

DIGITAL WEB BUSINESS BASICS





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Chapter 1

Digital Web Business Basic

Hey, welcome to Video Number One. This is Digital Web Business Basics. These are the things that you need to know but you never really thought to research them. There's a little picture of a little turtle there because I want to make sure that you understand. This is the basic stuff where you start moving slowly and then eventually start picking up some speed as you start understanding what they are.

I am going to implore that you follow the video. Don't jump around, don't think, "Well, I know that already, I don't have to listen to this part," because that right there is the mentality that usually messes most people up. I want you to watch this video, take lots of notes, and pay close attention to the stuff that we're talking about here because it's going to get more and more advanced as we move forward.

First and foremost, we're going to be talking about Digital Web Business Basics and we need to understand about the place that you've chosen to do business in, the internet. The internet is constantly changing and it's constantly in motion. You have to adapt or you're going to fail. If you don't adapt to the ever-changing environment that is the internet, then you're going to eventually fail. You've chosen to do business in the most rapidly evolving environment in the history of mankind. It's a different internet now than when you started reading this. Thousands of new websites have been added to the internet in the time that it took you to read this sentence alone. Those that can best adapt to change are the ones that are most likely to survive online long term. I can attest to this first hand.

At the time that I'm recording this video, it's been nearly 10 years to the day that I started building my online business. Things have changed so much. I mean just social media, first thing that pops into my head, Facebook existed back then but it was not at all what it is today. The way that marketers need to use social media today in comparison to where it was 10 years ago.

What's another thing? Video. The technology has changed so much that it literally has affected the way we sell. Back when I first started online, we were on dial-up connections so the technology just didn't give rise to the connection speed necessary to really stream video well enough for uninterrupted play. Because of that, we sold with long websites called sales letters, that's changed a lot. Majority of selling online now is done using sales videos.

Again, the internet is constantly changing and you can't just get fixated on doing things one way



because if you do, you're going to be unable to adapt to an ever-changing environment and you're going to fail.

Let's start with How The Web Actually Works. First off, you've got to come to grips with the merging of two new vernaculars, a vernacular being a particular vocabulary or way of speaking that's usually kin to one particular industry. When you're doing internet marketing or internet selling, you've got to be okay with understanding that there are two types of vernaculars to get used to, GEEK TALK and SALES TALK. Because we're going to talk about web stuff and technical stuff. We're going to be making geek references. And then there are sales talks, we're going to talk about influencing people, getting them to buy, we're going to talk about sales funnels, that kind of thing.

When you start combining these two languages or vernaculars so to speak, you have what we call internet marketing or internet selling. Understand that you're watching here is not the end-all-be-all solution to everything that is internet, money related, but rather it's going to be the foundation with which you can build a very, very profitable business, and it's going to require you to have an open mind. I might reference something that you have heard by some other name. I might call it a JV Partner but you've called it an affiliate partner. Again, you're going to have to be able to see past those little inferences that might otherwise hold you back.

With that said, let's understand that the web is nothing more than a series of interconnected computers. Yeah, we're actually starting there. We're starting with understanding what is a SERVER. A server is a computer similar to yours and to mine except it's much more powerful and it's always on, the power is always on. These servers are stored in data centers all over the world and the web is literally the interconnection of all these different powerful computers.

It starts getting a little bit more complicated because these servers each have a unique address just like your house. Your house has a postal address. The address on the server is called an IP address, that stands for an Internet Protocol Address. This is how the internet can actually differentiate between devices. No two devices have the same, let me not jump the gun there. There are particular situations where devices can have the same IP but this is how information can be located. Just like somebody mails you a letter, your address is what they have to right down the envelope for that letter to get to you. It gets a little bit more complicated than that because there could be several apartments or several people living at that address and so on and so forth. That's just an example that I'm giving you to point out what an IP and the way that it works.

Let's talk about hosting. Hosting is the service provided by companies that allow you to use a partition on their server to store your data. What kind of data are we talking about? Everything that we're doing online is data. Websites, that's a bunch of data, information on what images to



display, what the site's going to look like, what it's going to read, websites are made of data. Files, files that people exchange, downloads, uploads. Some of those files are media files like audio files, mp3 files, or video files, mp4 files, even text files, there are so many different media formats. For text files you get TXT, RTF, you got PDF, all these different types of files, websites and media, that's the data that you host on a server. That service of hosting that data for you is called hosting.

Your little piece of that server is generally referred to as your own web space. Some other people call it different things but generally your hosting in your web space is interchangeable, it's the same exact thing that we're talking about.

Continuing on with how the web works. A domain name is a name that you choose for a website. A domain needs to be associated or indexed with an IP address. When you think about this, you can register the name of a website, or of a company, or something like that no different than you could write the name on the window of your store. The name of your store doesn't change the address that people mail letters to you. A domain name is like the name that you write out on the store window. If this was a brick and mortar type of business, that's the domain. The address, the IP address would be different, that's independent. That's like the physical address of the store. A domain name is that name that you're going to choose for the website.

Now you might say, "What is a URL then?" A URL is a little bit different than a domain name. A URL stands for Uniform Resource Locator. Don't get freaked out by the long word, long name, it's URL. It's used to specify addresses on the web. By typing in a URL into any browser, we're going to talk about a browser, how that is and how it works, you can locate a resource that's connected to the web. For example, hypertext pages like HTML pages, websites, images, sound files. URLs have the following format.

Usually, I'm saying usually, it starts with an "HTTP" but there's also "www." We're not going to talk about prefixes here, we're going to talk about what the URL is predominantly made of which is the domain name.com, then a more specific location within that domain name. There could be a folder name, and then there could be a file within that folder. Those are going to be separated by slashes. When someone says to you, "Yeah, it's at my site.com/folder/video.mp4," they've given you a URL which is a very specific address that can all be traced back to an IP address of a computer which we call a server which is hosted in a data center which contains your information.

A browser is a software that you install on your computer for the purpose of connecting to the internet by way of your ISP or your Internet Service Provider, lots of acronyms. With internet marketing, it's one of the things we deal with is a lot of acronyms. Again, these are the fundamentals, this is core stuff here, this is just the stuff that you need to understand in order to



be able to move forward. Popular browsers are Google Chrome, Mozilla Firefox, Microsoft Edge, you're obviously using one of these. That's how you got to internet selling for newbies, that's how you're watching this video.

When we use a browser, one of the things that we often do is we search. We search on search engines. Most browsers have search engines connectivity already by default built in. A browser has a field that you can type into. When you type a search term or a keyword into that field, it basically connects to a search engine which is a program that searches for and identifies items on the web that correspond to the keywords or characters specified by the user. What this means is when you're looking for something that's on one of those many, many servers that's interconnected out there on the planet and somebody storing that little piece of information on their web space, on one of those many servers and it's been stamped with an IP address, all of those millions and millions and millions and millions of addresses and those pieces of information have propagated on the internet and have been indexed. This big giant, ginormous outline of addresses exists and it exists inside of these search engines. What happens is when you are performing a search on your browser which is connecting to the search engine, it is going to go and give you a series of results. The search engines that we typically use are Google and Bing, there are many other ones out there, but those are the primary ones that we use.

Once you actually search for something, you're going to get a results page. Search engine result page is often referred to as SERPS. Interestingly enough, the acronym stands for search engine result pages, and I don't know the S, well the S would just be plural. Nowadays, a search for any given keyword or phrase in your browser is going to result in hundreds of thousands, if not millions of results. I've seen terms that can even return hundreds of millions of results. SERPS attempt to prioritize those results for you based on the specificity of your search term. The more specific of an item you're searching for, the more specific the search engine is going to be able to be with its response.

I encourage you and everyone that's building a business online or doing any kind of work on the internet, to be honest with you, to simply talk to Google. Ask Google a question. It's been built in such a way where it understands. It is the most complex, yet easy to use, search technology ever invented. You can literally ask Google a question like, "Hey Google, what is the name of the actor that played in so and so movie?" Or you can ask it something like, "Hey, how do you build a house?" You can literally ask a question. You don't necessarily have to have an exact word but what happens is that search, that question that you asked is going to give you a preliminary result. If you're not happy with the results that you got or the order that they're in, you can drill down into that search question a little bit, maybe rephrase it, maybe ask it a little differently.

Let's talk about email addresses. An email address is a name for an electronic postbox, so to speak that can actually receive and send email messages on a network. Email addresses are





usually composed of a username and a domainname.com. The domain name would be that of the email client that's being used. Email clients, that's another vernacular or industry term that you're going to have to understand.

An email client is basically a desktop or a SAAS, a software as a service application. There are desktop applications and there are web hosted applications. A software that runs on your computer or software that runs while you're logged into the internet on a website. That's the difference between a desktop application or a SAAS application. An email client is either one, a desktop or a SAAS application. An example of a desktop email client would be Outlook. An example of a SAAS email client would be Gmail. Both of these enable you to configure one or more email addresses to receive, read, compose, and send emails from that address through the desktop interface or through the login interface. Basically, an email client provides a central interface for receiving, composing and sending emails of configured email addresses.

This is important to understand because email is a very, very big part of the internet, and of doing business on the internet. Understanding how a domain name relates to an email is a very big lesson. In the beginning, I used to use a Yahoo email address for doing business but it looks so much more professional, it works so much better when I use my company name, my company domain name which is <https://marketingover50.com>

The title of this module here is Digital Web Business Basics. We need to understand how commerce works, how the exchange of money for goods works online. There's literally thousands of ways to buy and sell goods online. Both digital goods and physical goods can be exchanged for cash online very, very securely nowadays.

Back in the early days of the internet and of e-commerce, people were skeptical. People are skeptical of putting their credit card numbers online, "Oh my God, what's going to happen, will somebody steal my information?" There's still a lot of people that worry about it and not unjustly because there are still scamming technologies out there, there are still phishing scams, and there



are still things that could cause you to lose your identity. It's always prudent to be careful when using your personal information or entering your personal details onto a website. Now, we have encryption, now we have all kinds of ways to verify whether or not a site is trusted, or trustworthy.

There are a lot of different ways to do commerce online. Generally speaking though, a vendor, someone that's selling something, creates a website for the purpose of educating his prospects or his visitors, and to showcase his/her products, and this is all for the purposes of making a sale. These sites are generally, again I say generally because some people call them different things, but generally speaking, they are called sales pages, that's what I call them, that's how I'm going to review referring to websites that sell things. Some people call them stores, online stores, and e-commerce stores and platforms, and different things like that. Generally speaking, this is how products are sold on the internet. If you want to sell something, you create a website to sell it on, you put a picture of that item, you describe that item, you put a payment button on that item, you sell that item. That's generally what I call a sales page.

There is also a great number of selling platforms where a vendor doesn't need to have his own sales page or his own website even. The vendor can just upload a listing or either post a listing about his/her product so that people can see it. The type of platforms I'm talking about here are eBay, Amazon. eBay is an auction platform but there are lots of others. There are lots and lots and lots of others, tons of others. There are even a great number of people that make a full time living by just posting items on these websites and selling those items. I'm going to get into pros and cons about that in a little bit.

Just keep in mind that when you're running your own business like your own business, something that you can eventually retire from or maybe even sell to a venture capitalist, or to an angel investor, or whatever, or just sell for the purpose of retirement. When you're building something of value, when you're building something that you're going to will to your kids, you're going to need assets, you're going to need digital assets, and you're going to need to be building your own sites and selling your own products. You can sell an eBay business but there's a lot more that's entailed. You can sell an Amazon business but again, you don't control your website, you don't control your place of business. You're not even renting it or leasing it so you don't even have any say in how it works. Basically, when you're listing things for sale on other platforms, that platform retains full designed control and a lot of other control. You're not really fully in control of your business unless you are creating your own websites. Don't let that freak you out because nowadays, man, is it easy in comparison to what I had to do when I first started building my websites.

Let's talk about the big gorilla in the room that is payment processing. Payment processing is the way by which your visitors give you money. That's the way that money is collected and transferred into your account digitally. The most commonly recognized online payment processor



is PayPal. PayPal serves as the middleman between the customer's bank and your bank, between their bank account and your bank account. PayPal is the intermediary, the underwriter so to speak. Underwriter might not even be the right word to use there. They are the platform that facilitates this transaction. There are other ways of doing these but at this point, PayPal is simply the most commonly known and trusted one out there. You need to have a PayPal account if you're going to be doing business online. It isn't absolutely required but for the purposes of what you're going to be learning from me here, yeah, it is.

A shopping cart however. A shopping cart is an alternative and I have to mention it here even though it's not what I teach, it's not particularly what I do. A shopping cart is an online platform by which vendors can connect a merchant account from their financial institution or bank to a credit card form on their website. I'm sure you've seen those websites that don't necessarily use PayPal but rather ask you to enter your credit card directly into the website. They're using a shopping cart process. This can also involve a gateway service which accesses the intermediary between the merchant account and the shopping cart. It can even involve a virtual terminal. For example, a virtual terminal is when someone calls me on the phone, they call my office and we do this in my company all the time, someone might call my wife Melinda on the phone and say, "Hey, I want to purchase a high ticket product and I want to give you my credit card number over the phone." That person gives you that credit card number and you can log into a virtual terminal in your PayPal account, or in your shopping cart, or in your gateway, and type in that user's credit card information that they read to you over the phone and run it, and collect the payment that way. There are various ways of doing this. For the purpose of what you're going to be learning with the internet for newbies and what I'm talking about here, PayPal is the way to go.

There is another dynamic to this whole collecting money as it applies to your online business. We're going to talk about an affiliate network. An affiliate network is a platform, a website platform that allows for vendors to create unique links that affiliates or JV's can use to promote their products.

Let's pause here for a second on affiliates or JVs. Again, another one of those interchangeable vernacular that you might hear me reference one way from time to time, and then in a different way at other times. An affiliate or a JV, by definition, the acronym JV stands for joint venture. It's just been so that in our industry, people have come to throw the letters JVs around and they've come to mean an affiliate. The two words now are interchangeable nowadays. An affiliate is basically someone that is selling your product for you online, someone that you've given permission to promote your product in exchange for a piece of the sale that's known as a commission. JVZoo is the platform that I use for this because they're awesome. I've used a lot of different platforms for this. I've had my share of problems doing these different ways and trying it different ways. We run a multimillion dollar company right out of our house by using JVZoo in



conjunction with PayPal and it's awesome, super smooth. JVZoo keeps tracks of all the referrals, pays everybody instantly, does all the accounting for me.

When I used to do it manually, my wife would throw something at me right now if she heard me what to say when I used to do it. When we used to use shopping cart platform and connect directly to our merchant account as the sole method, I still have a merchant account, I still use that, I still have that for isolated situations in my business, nothing that you should concern yourself about right in the very beginning. When we used to solely do business that way, the accounting and the bookkeeping, and reconciling at the end of every month was wow, it was a lot of work. My beautiful wife, Melinda, was the one that would do all of that stuff. When JVZoo came along and automated all that for us, man, was that a God sent.

Now that we're talking about the platforms and stuff, let's get into the nitty-gritty about running a business, running an online business. We've gone from the very, very basics of the web, how it works, and we're transitioning here to running an online business.

The key word here is BUSINESS. This isn't a hobby or a get rich quick scheme. Some of my best advice to you is that you never get that twisted. Don't ever forget that. Look, it might not be a get rich quick scheme but trust me, it is a get rich scheme for sure. You can definitely become very wealthy and really change your financial situation for the better by running an online business. Like any other business, an online business requires your commitment, a plan, and working capital. It's going to require time and money. I say this often, "You're going to pay for your success and for pretty much anything in life." You're going to pay with one of two currencies, and that's a cool thing is you can pick which currency you pay with. You can pay with time or you can pay with money. You got to choose which of those is worthless to you and use that one. As far as I'm concerned, I can always make more money but I can't make more time. When it comes to choosing between which one of those, I'm going to use the pay for things, I choose money as often as I possibly can. But if you lack money, you can compensate for that by investing time and learning the hard way to do things instead of paying to have it done. An important distinction to make there.

There are many types of ways to make money online, thousands actually, but making money and building a business are not the same thing. Making money online and building a business are not synonymous, it is not the same thing. One can make money from a job without owning the company and the same is true online. You can make money on a website called Fiverr by doing little tasks online for others that they pay you \$5 for at a time. You could make money on the internet by putting stuff from your garage on eBay and auctioning it off. There are literally thousands of ways that you actually make money "on the internet" but that doesn't necessarily mean that you are building a business, or that you own a business, or that you're doing anything that's going to provide for you and your family long term.



I choose to sell digital goods and services instead of physical goods online. That's the way that I choose to make my money on the internet. I do this because I want to make money as easy as possible without having to store products, without having to do inventory, warehousing, or anything like that, without having to track postal deliveries or deal with all those headaches like refunds, and replacement items, and everything that comes along with running a physical business.

Look, there are fulfillment companies and services out there that do this kind of heavy lifting of physical online product selling for you but I still choose to focus on the digital items. You know why? Because a digital item is awesome, it's a link, you create it once, you sell that same link over and over and over and over again. There's this thing online with digital items when you combine a digital item with a membership site, you could literally put the digital material inside of this website and charge people a membership fee every single month over and over and over again. The concept is just awesome. You never have to ship a damn thing, never having to physically wrap a box, or take it to the post office, or buy postage, or anything like that.

Think of it almost like being the owner of a gym membership, that's kind of what membership sites are like. You set it all up once, you put the stuff in there once and you charge people money for access to it. Just to have an access card to the gym, you can charge them money. Let me tell you this, there's no better feeling than the first of the month when your recurring billing hits and you're already starting the month with \$40,000. That's really not a difficult thing to achieve. It took me just shy two years to get to that position where I was running a membership site that billed people on a monthly basis and 1,000 people paying me at \$40 a month, it's \$40,000 a month. Those big crazy numbers can be achieved, all in good time, follow the course.

As we continue with running an online business, let's talk about certain types of online businesses that are much more time consuming than others. Those are the ones that require an exchange of time for money, services primarily. If you're doing things like maybe graphics for people, or maybe you're good at building websites, or maybe you're good at transcription, or maybe you're good at narrating things, just performing services for people online. Any kind of administrative work that you could do in an office can be done online for people that need that type of work. If you can do that stuff for a profit, that's great. Those are great methods to raise capital for your building of your business. But they themselves a very, very difficult business to build because they're not very scalable. Because eventually, you will run out of hours in the day to perform the services that you're getting paid for. You're going to reach a ceiling with your client base. The only way to break through that ceiling is if you bring more people on board. Bringing more people on board is going to diminish the quality of the client and the work. For me, I choose



to create businesses that don't require my presence and can be put on autopilot. That word autopilot, I hate using it because it gets thrown around negatively so much by internet marketers that are trying to make you think that it's effortless. Making money on the internet is effortless, no, it's not effortless, it requires work.

Moving on here, a real business, it has departments. All real businesses have departments. When you're first starting out, you just can't ignore these, even if it means that you are the one that's wearing all the hats. You've got different departments in your company, Research, Development, Sales, Marketing, Customer Service, Accounting, Purchasing (Accounts Payable), and Collections, (Accounts Receivable). When you buy stuff, you're the product buyer, which sometimes could lead you into trouble if you overspent. You're also the Collections Department, you're the Accounts Receivable, you're the one that has to collect payments from not just customers that owe you money but maybe other vendors, maybe affiliate commissions, and things like that. You can't just disregard that you did a promotion and that the guy owes you \$150, you can't just not go after him and ask for that money. There's also a Technical Department. Not necessarily IT like most corporations have, but you're going to need to have like your websites built and do all that stuff.

In the beginning when you're first starting out, if you're low on capital, I think the tendency is to kind of learn every single one of these things ourselves. Again, this is the compromise that you make when you pay for things with either time or with money. If you're going to do all these things yourself, you're going to have to take the time to learn how to run each of these departments in your new industry that you're venturing into here, online marketing. That can be very time consuming, thereby delaying the speed to which you're going to make your first profit as opposed to if you're coming with capital to invest and you can outsource parts of this process and parts of running your company in these different departments. For me, when I first started, I did most of it myself. As I started growing, eventually my wife started taking over the accounting stuff and the customer service stuff. Now, we've built it to a point where we've got nine employees at the time that I recorded this video for you.

The long-term success of every online business is going to hinge greatly on your business to plan and budget with purpose. From all my students, this is probably one of the biggest causes of failure, it's just lack of planning. I couldn't even take a guess at the amount of people that over the years have told me, "Yeah, yeah, I've got a plan." "Yeah, yeah, I know what I'm doing." "Yeah, yeah." And they don't. They don't because their vision when they first came onto the internet marketing scene was just to make a couple bucks for this week, to get out of this jam that they're in or whatever. Somehow over the months and then later the years, the whole thing morphed into some kind of business and they never really had a plan, they never really had a budget, they never really reverse engineered their business for the greatest likelihood of success.



Reverse engineering is something that you're going to hear me reference quite a bit throughout this course because reverse engineering is the only true way I feel that you have of really, really accomplishing what you want to get.

If you start with the end in mind, you can easily reverse engineer the pieces that you need to get to that achievement, to get to that goal. Having a clear vision of what you want to accomplish within one year, "I want to have this amount of websites." "I want to be making this amount of money." "I want to be in this industry, this niche." "I want to have this amount of employees." "I want to be generating this amount of revenue per month." The clearer you make that plan, the easier it's going to be for you to now look at the year and create benchmarks for yourself. "By this time if I'm going to hit this, I'm going to need to be at this amount of money." "By this time I'm going to need to have this amount of these subscribers." "By this time I need to have this amount of product created," and so on and so forth. These benchmarks become the reference points to your chances of hitting that long term goal.

If you get to your first checkpoint or your benchmark and you haven't hit the thing that you were planning on hitting by then, chances are you're off track. You're not going to hit that long term goal so you need a course correction here. But what happens is most people that are claiming to be building a business online, they're not. They're just sitting down every day at the computer and looking at a blank screen, starting over every single day, not following a plan. I'm going to draw out this course, impress upon you the need for a plan, the need for a system, the need for steps, the need to prepare a budget for yourself and plan on buying the things that you need to buy at the time that you need to buy them. Be frugal, don't just buy things because they're, "Oh well, look, there's this new thing that launched today, I'm just going to get that," because there's always something launching, there are multiple products launching every single day. You gotta get that shiny objects under control.

People ask me all the time, say, "What do I do for shiny object syndrome?" The cure is very complex, are you ready? Stop buying stuff. That is the cure for shiny object syndrome. Until you start planning your purchases in advance by reverse engineering your business, if you know, "Hey, I'm going to be creating an information product and I'm going to be launching in a month or three. In order to that, my product is going to have a video component, it's going to have an ebook component, and it's going to have some audios. That means I need to have my video software by this month. To do the video, I first need to have my slide recording software so I'm going to need to get Keynote or PowerPoint, and then I'm going to need to buy my editing software which is ScreenFlow. How much is that stuff going to cost? Let me Google that stuff." You're creating a budget here. You're doing what business people do all of a sudden.

Now because you know, "Okay, within three months I'm going to come up with \$120 to buy the thing that I need to buy at that stage of my business." Then you know what you're going to be



able to do? You're going to be able to plan ahead, you're going to be able to put the money aside, you're going to be able to do whatever it is you need to do to raise that capital. Maybe you realize, "Oh my goodness, I don't have the money and I don't think that I'll be able to raise that \$120 by the time I'm going to need that." Maybe you can shift your priority and you could say, "Okay well, if I want to finish this plan then I need to raise some capital right now. What can I do to come up with cash? What services can I offer? Maybe I can do something on eBay, maybe I can do something on Fiverr, maybe I can partner with somebody, maybe I can get an investor." You start looking at things in a business fashion and you start creating the plan, reverse engineering the plan that is going to give you the greatest likelihood of success in the long term.

Remember, IM is made up of two words. Internet Marketing is made up of two words, it's Internet and Marketing. Don't get hung up on the **INTERNET**, get hung up on the **MARKETING**. This means don't get hung up on the techy stuff. It is what it is and you're going to learn it just like you would the aspects of any new job or any new employer, you're going to get it. Don't get hung up on that tiny stuff, it's going to come.

All the tools and the training that I've ever purchased combined only add up to 10% of my success. The other 90% of my success, it came from the stuff that you can't buy, things like work ethic, determination, and conviction. Follow a plan, reverse engineer your success, attack this thing with work ethic, with determination, with conviction. Know that this is a business which means you're going to have to create a budget. Know that it's going to require time and money. Understand these things, embrace them, because if you don't then it's going to come as a shock to you when you realize, "Oh my God, I've got to buy software to make my video. Uh-oh. I wanted to become rich for free." You know what, that's not how reality works, that's not how internet business works, that's not how internet selling works.

