

Episode 14

The One Where It's A Listener Love-In

The Complete Transcript

(To be read whilst... listening to the birds chirping! ;0)

James Schramko & Tim Reid



Tim: James Schramko, welcome back to the Ocean. Can you hear those birds in the background?

James: No [laughs].

Tim: They're there.

James: Are they?

Tim: I think they're put there in post-production.

James: Oh, those birds.

Tim: Those birds.

James: Of course, yep.

Tim: Correct.

James: Yeah, they're awesome.

Tim: Hi! Welcome back, listeners, to Freedom Ocean Episode—gee, what are we up to? 14!

James: Yeah.

Tim: Would that be right?

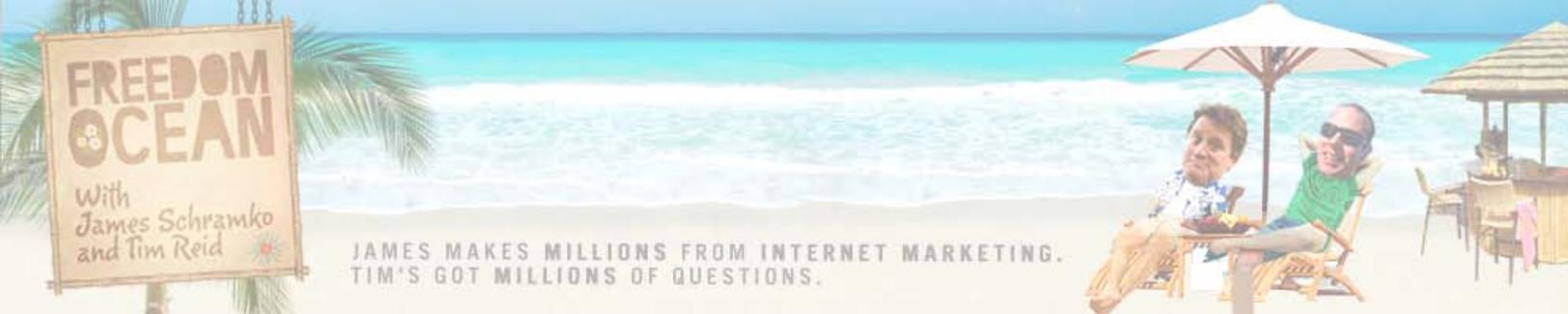
James: Yeah, that's about it.

Tim: Australia's number 1 Internet marketing podcast is getting old. It's maturing.

James: Like a fine bottle of Grange.

Tim: Correct.

James: For the overseas listeners, that's good red wine in Australia.



Tim: Good red wine, absolutely. Gee, it's good to be back on the Ocean, James and our listeners will be very, very happy with the content of this episode. It's listener-love-in.

James: Ooh, let's go.

Tim: Lover-loving.

James: We're going to do rapid-fire questions? What's the deal?

Tim: We will. We will rapid fire but we'll make sure we answer them with the amount of love that is expected on the Ocean because we have a lot of questions. I probably got a backlog of 20 or 30 if I was to sort of dig into our Facebook fan page and Show Notes and all that type of stuff but that's okay. We will get through them over the course of time. That's for sure. So, let's get stuck in. I'll start with an easy one. Now, you have previously mentioned on another episode the concept or separating Internet marketers into 2 categories – hunters and farmers. What did you mean by that?

James: Well, they're 2 styles of marketing and they can co-exist but predominantly, the big loud brash hype gurus tend to be hunters. They're out looking for the next kill. They are continually looking for a new supply of customers so that they spend a majority of their activities geared around getting a customer in and taking money from them and up-selling them and pushing them through the sales for as fast as they can and as hard as they can. The other style of marketing is farming where you plant seeds, you harvest the seeds and you get a crop. And if you look after your land and you respect the process and you work with Mother Nature, you can continually harvest that crop. So maybe you'd plant a vineyard and you harvest the grapes and you can make great wine and sell that and you can continue to till the soil and the rest of the fields and stuff.

In that case, they're getting customers on board but with a lifetime value viewpoint and they nurture and respect their customers and they find valuable solutions and work with those customers over the long term.

Tim: Right! It seems that one takes longer than the other but I imagine the hunter may spend a whole lot of time hunting and actually come back with nothing or not a lot.



James: What happens is that they might hunt a field of antelope and then they run out of things to hunt.

Tim: Yep.

James: And then they go starving. What we're seeing now in the Internet Marketing field is some of the pioneers have run out of things to hunt. They've actually used up a valuable pool of new customers and I don't know how many there are. I'm going to estimate. There might be 100 to 200,000 core Internet Marketing people out there but after a while they actually get familiar and they start to learn the ropes and then they know who to avoid because they feel like they've been basically shed out and fleeced.

Tim: Yep. Just in the spirit of the [Freedom Ocean](#), we'll say harpooned.

James: Harpooned. I think you're better off to take the lifetime approach. Be more of a farmer than a hunter.

Tim: Yep.

James: By all means, when you're a farmer you might want to go and gather some more crops or acquire some new assets to farm but if you do that respectfully you can continue to grow your business. That's definitely something that I've tried to do with mine – is I'm still dealing with many of the people that I started dealing with years ago; 3, 4, 5, 6 years ago who bought my very first product. They're still buying my products and using my services because we have a nurturing farmer relationship.

Tim: Yeah, I think it's a mindset. It's a very smart mindset and it's a mindset that some of us—hand up again—I put my hand up a lot. I'm always the first to dive myself in. But it's a mindset many people go into Internet Marketing, looking for the quick buck because we've all seen the headlines, haven't we? We talked about one in the previous show – \$1million in 1.4 minutes or some ridiculous headlines like that and maybe we were all being sucked in by them at some point in time.

James: It's also part of our instant society, Tim.



Tim: Correct.

James: People aren't used to the old school values of delighted gratification. It's like, "I want my fix now. I want to make money today."

Tim: Yep.

James: If you can weather it out for a while and commit to building something useful, it might take a while, generally. The longer it takes to monetize something, the more money will be when you monetize it. I take that approach with relationships.

Tim: Yeah.

James: If you can nurture relationship for years before you ever put your hand out and ask anything, by the time you do you've got such a good relationship. The transaction is very easy.

Tim: It's the foreplay before the sex, James.

James: Okay, I'll leave that [chuckles] one with you.

Tim: Well, I think that kind of keeps us in a PG kind of rating but it is. I mean it's getting to know, isn't it? And really understanding what problems they're experiencing, inside into the customer.

James: This reminds me of something - a recent trend. I've seen 3 marketers make this fatal error.

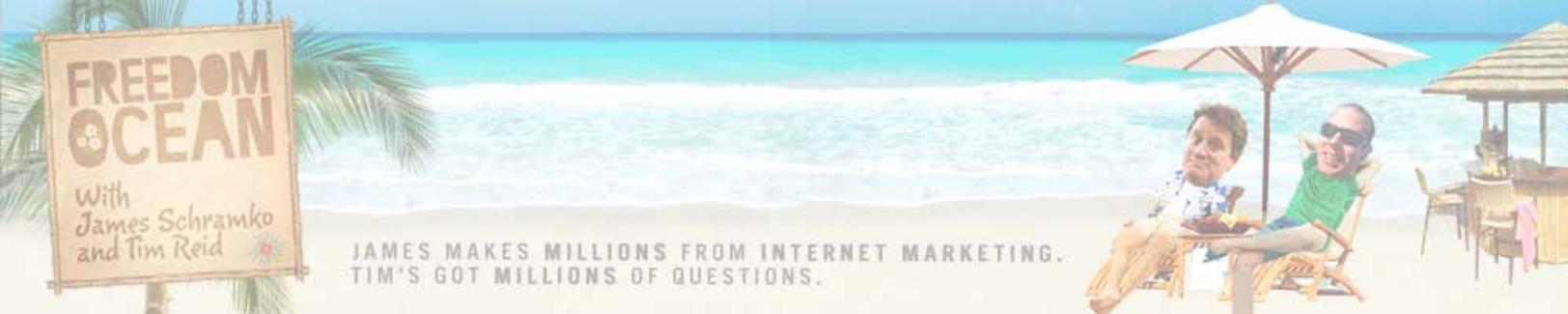
Tim: Yep.

James: They've come out.

Tim: That's a big error. Fatal.

James: Fatal, really in marketing sense.

Tim: Yep.



James: They haven't doubled their business. Three of them have done this and they've come out and said, "Paid members only now. I'm not doing any free line content. I'm just dealing with paying customers." One of them was sort of a would-be-he-could-be-a-hustler sort of marketer and the other guy's a really big marketer. He should have known better. He's since come out and said it was a stupid mistake. And the other person is sort of a small-timer who will remain small-time because when you cut your free line, when you stop doing the meet-and-greet and rapport building and letting people see what you're all about, that actually weakens your position. They don't actually know who you are now. Only your paying customers know and when they go you don't have a way top up again. You're gone so I would caution people against being the paid-only type.

When you're a farmer you have to plant the seeds in advance. You've got to water them. You've got to protect the soil. You have to keep the birds off your land. You got to shoot the rodents. Your harvest comes later. Your harvest comes after the work, after looking after the crops; after Mother Nature's rain and season changes. There may be a delay from when you plant the seeds to when you harvest but if you can manage that whole process, then you are really harvesting.

Tim: You can keep talking.

James: I'm just going to keep talking.

Tim: We can edit that out.

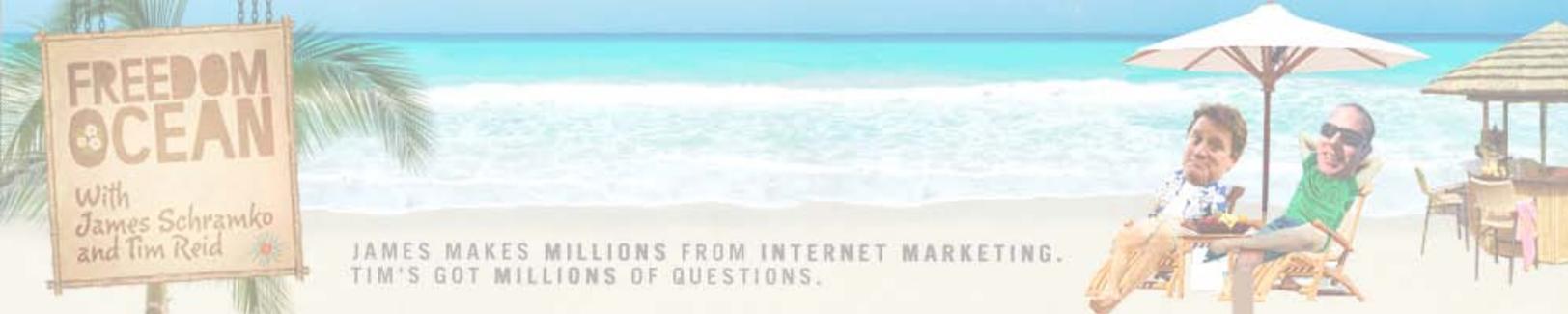
James: That was quite absurd. I had a friendly little visit today.

Tim: We can edit that out.

James: Yeah edit. Okay, so when you are a farmer and you adopt this principle of planting the seeds and then harvesting the seeds, then you will be in good position. This is quite the paradox to you and this came from my commission on the sales role as well when I was selling for a living.

Tim: Yeah, right.

James: 100% commission annually.



Tim: So you wanted to hunt. I mean it was almost like it would be silly if you didn't.

James: Everyone around me is a hunter.

Tim: Yep.

James: They sit there waiting for the next customer to come in to slam them into a car. I would build relationships and go for the farming, nurturing relationship. I would say to someone, "I want to be your car guy. I want to be here for the second and the third car. I'll look after you. I'll make sure you'll make a good decision so that we can talk next time and we wouldn't be embarrassed in what you bought," and all that.

Tim: Yeah, right.

James: I knew that if I wasn't talking to people today, I'm not going to be selling a car in a month from now and if I was selling cars left, right and center, then I knew that I had to take time to start building relationships so that in a month from now I could be selling cars. You will have time to where you plant and time where you harvest. You cannot do that at the same time. That is important to know, that whatever you put your attention on now will have an outcome in the future. If you're planting like crazy, make sure that you stop planting for a while and go and harvest them. Otherwise, the crops will go off before you harvest them. Some people do that with opportunities. They're so busy planting opportunities everywhere, they forget to go and harvest any of them.

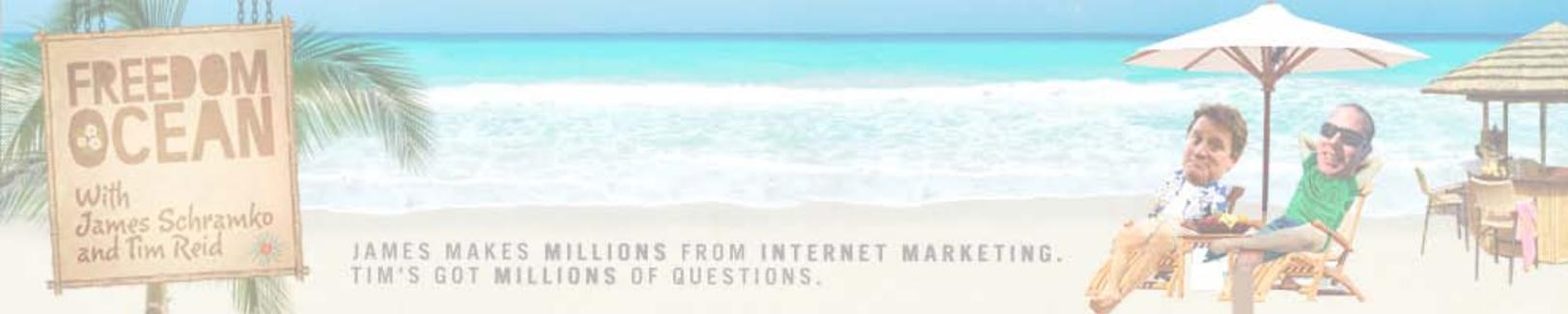
Tim: Oh, yes.

James: They get confused or overwhelmed.

Tim: I know who are those people.

James: It's very common in this industry. So plant some seeds and then harvest them and then plant some seeds and then harvest them. That's what farming is about in nurturing relationship.

Tim: James, I should have said that. That was a question from Jules in San Diego. We don't know if Jules is a guy or girl but we do know that they live



in San Diego. I've got a good question to follow up on that one from and it's from Joe Winston. Joe's active on our Facebook page and he sent us this question via email. It's a good one to relate into from Jules' question. "How long should it take to start earning money, any money," he says "through online marketing in terms of hours spent, i.e. 40 hours a week for 6 months. I'm not looking to earn 300 grand overnight. I would really just love to see something working before shell out too much cash, time and energy." It's a question on all of their minds but it's like what's the silver bullet?

James: That one comes up a lot. "How long 'til I start making money?" or "How much money should I be making?" It is a crazy question, really. Let me run you through some examples. The girl who I talked about in the last episode who I taught to write—or maybe it was 2 episodes ago—I can't remember now but we talked about someone who I trained to write articles.

Tim: Yep.

James: I said to that person, "Did you know that you could get paid to write 3-400 or 500-word articles? You could get about 10 bucks an article." She said, "Really?" I said, "All you need to do is go to the Warrior Forum and you put a link in your signature file saying, "I write articles for \$10 per article." And then all you do is just answer some questions." She said, "Is it that simple?" and I said, "It's that simple." I said, "In the link you link to your website," and she goes, "Well, I don't have a clue how to build a website." I said, "I'll show you how to build a website." She went home that night. She registered her domain and she built a website so by the next day...

Tim: That night.

James: Yeah, she had her own domain name and website and then she started posting in the Warrior Forum and she got people applying to her to write articles. So how long did that take in hours? Maybe a day. Maybe 8 hours. So that's how long it can take to see return if you do that particular model. It could be much faster than that. You could probably make money in minutes. How would you do that? Well, if you already had an existing Facebook, which most people have. The average person has about 150 friends, technically. You could go and join an affiliate program for something that your customers or your friends on Facebook would be



interested in and drop a link to it on your fan page and you could technically make a sale within 5 minutes. Just like when I drop a link on Twitter, I will make a sale straight away. That's just how fast it is.

In the extreme version, this one might not make a cent in 6 months and partly because his mindset made a slight twist. There are too many people walking around in life saying, "I want this fire to show me the heat before I stick a log on it." If he doesn't believe or needs proof that there's going to be money to be made before he puts any effort, he should move along to the next business model. This isn't for him because you're going to have to put in effort and time and resource and the right strategy before you get a result. That's just the law of the universe.

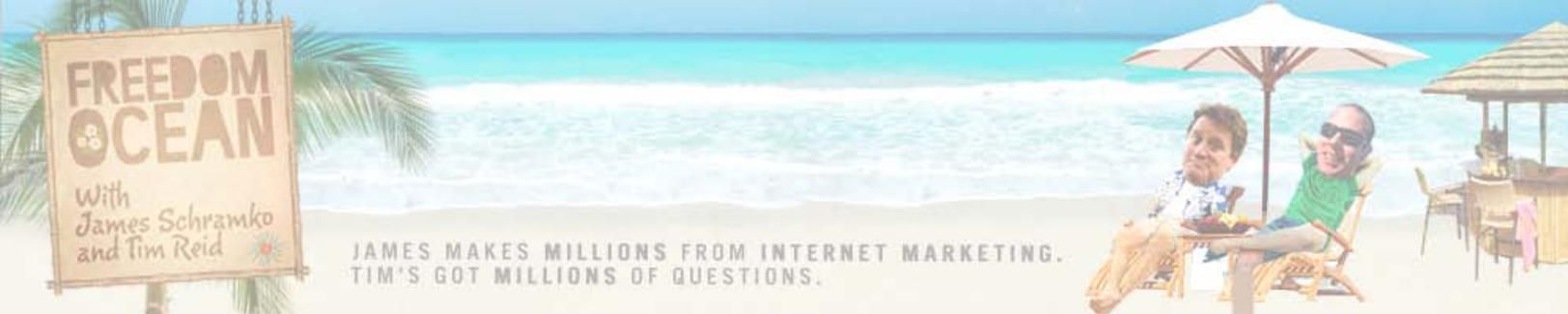
Tim: Why, yeah, the law exactly, of the universe.

James: You've got to put the log on the fire before you get the heat.

Tim: Yeah.

James: Now in the article writing example of the Twitter or Facebook example, we threw a twig on an already lit fire and we got the heat straight away. If you want to make a big profitable business, there are going to be logs and it's going to take more effort. I'm up to 6 years now and it's taken me 6 years to build what I've got now. Could someone else do it in 6 years? Possibly. Some people could probably do it in 1 or 2 years and other people might take 15 years and may never get there but what I can tell you is that it's all about doing the right things. And the amount that you make is entirely up to you. It's what experience you bring to the table. It's what business model you pursue. It's how committed you are to it but if you would apply any of the business models we've already talked about in the previous [Freedom Ocean](#) exercises or episodes where we talked about local business marketing; we've talked about memberships and masterminds; we talked about affiliate marketing - if you apply any of those for a good solid few months you should have something to show for that.

Tim: Yeah, no doubt. No doubt. And in my experience, too is that turning a dollar can be relatively quick. Turning an ongoing dollar and increasing that dollar over time, you got to find the logs and you got to really end back to that question of farming. You've got to spend time with it. It's pretty easy to...for example we've talked about some of these business models



but it's pretty easy to get a webinar up. You're going to have a webinar set up in 2 minutes. You can then put it on a webpage with some copy telling people what the webinar's going to be about, with the paper link 5 or 10 minutes. These things are very easy things to do. Write a webinar and you might make a few hundred bucks.

James: Great example! Yeah, join the tribe for [GoToWebinar](#). You don't have to pay anything. You set up a webinar on the topic of interest, the people you know, you're interested in or you're good at; whatever. Maybe you're a carpenter. Maybe you're a dog trainer. You drop a link to webinar on your fan page or your Facebook or your Twitter.

Tim: Send it out to your email list, Twitter, Facebook.

James: If you get 2 people on a webinar and one person buys, you've made a sale.

Tim: Correct.

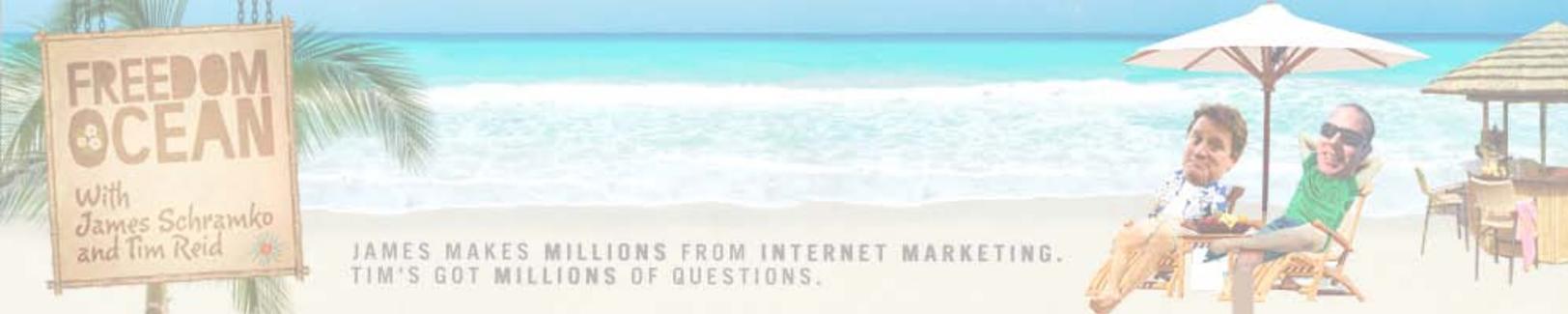
James: It could be \$5 or a \$10-sale. I literally know someone who has started an entire webinar empire and on his first webinar he had one listener and the listener bought something but they don't know how many.

Tim: 100%.

James: It could be 100 people. It could be 1,000 people.

Tim: Yep. It's a business model. We said we've gone through each business model. We haven't gotten through all of them yet but if listeners would go back to episodes 2 and 3, we covered 10 business models. Webinars was one of them and we will do a show on that 'cause I myself, personally, I think webinars are fantastic. Particularly if you're listening in Australia to this show, webinars is really under-done business model in Australia; not so much overseas – in America for example but certainly here. There are lots or room for growth.

James: I think everywhere in the world. Just go to Google Insights for Search. Type in webinars and you'll see the growth that it's going through and full disclosure, I have a website entirely centered around webinars. I'm that big a believer that it's going to take off.



Tim: Massive, massive. There you go. You heard it first. Thanks, Joe, for that question. Let's go to Craig. Craig Griffiths contacted us through Facebook and he says, "Examples of great content and what makes it great, fellows?" What did it engage? Everyone talks about getting value. Everyone that puts pen to paper believes they are doing that. There are thousands of un-followed blogs. Any help would be loved so it's not a question there, specifically. What is great content? What makes great content?

James: Well, I think great content is stuff that your audience reacts to and he said that in a question?

Tim: Yep.

James: What do they react to? I think they react to things that are relevant to them.

Tim: Yeah.

James: What's in it for me?

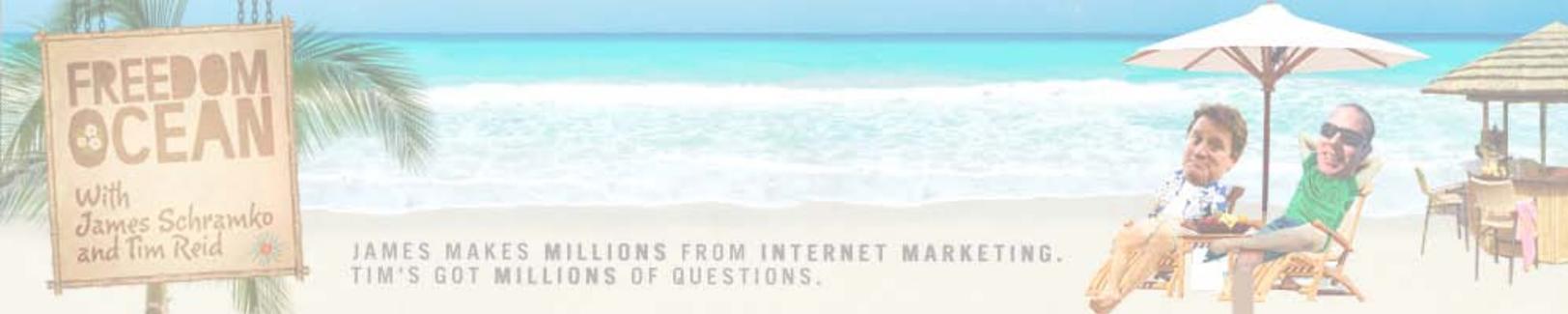
Tim: We covered this a couple of episodes ago in sales and copy and it's worth going back to that.

James: Get into the customer's mind.

Tim: Correct.

James: Be the customer. Experience life from their point of view and think about them. I think a lot of marketers are selfish. I think I mentioned this before but when they sit around creating products, it always starts with only to make money. What can I sell for how much? That's almost always the start. There are very few artists who are passionate value-givers out there. The ones that are out there like Seth Godin shine through; heard that most people are starting—the most marketers are doing what's in it for the marketer.

Tim: He loves it.



James: I quite like him.

Tim: Yeah.

James: And because I got so much value from *Purple Cow*.

Tim: Yeah, me too.

James: When I was running the Mercedes dealerships, I took one thing from that book and revolutionized an entire industry and created unbeatable records around the customer feedback loops.

Tim: Can you remember what it was? What was it?

James: There was a story about a Norgen Vaaz Shop or something along those lines where on the wall...

Tim: Yeah, yeah.

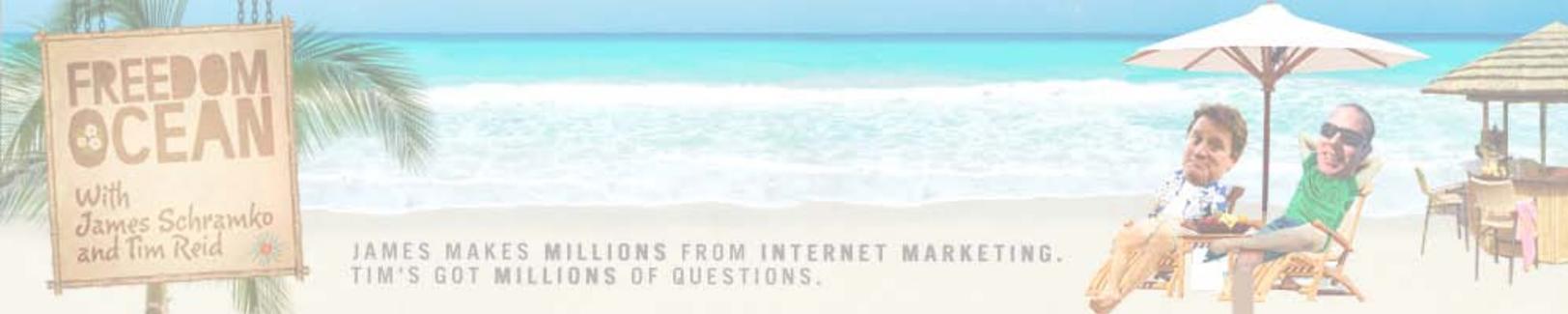
James: --it said, "My name is such-and-such. I'm the owner of this store. Here's my phone number. You can call me 24 hours; in that way you can tell me about your experience." I thought that was so profound.

Tim: Back then, too. I mean we can be talking 15 years ago?

James: Probably about 10 but I put our feedback sheets to our customers, actually put on the feedback form, "My name is James Schramko. I'm the general manager of this dealership. Here's my mobile number. Here's my fax number. Here's my email. You can call me 24 hours, 7 days a week and tell me about your experience with our dealership." I asked the sales person to give that to every customer who'd picked up a car. Of course, now they knew that every customer had the boss' direct line. Amazingly, customer service increased dramatically.

Tim: [Laughs]

James: We went from the worst customer satisfaction to the best in the space of a month.



Tim: As Internet marketers, I can understand that. It's a Mercedes dealership. It's bricks and mortar stuff, face to face sales, process, all that type of stuff. A lot of Internet marketers stay under the radar and don't make it easy for people to find them. Should they?

James: Of course they should.

Tim: They should make it easy for people to find them?

James: Of course they should. It's a huge mistake, this whole nonsense of no reply and whatever. You should make it easy for people to let you know about their experience.

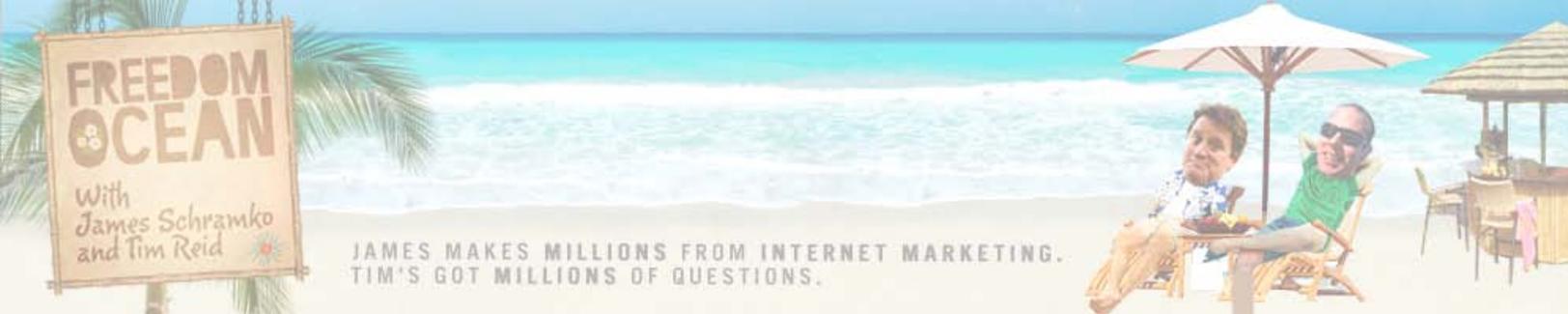
Tim: I bet you love those emails. "Do not reply to this email. It will not be read."

James: With my coaching students, I encourage them to remove that and put "contact at."

Tim: Yep.

James: Or "support at," somewhere along those lines and people actually reply and they tell them what experience they're having – whether they're stuck on a download or they don't understand the dates of the event or whatever. You get valuable feedback. I've often said that Help Desk is the most important new trick in the business. You can make it easy for customers to come to you and let you know. That is going to grow your business faster than just about anything else so how do we apply that same principle in Internet marketing? In our Help Desk and on every email, for most of my lists we have "How can we do better?" and we put feedback for <http://www.james.com> and there is a question. It's like, "What can we do better?" "How can we make your experience better?" and we read every single feedback reply. We take those feedbacks and put them back into our business. That's where innovation comes from. Peter Drucker said, "A business profit's going to come from marketing and innovation."

Tim: I know for a fact that there's some feedback you've got on your recent traffic product. You're developing another product straight out of it.



James: Oh, it's so easy to come up with product ideas based on customer trends and feedback.

Tim: Yep.

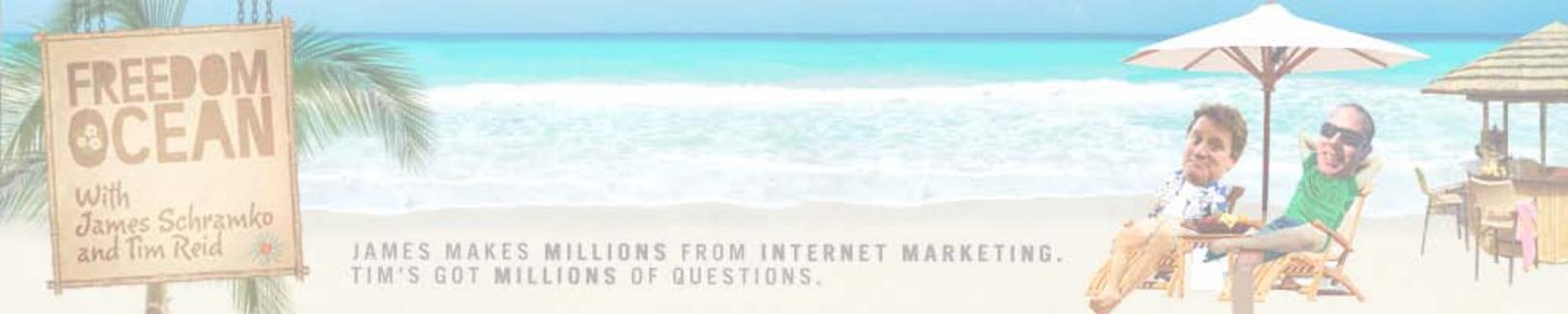
James: Actually, I took feedback from the Help Desk for [Traffic Grab](#) and turned it into a blog post. I went and interviewed an expert on memory and learning because some people were asking questions about which video does what and so I went to the analytics and I was able to determine that sure enough they start off from the first few videos and then they just fade away. Many of the customers will not see the last videos 'cause they won't make it through 9 hours so I went and interviewed a memory expert, Daniel Dobos. He told me to make an introductory video that tells people to go to the bit that's going to help them the most right now so that the majority of customers will get the amount of information they need that's going to help their business even if they never watched the other videos.

Tim: That's good stuff.

James: It is great stuff.

Tim: Good stuff. This question is from Shane who came through on the email. Now this makes me go cross-eyed in reading it, James. We talked about whether we'd go with this or not and we will but we might not give the answer that Shane's expecting so here we go. "Hi, guys! Love the show. My question is about when you are setting up a back linking network through Posterous and you want to set up and link to multiple WordPress blogs. Does each blog need its own email address and login or for instance,"—stay with us, listeners. Please, stay with us. "Or for instance should I just put multiple blogs under your own login and how would Google view this? Also, any other info on leveraging your back linking would be greatly appreciated." Now, James, that's a very technical question and the reason we weren't going to go with it is because we believe our listeners are less interested in the technical aspects of Internet marketing and more interested in the broader concepts and issues. So maybe we explain what Posterous is before answering that question or do you have a different view?

James: My view is this is something you should have someone in your team doing and setting up. It's not something that most of us should be doing. It's a lot



of logins. It's going to involve proxies. It's going to involve multiple accounts.

Tim: What's the question, then? Can you just tell me that?

James: The question is, in setting up a network of other properties to link back to his primary property.

Tim: Right, got you.

James: It's covered in Traffic Grab.

Tim: Does Posterous do that?

James: It's one way to do it.

Tim: Posterous is one way of doing it, yeah.

James: I think a better way to do it would be to use Ping.fm.

Tim: Right.

James: Or a plugin like WP Syndicator.

Tim: So all these - Ping.fm, WP Syndicator, Posterous all allow you to create as many properties as you want to? And by properties we mean simple blogs, do we?

James: You can create social media accounts – Twitter, that sort of stuff.

Tim: Yeah.

James: And every time you post content to your Money Page, it will spread all across these other things automatically.

Tim: Okay.

James: So it's good to set up and it's powerful but let's not get too techy. The bottom line is this is my approach to it. I buy the plugin or I buy a product. If I was a customer of Traffic Grab, I'll buy Traffic Grab and I'd give the



Mash Topia Guide which is all about Yahoo! Pipes and mash-ups to my team member and I'd say, "Read this. Implement it."

Tim: Right.

James: I just did that to [Freedom Ocean](#).

Tim: Yeah.

James: And in the last few days I've been getting barraged with alerts and pingbacks telling me that the team had set it up really well and we are getting syndicated across more sides.

Tim: I love that.

James: So basically, don't do it yourself. Get someone to do it for you.

Tim: And listeners, if you want to go and have a look at Traffic Grab go to products page on [Freedom Ocean](#) and you'll see exactly what we're talking about. It's an amazing product which James launched about—what are we into? Five weeks ago?

James: Probably 5 or 6 weeks.

Tim: 5 or 6 weeks ago and 9 hours of just wonderful content covering all aspects of ways to draw traffic to your money site.

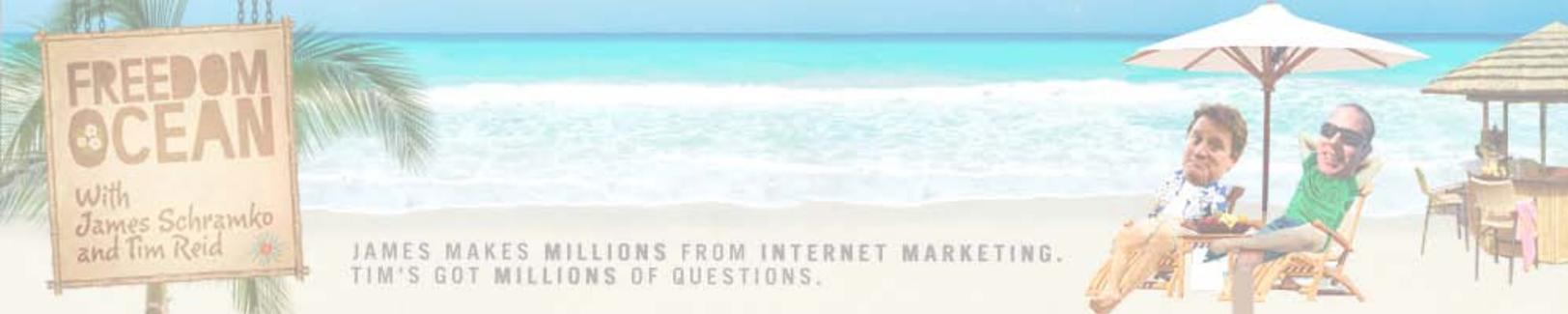
James: But don't feel as if you have to watch every single video.

Tim: No, exactly right. In fact, I know a memory guy. I can't remember his name.

James: [Laughs]

Tim: He said, "Do a video upfront. Just send them where they want to go." Good thinking.

James: That's it.



Tim: How did you actually find that memory guy? Did you know him or did you...?

James: Yeah.

Tim: You knew him.

James: He's a customer of mine.

Tim: There you go. Okay. We have got a second question. Look at this – Joe Winston. Joe's a great listener. We like Joe. He's got a second question. Joe talked about how to start earning money. His other question is a good one, too which I think is all in their minds. "How do I sort the wheat from the chaff online? I'm guilty of trying to find everything for free and waste a lot of time and energy doing so. However, there are a lot of so-called professionals selling rubbish online. I'm having to pay for things. I just don't want to get ripped off or waste several hours reading rubbish." I'll start by answering this 'cause I know exactly where Joe's at 'cause I've been there. I think what you've got to do—and what I did—is you have to decide who you're going to listen to and then immerse yourself in them. That might be one person or it might be 2 to or 3. I don't think it should be any more and then delete yourself.

Remove yourself from everyone else who's offering you up a world of information. Decide who it is that is going to provide that ongoing quality information. That might be a one-on-one mentor or it might be online information products from a particular person or it might be an author, whatever it is. But just find that person and lock in to their way. Otherwise, I reckon you're just going to be like a flag flapping in the wind just going in whatever direction it takes you at the time.

James: Yeah. I think the typical scenario is someone starts out. They join every single marketer's newsletter 'cause it's free, of course. They then justify to themselves, "I'm going to continue to subscribe because I might miss something," and the next thing they know they're barraged with emails. They're reading emails and not sending emails. You can only consume it from the action, not create it. I just deleted 18,500 emails from marketers for the last year or two that were in my noise filter. I scanned the headlines. I did a quick summary of who's who and then I deleted the lot. There are about 3 marketers who make it into my inbox now – 3, that's it.



The bottom line is you've got to delete yourself from a list of any marketer who sends you junk; things that you can spot that are going to indicate to you that you're on the wrong path. When someone's talking to you on a massive high payoff with no effort, delete.

Tim: Yeah, go on.

James: It doesn't happen. It's a figment of imagination.

Tim: Let's go through a few. I agree with that one, yeah.

James: Yeah. High amount of income with minimal effort is a red flag.

Tim: Yeah. What about just high amount of income? Even throwing out numbers like 2, 3, 4million?

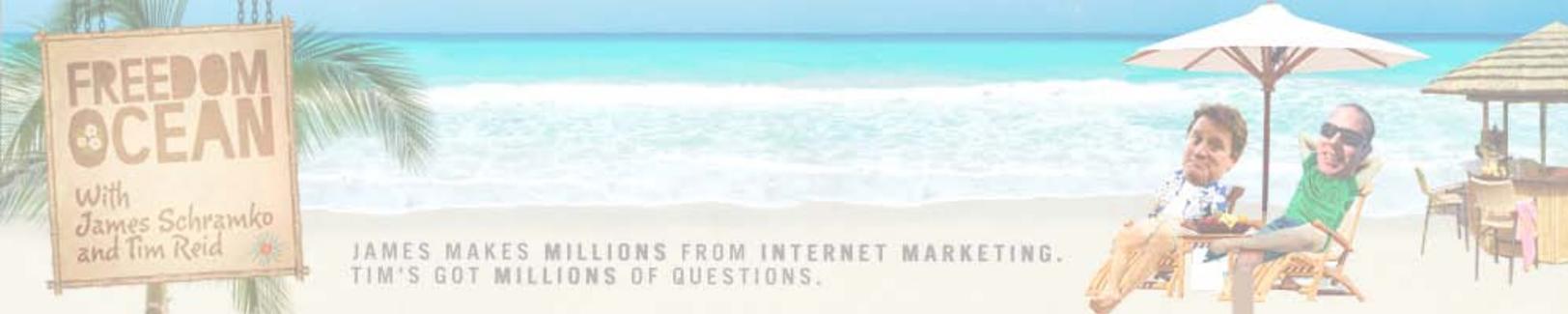
James: There are probably going to be some variables there. I can teach someone how to make \$1million a year. I do that and I charge for that. I tell people that it might take a while and you have to follow a path and you'll have to do things. The main thing to watch for is a huge amount of money in a very short space of time.

Tim: Yeah.

James: So short space of time or zero effort is a big red flag. Secondly, pay attention to what the marketer is doing, not what they're saying. They're telling you to go and be a local business marketer but their whole information business is video marketing software so waste of time. It's not there. They're an information marketer making money from information marketing. The other thing to look at is on the sales page. Does it have big red headlines? Is it screaming hype? Does it show you videos with no play controls? Does it force you to give your name without offering you any value first? What are the terms and conditions? I've just looked at some terms and conditions over a current offer and it said that 99.9 of people who buy this product will not get a result.

Tim: Beautiful.

James: Okay. Yet, this product is selling in probably \$1million worth, I'm guessing. People are that stupid.



Tim: That's an extraordinary disclaimer.

James: It's a full disclaimer. It's basically saying you won't make money if you buy this product and we know it but we're still going to sell it anyway. That's just douchebag marketing. I think we even know when something is a con. I watch the review section. I go to the Warrior forum. I look at the product review section and people actually type words to the effect, "I beat the sales that got to me. I tried it. It was junk and I'm refunding it." Even after these 10 people saying, "This product is ridiculous. Don't buy it. It's just a silly piece of software that doesn't even work," I launched a help ticket. I got no reply so people even buy even when they know it's not right. I want to know what I can do to help those people and I've seen that live. I've been to live events...

Tim: Yeah, me too.

James: --where I've stood up and said, "Here are the myths of Internet marketing," which is then I put up a picture of the Loch Ness Monster and I said, "They tell you you can have instant wealth with no effort; in a hurry." Now, the very next speaker gets up selling a complete sham product that he told me himself doesn't work and he happily gets up there fleecing people and they run like sheep to the back of the room and buy. I was so disgusted. That's why said I'm not going to do this speaking even though I'm selling a quality product and my things actually work. I cannot be associated with this.

Tim: I think in summary to Joe's question, it's trust your instinct.

James: His instinct is lizard brain. That's what marketers are tapping into. They are distracting your conscious thought and they're going straight for your grade gland, your desire to have a better life. They make you bypass all rational thought and they suspend this belief for just a fraction so I would say don't purchase anything on the spot, Joe. Leave it a day. See if you still feel compelled. Go and get some proper reviews. Don't search in Google for reviews 'cause they're all affiliates. Go to a forum where you can get a review. Send a support ticket to the product and ask them a question. See if they reply to you. Just put your thinking cap on. If this is so awesome - why are they selling it? Why are they hyping it up? Why do they have time-limited special offers? Is it legitimate or is it fake 'cause



they say there are only 17 spots left but then tomorrow there are still 17 spots and then the next day there are 17 spots? I mean use your brain and think about what's going on on the bigger perspective.

Tim: Our last question for this show is from Darren Hone. Darren came to us through Facebook and he said, "I'd love a blueprint of how you set up an automated network for social media and other Web 2.0 sites to drive traffic to your money site." He says, "I'm loving the podcast, guys, as well." It's nice to know.

James: Darren is a great listener.

Tim: Isn't he?

James: Lots of feedback. I see them everywhere.

Tim: Lots of interaction. We like that. I tell you what. The engagement is everything certainly from me. I know you love it as well to just hear some comments, feedback, questions. Whatever it is that you got to say, go to <http://www.likefreedomocean.com> and join us on Facebook and get involved in the community. Darren is one of those guys who does that. So here, blueprint for setting up a social media network back to your money site.

James: Well, you know that's the Spaghetti Bowl. That is the map that my team took a year to set up and test. That's the short answer. In Traffic Grab we give that blueprint away.

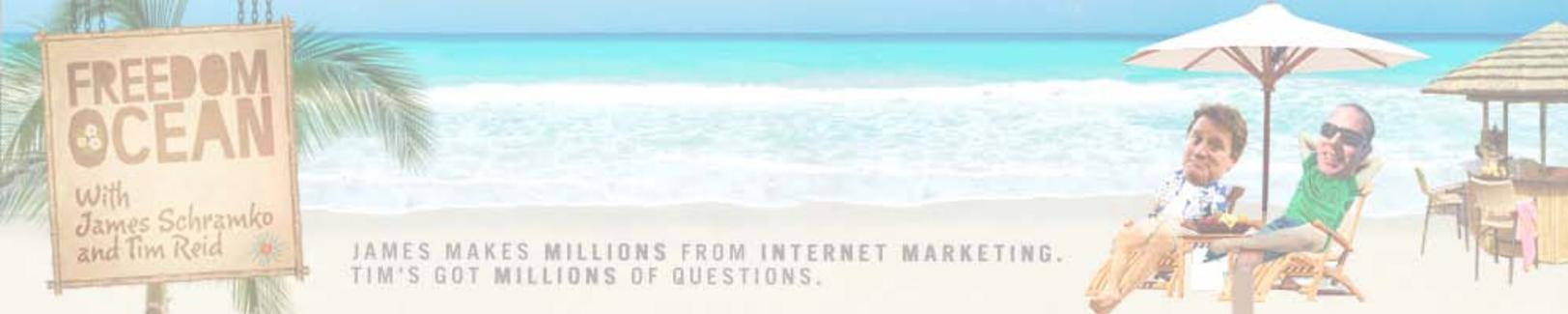
Tim: It's not just social media. Social media's one major aspect of the Spaghetti Bowl, yeah?

James: Yeah, social media could include Web 2.0 sites.

Tim: Yeah, it could.

James: I'll tell you the short story on how mine was set up if that helps.

Tim: Go.



James: You have a Facebook fanpage as your primary authority builder. You put that little sidebar widget for your Facebook page on your primary authority blog and you put a Twitter icon and a YouTube icon as well on your primary authority blog. I do fresh tweets. I don't syndicate at all. I don't auto-Facebook my tweets. I just type it by hand and I do my Facebook posting manually and I take all the feeds and put them through FriendFeed. That's basically the short story. The longer story is—

Tim: Wait. Hold the longer story. When you say you take all the feeds, what does taking all the feeds and putting them in through FriendFeed mean?

James: I take the blog feed and I take my Facebook if I can to get the RSS and my Twitter and I'll push it to FriendFeed.

Tim: Okay.

James: FriendFeed will let you add all of your other sites into one RSS feed. You can take that FriendFeed and then you can send it off to other places like Ping.fm. Ping.fm can distribute it across other accounts – bookmarking and secondary Twitter accounts, etc. It's all documented in a thing called MashTopia and how to use Ping.fm and the Spaghetti Bowl shows how things are interlinked.

Tim: Is MashTopia a website or a product?

James: It's a product of mine that's included in Traffic Grab.

Tim: Yeah, okay.

James: It's how to use mashups and Yahoo! Pipes. If none of that makes sense to you, don't worry. It's all in PDF step by step instruction. It's not something you're going to pick up by yourself. You're going to have to get a guide or some sort of information to speed it up.

Tim: Yeah, okay.

James: And preferably you give it to someone in the team.

Tim: I'm just going to say it's not something you necessarily take on yourself, is it?



James: It's something I might have done in the beginning by myself but I wouldn't dream of it now.

Tim: Yep, the Twitter updates and the Facebook updates are something you do for yourself?

James: For my premium content but for all the other websites, I have someone else do them.

Tim: Yeah, okay. All right, James, that's the end of the questions. That's the end of the listener-loving for this episode. You know what? all blokes.

James: Yeah. Well, let's hear from the girls.

Tim: What about Jules?

James: Yeah, Jules could be. We don't know.

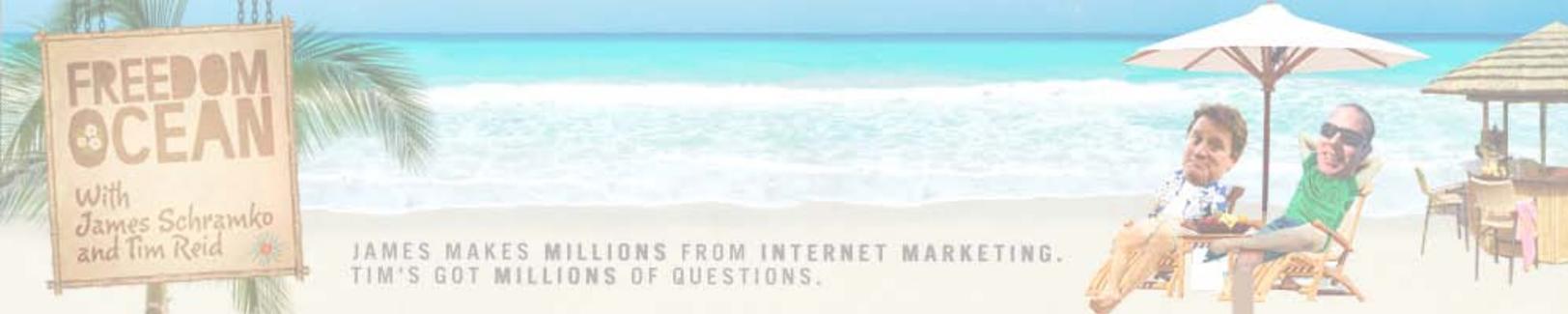
Tim: Yeah, the jury's out on Jules from San Diego.

James: We can't guess.

Tim: We can't but there are a lot of blogs there. It's sad to say we don't have some questions from women? We do. In fact, I'm just looking at the next set of questions to make sure there. Here we go. Anne's in there. We'll make sure there's a few more but keep them coming, listeners. The best way to do to get us get us a question is when you go to <http://www.freedomocean.com> and sign up. You will receive an email from. Any email you receive from us that you can reply, that comes straight to James and I. We read them all. You can comment on the show notes of any episode we produce. We get emailed every time a comment gets posted. Our Facebook, we visit it everyday so we are infinitely contactable, James.

James: We are.

Tim: That's important to us so we know what you're liking, what you're not liking and what we can do better. That's it for another episode of Freedom Ocean. Go to <http://www.freedomocean.com> and register. Become part of



the tribe and have a look around the site 'cause there's plenty on there besides just the show notes and the podcasts themselves. There's lots of good stuff to look at and increasing everyday. Increasing everyday.

James: That's what we like.

Tim: Well, mate. Thanks, James. We'll see you next time.

James: Thanks, Tim.

Tim: Bye!