing to share that in their blogs, or in their e-mails to people that listen to them. There are things that I need to do yet, and I'm willing to learn.

Brian: You say that as if it's nothing but I think it's extraordinary because you built up a membership with over 750 paying members, with a very low-key strategy that relies on the value that you provide to your members, so that they will essentially become evangelists for you and your paid product. I think that's been really key, just from my own observation.

I think that's been so key to you building up your own fan base, the fact that you don't after a big score, and just get someone to mail for you and make some quick cash. Rather, you've taken a long-term approach that only succeeds if you're able to provide value to people, which obviously you've been successful at. I think that is a remarkable way to look at promoting any kind of paid product.

Dennis: Right, and that's the way I market myself, when I do a joint venture and affiliate promotion for somebody else. I don't promote anything if I'm not familiar with the product. In other words, it has to be an e-book that I've read and that I agree with, or it has to be a site that I belong to, and that I'm a fan of.

You don't see me doing a lot of promoting. Here and there, there are sometimes two or three things I do in a week and then it might go six or eight weeks or a month before I do another one. I have to enjoy what I'm promoting; I have to be enthusiastic about the fact that the people I am sending out the recommendation to really could use the product.

I've promoted one or two of your things, Brian, and I'm sure I will in the future because they really contribute to what the people on my list are trying to do. Things that you're writing about are things that they want to



read about, so that works out. That's why when you asked about how I do JVs with people, I don't really; I want them to be a member of my site first. I want them to believe in my site and I want them to have been a reader of *5 Bucks a Day*.

I have been real lucky—I had one back in the beginning of *5 Bucks a Day*, he bought the e-book with his own money, and before I knew it I was getting sales right and left. I'm sure you've heard of James Jones, he has tens of thousands of people on his list. He was able to drive several hundred e-book sales in a couple of weeks for me.

Just the beginning of this year just out of the blue, I started getting another flurry of sales. I found out that, Travis Sago, the Bum Marketer, had sent out a blast. I didn't even know he was going to do it. He bought the book, again he paid money for it (he bought it from my WSO I'm pretty sure), and he read it, he liked it, and scheduled to do a promotion for me, and the rest is history.

He sold about 400 or 500 copies in about a week and a half. Those kinds of things are encouraging but if somebody drove 400 or 500 members to Earn1KADay, all at once, the big JV partners might be overwhelmed, they wouldn't be able to support it, and so I'd rather keep a low-key kind of marketing out there.

Brian: What does *5 Bucks a Day* sell for now, Dennis?

Dennis: It's \$47.

Brian: Okay, well, with your low-key strategy, by own quick calculation, 400 or 500 copies of that is about \$20,000, so I think you can speak from experience and say what really works, in terms of attracting joint-venture partners and affiliates. Not going out and begging people to promote for you and I've had the same experience, Dennis.

Not hounding people, but actually having people submit tickets to my help desk saying, how can I promote your product that looks exactly like what my list wants? So I'm really on the same page with you, I think that is a wonderful way to go about getting joint-venture partners the right way. We've gotten more and more people listening as we've gone through the call.

That is a testament to your celebrity status, Dennis. At this time, I'd like to invite anyone who is listening via the phone or online, to go ahead and

submit questions via the website. Dennis and I will do our best to answer them. We had one question come in from Tish in Los Angeles asking what WSO means.

WSO is a Warrior Special Offer, which is a section of the Warrior Forum which is at [WarriorForum.com](http://WarriorForum.com), that's where, after you've contributed some value to the forum by making some posts, you can make a special offer for a product or service of yours, and that's something that both Dennis and I have used very successfully to promote our own products.

Dennis especially, with his 5,000-copies-seller e-book and his membership site. Dennis, while I wait for any questions to come in, if we do have any, do you have any fun stories in terms of people who have joined that site and just found a lot of value in it and kind of had a breakthrough? Not to put you on the spot or anything.

Dennis: I don't care if you put me on the spot. I can give you dead air and that would put you on the spot. Ask me that question again, Brian.

Brian: My question is, if you have any fun stories of people who have joined Earn1KADay, and had some kind of breakthrough or got a lot of value from the site? I'm just looking for a snapshot of what's possible when you join a private forum like yours, what can happen?

Dennis: They're all fun. The most fun I have is waking up in the morning and looking at the threads that came in over night, and I'm always hoping that I'm going to see another success story. We have a section just for that, as you know, Brian, and that just makes my day when I see a new one there.

One thing that's been particularly gratifying, when I wrote *5 Bucks a Day*, the theory was and what I said to myself later (I was trying to be a little bit exclusionary because I want to keep refunds down) is that the strategy is for people that have some kind of Internet marketing or at least marketing experience, because it's a strategy to leverage those skills that you already have, to do them better, or be more successful with them.

I was trying to exclude the people that were just trying to learn how to make money, because I don't teach how to make money, I teach how to use your make-money skills and make more money. I did the same thing with Earn1KADay. I said, "This site is meant for people that already are intermediate to advanced Internet marketers, because we're going to talk about things that presuppose some knowledge.

“We’re not going to teach you how to code in HTML, we’re not going to teach you how to set up a website, and we’re not going to teach you how to install a blog or a script, or things like that, so you should already know how to do that,” but some people snuck through.

Brian: Like me.

Dennis: No you weren’t a newbie then. You already had some experience.

Brian: A little bit.

Dennis: You knew what you were doing, but there were people that snuck through, and one day I found out, who was a real newbie when she started, you know, Jenn Dize. I hope she doesn’t mind that I talk about her, but she posted a success thread just last week I think, saying that she had reached her first anniversary in Internet marketing on September 1st.

So I looked at the date that she joined our forum, and it was September 15th, so she was only a couple weeks in. Her story is on my sales page and it just blows me away whenever I read it. She was a teacher before she started Internet marketing, and by taking the things she learned in our site—and others, of course, because she did a lot of work on her own, but she credits a lot of her success to what she learned on our site—she was able to quit her regular job, and now works totally from home.

She has a young boy that is just over a year old now, and they bought a house their first year. So, she credited a lot of that to what she learned on the site. There is another guy, Michael Gunn, who was actually the first person to join Earn1KADay, and one of the first to purchase *5 Bucks a Day*. His story is that he started, probably a lot like me, when I was floundering for months and years.

He said before he joined Earn1KADay, he never made a cent with Internet marketing. He’s taken some of the things we’ve done and has done them better. The first thing that I started as far as a business model when I started Earn1KADay was when I coined a term “mini money sites,” where I was setting up affiliate sites that would leverage the eBay affiliate program.

I’d written some software on my own just to make myself more productive before *5 Bucks a Day*. I set up a framework and some templates to do that with, and when I started Earn1KADay that’s the first thing of my own that

I contributed to the site. After he started doing that on his own, he put together what he called MMS Tweaks.

He created a report about that, showing how he tweaked the templates, and added some things to the whole process that made it even more powerful to make people even more comfortable buying on eBay, because what he saw was that people were still reluctant to give up their credit card information.

Even though eBay has been around for ten or 12 years now, people in this day and age that have come on to the Internet, are still afraid to provide their credit card. What he did was provided some tweaks to the process and added some things that added value. He created a report and he gave it to our members, and then he launched a WSO of that. I think he sold several hundred copies of that.

It was at a lower price but that's how he started. Then he just started doing more and more of the same thing, providing neat little reports on things that he was doing, just sharing information basically, but then putting it down on paper or transcribing them or by doing a Camtasia video, and just created nice little products doing that. That's another fun story.

There's another one just a week or so ago, James Schramko, who's fairly famous on the Warrior Forum, I think, sent me a PM saying he had done pretty well, with some of the things he had learned in the forum. I encouraged him to post it in the success story section. I didn't realize how well he was doing until he did that. His thread is titled, "\$1,000 a Day, Every Day."

He went on to explain exactly how he was doing that and what blew me away was that he was taking information that was available to all 750 members, and he was actually doing what we encourage people to do—he was taking an action with it. He was using that information and he was figuring out how to generate an income from it. There were reports in the download area that he was using as bonuses for e-mail sign-ups.

There were techniques he was using to create YouTube videos. There were other techniques that he was using, and he was actually able to generate an income stream of over \$1,000 a day, just by taking information that was there for everybody else to take advantage of, and he was actually doing it. He wasn't just reading it and saying, "That's nice, what else do you have for me?"

I don't want to criticize anybody because I'm sure there are a lot of other people that are taking action on what there is as well, but they just aren't telling us about it because they don't want to tip their hands as to how well they're doing. But James was willing to do that, which was a real fun story to hear that morning.

Brian: That's remarkable. One came in the Q and A here. Chet, from Michigan said, he took what you teach in the forum about membership sites and put together a membership site and a joint venture with a hosting company, and did a \$7,000 bootcamp training program, and your forum made it possible. Chet, thanks for sharing that story. We also have a couple of questions for you, Dennis. Mario from Mumbai asks, "Can you give us your top three forum marketing tips?"

Dennis: That's a pretty broad question. Can you help me out?

Brian: Just trying to condense all of this incredible information you've shared into the top three tips, I would think that number one would be to participate. Get started and no question is a dumb question. Start participating because that's where it all begins, right?

Dennis: Yes, that's where it all begins. I don't understand that to be a forum marketing tip; I was thinking, how to market a forum as being the question. As far as the tips, yes participate, that's the key—be willing to participate. I tell people there is no such thing as a dumb question because any question, like I said before, is going to be on the tip of somebody else's tongue as well, or a lot of people's tongues, and they're going to want to know the answer as well and they're just too shy to ask it.

The fact that you asked is going to tend to make you a hero in their eyes to some degree. The people that are participating out there are going to make the friends. Somebody that shares information, other people are going to contact them privately, I'm sure, to follow up, and that's where some of these mastermind group ideas come to pass.

The people that I'm on the mastermind group with are people that are active on Earn1KADay. I never knew them before Earn1KADay and I've never met them in person. I'd like to, but some of them I've never seen. With some of them, I've never seen their pictures. The fact that you're out there participating is the biggest tip and, Mario, if it's the Mario I'm thinking of, he's doing a pretty good job of it.

Brian: That's great. I have a really good question that I'm sure a number of people who wanted to hear more about running your own forum would be interested in, "What is your preferred forum management system, i.e. vBulletin, phpBB, and why did you choose that?"

Dennis: I chose phpBB just because it was simple.

Brian: Good to know.

Dennis: I guess it's because I'm lazy. There are things I like about it a lot because I'm comfortable with it. That's the forum software of choice when I was at Web Profit School. That's what they used and so I was familiar with it. The Warrior Forum used the Snitz forum software but they've moved over to vBulletin and that has some advantages that I like and some that I dislike. Why did I choose phpBB?

Because I'm lazy, and it's the same thing with membership software—what drives the site, and what protects the site is the Instant Membership Site Creator, which some people call "membership ease." When it was just a thought that I'd try something, I had that available to me, it was free. It was given to me because someone had resale rights.

So I thought, "Well, let's set up a forum real quick which I could do in a couple of hours with phpBB, and I could set up a membership area and use Instant Membership Site Creator to protect it within a couple of hours." To me, that's ideal.

I came from the campaign blasting philosophy, which is the AdWords philosophy, rather than spend days or weeks trying to get an AdWords campaign or trying to get a website up and running and working and bringing in money, I'd much prefer to do something quick to see if it's going to work before I expand upon it.

I also like to tell our members just take action and nothing has to be perfect. If you try to get something perfect, you never will, and that means you're not going to get your product out there, and you're not going to make any money from it. There's no shame in failing. That's another one of my favorite mottos, "fail fast" or "don't be afraid to fail."

If you fail, that just puts you one step closer to success, and that to me is important. Not everything is going to work. Even if the things work and you're a 90% failure, you still make money if you get enough products out there. If you try enough, you're going to succeed often enough that you're

going to become a success. The people that aren't going to become a success are the people that are afraid to try.

Brian: That's a great message to send. Thanks a lot, Dennis. Another interesting question that might be a little bit difficult is from Gustavo, a customer and friend of mine, who's calling from Mexico. He would like a little bit more information on bringing in joint-venture partners on your forum. You mentioned a financial agreement so we won't ask for any specific numbers.

But what criteria do you use to structure that kind of an agreement, and how do you conceive the actual financial arrangement? What criteria do you use? For example, Tim, is providing content for you now. What you give him—is it based on the amount of content he provides, or what kind of structure do you use?

Dennis: The structure that I've used with Steven, and Tim and Gregg is all similar in that, because of the fact that their content is providing more value to my site which I'm benefiting from, they're getting a percentage of the revenue above and beyond a certain number. In other words, if my income increases, then they get a part of my income.

Brian: That's really helpful. So instead of paying them per article or per PDF, you're giving them a percentage of the revenue above and beyond a certain level.

Dennis: Yes, not only to provide that content but to market the site itself.

Brian: Sure, you're really giving them an incentive.

Dennis: Right, because as the number of members increases so does their income and so does my income. So we all have a vested interest in helping each other, and there's no jealousy. If Tim were to bring in 200 reports and I'd have given him \$10 a report, but what about Steven and Gregg that have brought in maybe ten reports that are much more complex in nature, and took a lot more time, so it's not fair to pay by piece work.

If I was paying by piece work, I'd just be going out on Elance or going to the Warrior Forum, and saying, "Somebody can write me this and I'll pay you for that," but I don't want that. I want actual partners that are not only willing to provide content, but also willing to have an incentive to make people happy in the forum, by posting in the forum and by being willing to

take private messages if people have any specific questions about the content that they provided.

I'd like them as well to maybe bring in joint-venture partners that are acquaintances that they have. Like I said before, I'm not one for going out and begging people to promote Earn1KADay. I'm just too shy to do that. If somebody comes to me and says, "I have a list of people that might benefit from your site," then sure, I'll help them promote it, but I'd rather have, Tim, or Steven, or Gregg, make those contacts on their own as well. Again, it's leverage marketing, because now we have not just me as being the focal point of this site, but now we have four of us.

Brian: That was great, and actually the last question to come in is from Hal in Carthage, "Do you have a special offer for us listeners who have an interest in joining your membership site?"

Dennis: Actually, you can answer that, Brian, I'm giving Brian that special offer that he is going to send to the people that are on this call and on the other calls.

Brian: Dennis was kind enough to set up a special offer so I'm glad you asked. Dennis' site usually sells for \$39.95 per month, and I'm a paying member and I can tell you that it's worth far and above that much because of all the things that we've already talked about. If you do visit Earn1KADay.com, you'll see that he provides an incredible number of downloads and reports, and there is just a wealth of information in there, as well as personal support from Dennis and the helpful community.

So what Dennis has done, is he has provided me with a special discount for the people on the call. It will only be \$29.95 a month for as long as you wish to be a member and all you have to do is go to [Earn1KADay.com/brian](http://Earn1KADay.com/brian) and you'll see the page where you can sign up. There is no discount coupon required, he just set it up for us, and I will actually follow up via e-mail so that you have that link and can read about Dennis' site and join if you'd like.

Join both Dennis and I and the very helpful community. We still have over 30 people on the call. Dennis, this has been absolutely incredible. I have discovered things that I didn't know about you. You have shared an absolute wealth of information and valuable tips that people can use right away. Let me just say thanks so much, Dennis, for taking your valuable time to share this information with us, and it has been an absolute pleasure. Thank you. Dennis.



Dennis: You're very welcome; it's been my pleasure as well. I really appreciate the opportunity.

Brian: Okay, great, well, Dennis, the next time I'm in Jersey I will be looking you up, or the next time you're in Rio, I've got a really nice spare suite here so you'll be well taken care of.

Dennis: I'll mention that to my wife and we'll see what we can do.

Brian: Okay. Also, I'd like to thank everyone who's been listening. It's been great having you, thank you for your questions. I really appreciate your feedback. I've been getting all kinds of e-mails, and positive feedback on this series.

Tomorrow is actually Willie Crawford's day. I will send you an e-mail with Dennis' special link, with a link to the download of this call, and in another e-mail tomorrow I'll send you a reminder for Willie's call because I think that'll be another special event. Thanks everyone, and have a wonderful day.

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