



“Underground Internet Marketing Secrets”

By Yanik Silver

<http://undergroundonlineseminar.com/investigator>

Brought to you by:

Willie Crawford

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This section is an interview conducted by Willie Crawford

Willie

Crawford:

Good evening everyone. I'm Willie Crawford and I'd like to welcome everyone onto our call tonight. I'd also like to thank you for taking time out of your busy day to join us. I know there are a lot of things that you could be doing tonight. So, again, thank you.

To get a little legalese out of the way, this call is for informational purposes only. So we can't guarantee the results you'll get from using what we might go over with you tonight. You assume all responsibility for what you do with that information.

All rights to the call are reserved by Willie Crawford Incorporated and Yanik and his company Surefire Marketing.

With that out of the way, let me introduce you to our guest tonight which is Mr. Yanik Silver. I've watched Yanik for a long time online. Although we've never done very much together personally, I've been extremely impressed with him.

He was one of those rare, overnight successes online. Actually he had been doing a lot in the direct marketing world before he came online. He had been writing copy and direct mail and faxing and all kinds of stuff.

I had watched that and I was just totally amazed by it, things he did even as a teenager. I was also impressed with hearing him putting on an apprenticeship program where he was charging \$15,000 per person and it sold out.

I gained exposure to his home study copywriting course which he called The Ultimate At Home Internet Copywriting Workshop. It was a bunch of DVDs and CDs and things like that. There were a huge manuals and swipe files. I have gone through that course several times because it's repetition that lets you learn stuff.

As I watched this recording of this thing, I noticed all these famous copywriters he had in the room. People like Michel Fortin and Ted Thomas. I'm like, "He must really know his stuff to have these people paying to come to his workshop." They're all taking notes frantically.

When I think of Yanik, I think primarily of a copywriter. But I know that he is multifaceted. I've seen a lot of his information products. He's put on several workshops.

It's my pleasure to introduce him to you tonight. Yanik, why don't you tell the folks on the line that aren't familiar with you, a few minutes about yourself, maybe give us two minutes or so?

Yanik: Yeah, absolutely. I'm a Libra. I like long walks on the beach. Just kidding. I don't know why I haven't met you personally. It seems like we always miss each other somehow. A seminar I'm supposed to be at for some reason I might not be able to make it to or something that you're coming to or you're not able to make it. I don't know how we haven't run into each other yet, but we will this March for sure.

Willie: Absolutely.

Yanik: A quick one, two-minute intro on myself. I am 32 years old now. I got online back in 2000. This is after a lot of people, some of the pioneers who are my friends now, people like Jonathon Mizel and Marlon Sanders and Declan Dunn and all those guys. Corey Rudl had already figured out a lot about the Internet so I simply looked at their model and ran with it.

My first web site, which is called Instant Sales Letters, came on the scene in 2000 and very quickly I built that up to a six figure business. All of sudden, people were asking me, "What the hell did you do? How'd you get to where you were so quickly?"

That's when I started teaching Internet marketing based on what I actually did, not just reading a bunch of stuff and trying to pass that off as my own.

Willie: Right.

Yanik: Since that time, I've really sold everything from \$17 eBooks to, like you mentioned, \$15,000 apprentice program where they also have to pay royalties on top of that. It's pretty wide and diverse things that I've sold online.

I specialize in information products and sold millions and millions of dollars worth of information online. That's probably where we are now.

Willie: Great. Now last year was the first year that you put on the Underground Online Seminar. Was that just another Internet marketing type seminar?

Yanik: No. It was really something different. For those of you that know about me, Willie, like you said, you had been watching some of the stuff that I do. I try not to do anything the same as anyone else because otherwise there's really no point. There's a big marketing lesson right there.

I actually was thinking about putting on an event and I never really did except for a small workshop, like you talked about the Copywriting Seminar and so on.

If I was just going to put on another Internet seminar, there's really no point in it because other people are doing it much better than I am.

I was sitting, actually, in a lounge. I remember very distinctly sitting with my friend Dave Dee and we were in Atlanta. I had been speaking at a seminar. I can't remember if this was before or after I spoke. I think it was before.

We were just sitting around in the lounge. It was me, Dave and my wife Missy. Dave, he's another speaker, niche marketer.

He was telling me, *"God, all these seminars that I've been to lately are just, a bunch of them are just pitch fests. You know, people get up there for an hour and they really share nothing and all they're doing is selling their own products. The people that are speaking have sold nothing except how to make money on the Internet."*

He was like, *"You know, somebody should do a seminar with real people making real money online."*

Right then the little light bulb went on. I frantically reached into my jacket pocket, pulled out my Delta boarding stub and I started writing down a couple of notes on that seminar. Then I started jotting down a couple people's names, people that owed me favors because I know a whole lot of people in the Internet world.

Willie: Right.

Yanik: I'm thinking, *"Oh. This guy could be someone that could come. This guy could be someone that could come."*

What I wanted were not the same usual suspects that speak at almost every seminar. What I did was I brought together what I called an Elusive Group of Real World Doers to present what they were doing online.

My big criteria were that they couldn't be making the bulk of their income from the Internet world. They couldn't be selling how to make money online. They couldn't be shovel sellers.

Willie: That's a really intriguing concept. I was sold the minute I heard about it last year. I was really, really looking forward to going to the seminar. I didn't make it because of a family tragedy. Even with the family tragedy, it was like I really, really wanted to go.

It was like, *"No. The family is going to expect me to be there."*

So I didn't go. Again, I am looking forward to making it this year especially since it's in March, right around my birthday.

Yanik: Yeah. You're coming to spend your birthday with me. I feel honored that you're coming for that.

Willie: It'll be fun. My wife is looking forward to DC too, actually. Who were some of the people that you brought in last year? What did they share with the crowd? If possible give us some of that stuff.

Yanik: Let me talk about a couple of the people from last year. A lot of these were friends that I basically kind of twisted their arms and pulled in some favors and so on.

The first guy was a guy named Tom Bell. He's actually been speaking at a couple of seminars recently, but mine was the first one he ever spoke at. Here's a guy who's selling a \$19, maybe a \$24, I can't remember exactly but an eBook on government grants.

He had a couple other eBooks out by then. But he was doing between \$4,000,000 and \$6,000,000 a year with his eBooks sales.

Willie: Those inexpensive eBooks?

Yanik: Yeah, those little inexpensive eBooks. That's a whole lot of eBooks. I don't even have a calculator here to figure out how many of those that he was selling. He did it using what's called CPA and CPM advertising.

CPM is like a fancy way of saying cost per thousand which means that you're buying eyeballs. It's not like pay per click where you're paying for results. CPM means you pay, if you're buying banners or he was buying opt-in emails. There are legitimate opt-in emails that you can actually buy.

Willie: Right.

Yanik: He was doing that and he spends \$5,000 to buy advertising. He has to pay that \$5,000 regardless if he sells one or sells a thousand copies of his eBook. So there's a whole lot to it that he shared with us.

Also, he talked about CPA which is really interesting. It's like thinking of affiliates on steroids. CPA stands for cost per action. There are all these networks out there that are just looking for new deals and new products to promote because they already have an existing email list or they have a lot of traffic that's getting to their site or whatever the case is.

There are all these networks. It's got to be a general consumer type item. Tom was selling that. He was selling a government grants book. He was also selling a how to make money with surveys book and a couple other just really, really general because it's the whole Internet.

It's whatever. It's just traffic from a joke a day type sites.

Willie: Yeah. I watched Mike Glaspie doing something similar.

Yanik: Yeah. Everyone and their brother, it's not in any way targeted. These people, you have to pay an acquisition. So the cost per acquisition and it's not like an affiliate deal where you pay 25% or 40% or 50%. These guys typically want 70%, 80%.

So you've got to have some kind of profit model where you're making something on the back-end, after the eBook sell. What Tom had was he had a membership site that people were throwing into. They paid monthly for new resources for government grants or whatever the case was.

Willie: Wow.

Yanik: You can make a whole lot of money that way. Tom stepped forward and showed how to do that.

Another interesting guy, this guy named Morgan Westermann. He's the InterviewWithGod.com site.

Willie: Oh yeah. I've seen that site.

Yanik: Yeah. It's an amazing site. It's very cool. It's just viral web site. He drove two and a half years; he drove 25,000,000 unique visitors to his site.

Willie: Wow.

Yanik: Without spending one dime on advertising. But that's fine. You can drive a lot of traffic to your site, but more importantly, it's turning that into money. He took all that free traffic, turned it into a half million name mailing list, 135,000 customers in 152 countries.

The best part is he did \$1.1 million in cash selling mostly downloadable screen savers. So the exact same thing that drove people there, it's a fairly nice. You know what's funny, Willie? It's actually a public domain poem.

Willie: Okay.

Yanik: You know I do a lot of work with public domain. That's actually how Morgan and I met. I was at a seminar teaching public domain and he came up to me and handed me his book. He was like, "*Hey. I took a public domain poem and made \$1.1 million and drove 25,000,000 people to my web site.*"

I was like, "Oh. Cool."

Willie: I didn't realize that was public domain. I sit there and I read the poem from start to finish and I'm moved by it.

Yanik: Yeah. That's what he did that was so powerful. He had these graphic elements to it and people loved it so much that they wanted to buy the screen savers of it and calendars and mugs and all kinds of stuff.

He was on track to do about \$3,000,000 this year. Morgan was just a master at creating viral and buzz strategies. He's done it with multiple sites that he's set up. It's got to be something worthy of people passing along to their friends. That was just one of the components that he talked about.

Willie: Wow. I'll actually be speaking with Morgan this weekend.

Yanik: Oh cool. Tell him I said hi.

Willie: Okay. I'll do that.

Yanik: One of the other guys, a couple of other highlights. There was a guy named Jeff Johnson who is somewhat famous now or infamous.

Willie: I remember seeing him at John Reese's Traffic Secrets.

Yanik: Yeah, exactly. That's where a lot of people heard about him. A lot of people were really looking forward to seeing him at the first Underground and Jeff Johnson talked about blogs and RSS and all kinds of stuff.

Frankly, if you ask me what it was, I have no clue what he was talking about. As soon as Jeff started talking, Jeff and I are really good friends, but as soon as he started talking it was just like right over my head. "*Okay. Bye.*"

Willie: Yeah.

Yanik: But for the people that got it, they were just sitting there in awe and their mouths just dropped. I can't even explain what he talked about to make any sense of it for your audience.

We did something where we had a contest for the Underground Internet Marketer of the year. Jeff won \$10,000, not for him but for the charity of his choice which was the Children's Leukemia Foundation of Michigan.

Willie: Oh, okay.

Yanik: That was one of the ways that I tempted these guys to really reveal all. Most of them are pretty competitive and they wanted to win a check for their favorite charity.

Willie: That's another thing I noticed about you in general. You have a very giving personality. Yet, you do things at a lot of your seminars where you give to charities.

Yanik: Yeah. It's something that I'm not always open about. I don't share with everyone but yeah. For instance, I did my 30th birthday bash and we had 520+ people there and we donated \$25,000 to Make a Wish from people coming.

I actually gave away 5% of every dollar I make to a different charity every month.

Willie: Okay. Maybe I'll get on that list.

Yanik: Another guy that we had is Jim Lillig. You probably have never heard of this web site Willie. But maybe some of the people on the phone have. It's called MrSkin.com and it's kind of like a, not a hard core porn site, it's more of a light kind of. It's about celebrities.

Willie: Right.

Yanik: It's just an archive of all these movie clips where celebrities have been naked. If you want to see Halle Barry naked, you go to Mr. Skin and type in Halley Barry.

Willie: Oh, you shouldn't have told me that.

Yanik: Uh oh. Well, maybe I'll email Jim to see if I can get you a pass to it. But he's not part of that web site anymore. Jim is just a brilliant marketer. He's really a business man and a marketer.

He has a business degree from a top 25 business school. So he's not a seedy character at all. Jim is actually an incredibly warm, funny guy. Some of the things that he was talking about, people were just absolutely beside themselves when they were watching him and just taking notes frantically.

If Jim could have, he would have spoken for like four hours if I had given him that. One of the things he talked about was how to use what's called "bittorrent" It's something new to a lot of people. I had never even heard of it before.

Do you know what that is?

Willie: No. I don't.

Yanik: It's a way of downloading. I'm probably going to get the definition wrong. But video for the most part, used to be pretty inaccessible to people because of the high bandwidth and because of how big it was.

Willie: Right.

Yanik: Bittorrent was this way of spreading out the download over a bunch of different computers. It's kind of like Napster for video in a small way. I'm probably getting it wrong. But if you downloaded the software and then I downloaded it and a bunch of other people downloaded it, it would use the resources from our computers jointly to help stream this video.

Willie: Oh, okay.

Yanik: People could download these little bittorrent and they'd go searching for all kinds of stuff. It's a totally underground thing of how they could get all this information and all these kind of bootleg videos and things like that.

But you could use it in a marketing fashion and that's what he talked about. So it was really interesting. You were kind of like encouraging people to have some piracy but then you could control through Microsoft's, I forgot what it was. Something coder, you can control what sites people went to as soon as they downloaded this video.

Willie: And if you know that people are stealing your product, you can get in front of that stream of thieves and still capitalize on it.

Yanik: Exactly. It was the whole purpose behind it. It was really amazing. So that was some of the stuff that he shared. He also shared about adult web sites were doing that main stream sites aren't doing and how to capitalize on that.

Willie: Right. I know that's such a competitive industry and so cut throat that they are usually on the leading edge as far as methods of getting traffic and conversions and stuff.

Yanik: Yeah. They were the first people to come out with pop-ups and before everyone else came up with pop-ups. They do all kinds of great stuff.

Another big guy from the seminar that was kind of the man of the moment of the Internet who really stepped forward out of the shadows at the Underground was Jeff Walker.

Willie: I never heard of him.

Yanik: You never heard of him? Well, Jeff Walker talked about product launches there. Jeff, he really, from the testimonials that we got from Underground I, I got a whole lot of people writing about Jeff's material because it was just so usable. People were sharing with me that they made all kinds of money from Jeff Walker's presentation.

What he really talked about, which I really picked up on was turning your launch into an event.

Willie: Right.

Yanik: Making it so whatever you're launching, whatever you're doing, make into an event so people want to see what's going on. If it's an event, then they can't miss it. Really, not just one little notice about, "*Hey, this thing is coming out tomorrow.*"

That doesn't do you any good. But really, building up into the crescendo and how to use a blog for your marketing methods. I really learned a lot from Jeff and I used it when I was launching the DVDs of the first Underground actually. He helped me do about \$193,000 in the first 24 hours.

Willie: Wow.

Yanik: That was pretty good. Other people that have learned some stuff from Jeff have gone on to do even better than that. Jeff did about \$700,000 of his own in the first week of his release.

Willie: And I own Product Launch formally. It's an incredible formula.

Yanik: Yeah.

Willie: The prerelease activity and all that stuff. He just tells you how to orchestrate so. People would never imagine half the stuff that he teaches you to do. But it's all, as you said, building up to that event, that big launch.

Yanik: Yeah, absolutely. It's not just people that are from the outside looking in. It's not just about, "*Hey. Let's build up anticipation for this thing.*" Send out a bunch of emails and say, "*This thing is coming.*"

Then as soon as it releases get a bunch of partners to release it. There's a lot more to it. One of the cool things that he shared with me and I'll share on this call is using your blog to almost like a sales letter but a strung out sales letter like a kind of a drip, drip sales letter.

We have to answer objections in our sales letter.

Willie: Right.

Yanik: That's one of the things that I always cover I'm teaching people copywriting is think of every single objection you're prospects and customers could have. Have a rebuttal for it because otherwise they're just going to be sitting there thinking, "*Oh yeah. What's the catch? What's the catch?*"

But you've got to be straight forward with them and bring out the objection right out front. What Jeff taught me was use your blog to break down objections. One objection might be, "*Oh. You're going to be releasing too many products.*" For instance, for the Underground DVD launch we were doing 750 limited edition, individually numbered DVD sets.

One of the objections was, "*750 is just too many. These techniques won't work anymore.*" So I addressed that in the blog. Something else I addressed in the blog was if you're a newbie or you're a veteran, how would this work for you.

All the objections that people had we started addressing them in the blog and kind of started stringing them out so one week it would be a couple of objections. Next week I'd get them hot and kind leak out something else about what the product was coming out. It might have a little spy photo product look like or whatever the case is.

I just kept building on each other.

Willie: I'm actually one of those people, unlike a lot of people who will go out and buy an info product and stick it on the shelf, I'm one of those people who read about something and I'll actually implement it. I'm actually using a lot of that stuff. Such as blogging to build anticipation and show social proof and all this other stuff for several products right now.

These products like Jeff's course and products like your Underground DVDs which aren't available anymore. When people get those products, they are worth 100 times the cost if they go ahead and use the material.

Yanik: Yeah. That's the big key critical point. You said it right there. If they use it, they don't just stick it on the shelf and make it look good. But yeah, absolutely, all the stuff is from the people that really do it day in and day out, that's worth all the money in the world. That's the kind of people that I tried to bring in.

We had a bunch more other speakers. A guy on portals, who had been using portals for about ten years.

Willie: Wow.

Yanik: Who had never shared anything about it. All kinds of things. Actually, the event was so intriguing that even Dan Kennedy showed up as a student. I'm talking about THE Dan Kennedy the premiere direct marketing expert.

Willie: You put him on the bull?

Yanik: Yeah. The guy on the bull. I actually spend about \$30,000, \$40,000 with Dan every single year in consulting and advice because his stuff is; he is the man as far as in my opinion who I look up to and who I learn from. I've learned a tremendous amount from him.

It's actually pretty funny. I sent him a sales letter for review because I get to talk to him every month. He was like, "*Yeah, this is really good. I want to go.*"

That kind of blew me away.

Willie: Yeah, like I'm not trying to sell you.

Yanik: Yeah really. Maybe that's my new strategy. Start sending out sales letters for review to all the top profile guys.

Willie: I know Dan is one of the top copywriters. I also know that he had you teaching at one of his copywriting seminars though.

Yanik: Absolutely. His last ever copywriting boot camp I taught about copywriting online. I actually write an article in Dan Kennedy's newsletter every month now. It's actually very cool. It's kind of come full circle.

Back in '98 when I first kind of got started learning about all this direct marketing stuff; he was just so high on a pedestal. Now I'm actually working with him. I actually run his affiliate program too. It's very cool.

Willie: Wow. That is. Once you start getting proactive and getting out and meeting people and actually introducing yourselves, you do find yourself in some very elite inner circles, if you want to.

Yanik: Yeah, exactly. It's really about what you said, getting proactive and out there and doing something. That to me is the biggest thing. When people come up to me at these seminars and they say, "*Oh. I'm thinking about doing this.*" Or, "*I'm thinking about doing that.*"

It doesn't have as much weight with me as somebody who says, "*I'm out there and I sell soccer DVDs. I just made my first dollar.*"

To me that's just as good as if you've made a million dollars.

Willie: I think it was John Reese that says, "After you make that first dollar, you just keep doing the same thing you're doing and just improve on it."

Yanik: Absolutely. I totally agree. Dan wasn't the only high profile guy who attended the first Underground. Actually, you were supposed to attend, Willie. We had Jim Edwards, Stephen Pierce, Michael Holland, Phil Wiley, etc. I'm trying to think of who else was there. All kinds of real bona fide millionaires, Internet millionaires who were in the audience, it was like a who's who in the audience.

Willie: I didn't make it. I watched the out-takes from it. I remember seeing Fred Gleak among others just standing up and saying what their biggest take-away was from that first seminar.

Yanik: Right.

Willie: I remember just what he gave as a take-away. It was like, "*Why didn't I think of that?*"

Yanik: Yeah. You know who gave him that? He actually talked about registering dot orgs, including dot coms, instead of registering dot orgs. The person that gave that to him was Jim Lillig.

Willie: He also talked about competing against yourself.

Yanik: Yeah.

Willie: I said, "*Holy Cow. That's what Coke and Pepsi is doing.*" They create all these new varieties of soft drinks and crowd all their competitors off the shelf. It's incredibly effective.

Yanik: Absolutely. Once you have distribution. Yeah, you have a high end and you've got a low end, whatever the case is. You know who does that really well is Estee Lauder.

I read an interesting article about them recently, the big cosmetics juggernaut.

Willie: Right.

Yanik: They bought all these companies like MAC and I don't even know who else. All these other interesting companies and they keep them separate. Nobody knows

that they own them. So Mac is more for the younger women, the cool, hip women. Estee Lauder is kind of a little bit older, I believe.

Willie: Right.

Yanik: I don't where makeup. But they have all these different brands out there and they just own a ton of market share. But yeah, that was a big thing. I think it was Jim Lillig or Rick Rahim that talked about that.

Willie: I guess my point is that even just watching the out-takes of that first seminar, I picked up something that I could use and I actually implemented. I went out and put up sites competing against myself in some niches to get more search engine domination or whatever.

Yanik: Yeah. It's very smart. **This event was really so intriguing that it SOLD-OUT 5 ½ weeks early.**

Willie: Wow.

Yanik: When most other seminars, just to give you a comparison, most seminars are trying to sell tickets up until usually the very day of their event.

Willie: Right.

Yanik: Or, they're open for tickets until the very day of the event.

Willie: Absolutely. Now, what did you personally share at the Underground I?

Yanik: I talked about high priced products and also what I call underground affiliate secrets.

Willie: Underground affiliate secrets. Can you share any of those with us maybe?

Yanik: Yeah. Let me talk about both real briefly.

Willie: Okay.

Yanik: One - High priced product I think people totally just underestimate or undervalue what their market will bear and how elastic their marketplace is. I have friends; actually one of them is coming to Underground II to present. He sells a course.

He starts off with a course for I think \$29. It's a dating type manual. Then he moves them up to like a \$697 course. I saw on a recent posting on some discussion forum where people were like, "*Oh. Nothing can sell for over \$97 unless it's how to make money on the Internet.*"

That's just complete BS.

Willie: Right. I've sold lots of products easily in the \$1,500 range that are just courses.

Yanik: Yeah. Like my friend here. He sells this dating information. It's \$697. This is just regular guys. It's not even a return on investment type proposition because you could sell stock market information and all kinds of stuff. I've seen people do really well selling high priced information in that category.

But it's a return on investment type thing.

Willie: Right.

Yanik: Buy the course for \$500 and you'll make \$50,000. With this dating course for \$700, it's not. You're not going to make \$50,000 or whatever. There are lots of places where you can sell high priced information and it's really about the value that you deliver.

Willie: It's also probably some perception in there. People see a high price and think you get what you pay for.

Yanik: Absolutely. Yeah, I'm glad you brought that up. Price is a huge psychological component. You've probably read "Influence: The Psychology Persuasion".

Willie: Absolutely.

Yanik: Cialdini.

Yanik: Yeah. It's one of my favorite books. I've read that I think seven, eight, nine times. In there he talks about this one jewelry shop owner who gave this sign to her assistant and they had a bunch of inventory she wanted to get rid of.

Willie: Right.

Yanik: He or she misinterpreted the note that she gave him. She meant to say mark everything off.

Willie: Half price right?

Yanik: Yeah and he doubled everything. That sold out the store of what the inventory was. It's true. It's like a huge shortcut for people. For instance, I've just started to get into red wines. My friend Michael Holland is a big red wine aficionado so he's got me into red wines. He's one of my business partners.

If I'm buying Bordeaux or a Napa Cab and it's like \$10, from first impression I don't think it's very good wine.

Willie: Right.

Yanik: But if it's a \$200 bottle, then that's one of the shortcuts that I think about is, "*Okay, well maybe there's something to it.*"

So pricing has a big factor. Really it comes down to your self confidence of believing that you're giving people a tremendous value for the money. So when I sold that \$15,000 apprentice program, I really made sure that I delivered ten times, hopefully 100 times value of what they were paying me.

Willie: I think I heard Reese speak about I forget what the terminology was. But it was something about exclusivity and even almost likes a snob appeal that you can bring into play there too.

Not everyone can afford it, but it's not for everyone, with some things.

Yanik: Yeah, that's a great point. Absolutely, every marketplace has what I call Neiman Marcus buyers and K-mart buyers.

Willie: Right.

Yanik: If you don't present something that people have a self image of what, some people only want the best no matter what it is, no matter what product category it is.

For instance, I have a humidor here, a little small cigar humidor adore. I didn't want to buy a little \$50 piece of crap box. I wanted a really nice humidor. So I bought, I don't even smoke cigars that often, but I've wanted a really nice ST Dupont humidor that I have here but I did buy it on eBay. So I got it for cheaper than what it goes for at retail.

But still. I wanted the top of the line humidor or one of the top of the line ones. In every marketplace there are people that want the best. If you're not giving them that option of buying the best, then they're going to go elsewhere.

Willie: Right. That's an important point. You have to realize that if you don't offer your customers what they want, then they're still buying it. Just because you're afraid to offer it to them, that doesn't mean they're not buying it. They're just forced to go some place else.

Yanik: Yeah. One of the things that I told people there is I said, "*Hold your breath and add an extra zero to your price. You'll be surprised at what happens.*"

I've even sold things for like \$8,000 a month to cosmetic surgeons where we do some of their marketing for them. A lot of it also comes down to what is the value to the end user?

Willie: Right.

Yanik: To a cosmetic surgeon every case that they bring, every new patient is worth about \$5,000, \$6,000 to them. If I charge them a couple thousand dollars a month, they only need one new patient. That's also another big secret. Sell things where there is a higher transaction value.

Willie: That's one of the things I teach too. I teach people that there are certain people out there spending money. It's just a part of their normal day to day business habits.

Yanik: Oh, absolutely.

Willie: Like realtors and lawyers.

Yanik: Yeah, absolutely. Get yourself immersed in that environment of thinking that there's just so much money out there. There's a lot of stupid money out there too being spent. When people have whatever their hobbies are, whatever they're excited about.

Think about golfers. I don't really golf. I pretty much suck at golf. Do you golf Willie?

Willie: I suck at golf too.

Yanik: Alright, good. Well then we should bring up a foursome of two other sucky golfers at some seminar and go have fun. Golfers are a great example. They spend crazy money on all kinds of dumb gizmos and gadgets and all kinds of things.

They've been just conditioned to spend exorbitant amounts of money for green fees and gadgets and all kinds of stuff.

Willie: I've seen \$4,000 putters.

Yanik: Yeah, exactly. I know who sold that. The other thing that I talked about was Underground affiliate secrets.

One thing that I talked about that I can share was I talked about creating what are called dead end links. This is very cool. You can go anywhere. Now I use 000Domains.com and they've just upgraded where you can do cool stuff with your domain.

Willie: Right.

Yanik: I bought a domain like let's say MegaResaleRights.com. This was a web site that I set up and then I gave affiliates who were promoting this; I gave them different names that were attached to it.

Instead of making it a really long affiliate link like www.MegaResaleRights.com/?blahblahblah I made it something that was a word that makes sense.

Willie: Oh, okay.

Yanik: It was a sub domain. It would be like http://1st50.MegaResaleRights.com.

Willie: Okay.

Yanik: It made a lot of sense. This was for a product. I don't think we're selling anymore for resale rights where we sold 50 of them. Every affiliate got a variation of that, all my top affiliates.

Then at .MegaResaleRights.com where if they went there, they saw something that said, "It looks like you've made a slight mistake. It's not a problem. If you just use the complete address that you were given, you'll go to the right spot."

Willie: Oh, okay.

Yanik: It should look something like http://*Something*.MegaResaleRights.com. That way I was protecting affiliates. It was a dead end page.

Willie: Good. I see what you're saying there because a lot of people will look at an affiliate URL and they'll say, "Well, I want to go to the base domain."

For some reason they don't want to let the affiliates earn a profit. They hate to know that other people are making money from selling you something. They'll just chop up the affiliate URL and so you were protecting your affiliate by saying, "*Well, if you just do that, the link is not going to work. So go back and use the full URL.*"

That's very good because it's just important for the affiliate program manager to protect those affiliates who are putting all the hard work into driving customers to them.

Yanik: Yeah, absolutely. I do that with Dan Kennedy affiliate program that I run. That's one of the first things that I did. You can do this with a small group of

affiliates. It's a lot harder to do if you have 30,000 affiliates because we're doing individual pages for them.

Willie: Right.

Yanik: With the high priced stuff, by the way, I forgot to mention a really cool success story that came out of it. It was a guy named A. **“Vish” Vishwanath** from India.

Willie: From India?

Yanik: Yeah, from India. This guy, he came to our Underground Seminar. He said that he literally knew nothing about Internet marketing. But he just knew that people were making money there.

He was kind of disappointed when he left because he was still kind of a tiny bit confused because he was a newbie. It's hard for him to understand all the stuff. Some of it, frankly, was pretty advanced.

Willie: Right.

Yanik: But he went home and he said, “I know there's something to it. I'm going to follow what you talked about with high priced products. He's SAP engineer or some software something. He took what I taught him about high priced products, put together a product of his own on this web site that catered to these SAP software guys and he sold it for \$629.

After a little bit, he figure it out. Plus, he used what Jeff Walker taught him and he grossed \$70,000 in 45 days of the release.

Willie: Wow.

Yanik: He wrote to me, *“Hey, I owe you a lot because your seminar gave me the option to exercise financial freedom.”*

That's what it's all about is the freedom.

Willie: That's what it's about to me, it certainly is. I could never go back to work for someone else.

Yanik: No, no, for sure.

Willie: I really love that story about Vish too. Every time I read it, it shows me that ordinary people are doing some really great things selling stuff over the Internet. Do you have any other stories from Underground I?

Yanik: Yeah. Actually, this guy named Anik Signal from right around the corner from me.

Willie: Yeah, I know him.

Yanik: Anik from Affiliate Classroom. He lives in Gaithersburg and I'm in Bedesda. He said my conference was one of the first one's he's been to. He's been hesitant when he signed up. He said he was really glad he did because in less than two weeks after getting back from it he tripled his investment just thanks to what he had learned there about \$7,000 in profits.

I'm sure it's gone way up since then from what Jeff Johnson taught him.

I have another guy coming who we saw signed up. His first name is Yanni. We'll put them together and they can be me. Anyway, here are a couple other quick success stories.

This guy named Paul Reddick from New Providence, New Jersey. He did \$7,500 in 30 hours on the net using one of the ideas from the seminar. He wrote to me.

He said, *"I'm by no means a big time Internet marketer. But what you do and what you teach really makes you money."*

He also started what's called a "Forced Continuity Program" that I taught him, 381 members at the time when he wrote to me, \$30 a month. So that's an extra \$137,160 per year just from that.

Willie: For the folks on the call who don't understand forced continuity. That's a program that you sign up for, you're encouraged to join and then you pay month after month and you continue receiving something. So it's residual income.

Yanik: Yeah. It's bundle in. What I taught people is that it's bundled in. If they buy product A, you can't get product A without also being signed up for this continuity. It's amazing, amazing thing. It's something that I learned from the Kennedy Platinum Group.

I haven't even put it to use fully in my business. But it's been, so far, an extra quarter million dollars for me.

Willie: Yeah. I've heard Dan talk about forced continuity and the fact that he's in a lot of programs where he doesn't even use whatever he's subscribed to but he's too lazy to unsubscribe.

Yanik: Yeah.

Willie: That's part of the beauty of that too.

Yanik: I am too. I mean, I get a couple of things like that. Yeah, it's exactly the case. Another guy named Brett Fogel. He's actually going to be speaking at [Underground II](#) on this.

But he wrote to me this before I asked him to speak. He said he brought in over \$200,000 in just under two weeks from two joint ventures that he made at the seminar.

Willie: Wow.

Yanik: His new software product and he got over \$500,000 worth of ideas in his notes. He's going to achieve his goal of over one million dollars in combined online sales this year for the first time.

That's another key point to the seminars is the networking. When you're surrounded by people that are the who's who, these real bona fide millionaires, people that have lists that have things going on, all kinds of deals are struck there.

Willie: They can take your idea and help you push it into the marketplace or help you to massage it so that it's more acceptable to the marketplace.

Yanik: Yeah, absolutely. It's not just Internet marketing stuff. There's a woman named Carol Tuttle who does this energy healing stuff. She told me that she met a gentleman who was the main natural health guy on the Internet at my seminar. This is going to be a major, major joint venture for her and she's already started implementing it.

I've actually done a consulting call with her this morning. She's doing all kinds of stuff. She credits that seminar to really bringing it to fruition.

Willie: As I think about the seminars I've attended over the years, I think I actually met Jeff Walker at Joel Christopher's seminar back in 2002.

Yanik: Right.

Willie: I look at all these people that I'm now dealing with that I met a lot of them at that first seminar I went to. That was the second one actually. But it's just amazing that you look around the room and they look like ordinary people and they are ordinary people but what's different is that these are people serious enough to get proactive and build their business and to get out and learn what others are doing that's actually working.

Yanik: Yeah, absolutely. I love events. I just recall. I've been on the other side of the fence for a while. It wasn't that long ago, so I can remember exactly what it was like.

It was Jonathon Mizel's seminar in Boulder, Colorado. I went there. I was doing a little bit online with my Instant Sales Letters site but I wasn't anywhere near what I'm doing now.

I just remember meeting some people there. Everyone was just so friendly and so very just down to earth. I just struck up all these conversations and all these really interesting joint ventures.

Actually, I met Jim Edwards at that seminar. We've gone on to make hundreds of thousands of dollars. Maybe it's up to a million or so by now. But we met there and formed a joint partnership.

Willie: You know most people on the call probably can't even envision that. A lot of them are probably still looking at trying to make their first \$100,000. I can remember being there. I can remember when I was above \$100,000. I'm sitting around at a seminar actually with John Reese and Ramon Williams.

John was talking about building a mailing list of a million. He's talking about making tens of millions of dollars.

Yanik: Right.

Willie: He just so expanded my thinking. At that point, I would have been happy with \$300,000 or \$400,000. That would have been nice. But to listen to them just explain some of the money they'd seen or made themselves was just phenomenal. It just totally expanded my view of what could be done.

It's not all about the money. It's more about freedom to me. But it's also about having money so you can do whatever you want with it. You can spend it on causes you care about or whatever.

Yanik: Yeah or spend it on overpriced wine. ;)

Willie: Yeah. Okay now. You're doing another Underground Seminar. You're calling it [Underground Online Seminar II](#).

Yanik: Right.

Willie: Again, that's going to be in March in DC. Who do you have coming this time?

Yanik: I've got a great lineup this time. I'm actually super excited. I kind of pinch myself that I've been able to get this lineup together. The speakers combined,

last time we did pretty good. The speakers did combined yearly; they did about \$30,000,000, something like that.

Willie: Right.

Yanik: **This time combined they bring over \$94,000,000 online selling everything from eBooks to real physical products to information products to high end services to advertising and to membership sites.**

A lot of them were actually paid attendees at the first event and I had to kind of blow their cover on it.

Willie: Yeah.

Yanik: Once they started talking to me in the halls or whatever and then telling me about what they're doing online, the wheels are always turning in my head. I'm like, "Well, maybe we should do this again."

I'm like, "*Wow. We're going to have to get you for next year.*" Or whatever the case is, you know. Slowly start building up this really incredible roisters.

Willie: And they have to think, "*Well if I call too much attention to myself, I'm attracting competitors.*"

Yanik: Yeah. That's definitely one of the things that some people have asked me. "Why the hell would these speakers come and talk about it if they aren't selling how to make money online? Why would they come and share what they're doing?"

For one thing, money is not a motivator for them. A lot of them are just financially set so there has to be something else for me to get them there. The one thing was that they could all learn from each other.

Willie: Yes.

Yanik: A lot of these guys, underground successes, they obviously have their own network of friends and colleagues and their own niches and masterminds and so on. But they don't have all the contacts that I have. So if I bring all these guys together and that's what happened on the first one was I brought all these people together.

Like Jim Lillig and I had "Ms. X" last time was Rosalind Gardner. Jim and Ros became great friends because they both do a lot of affiliate marketing.

Willie: Oh yeah. Rosalind is a great person.

Yanik: Yeah. Rosalind, she is wonderful. Actually, a whole lot of these guys from Underground I are coming again because they want to hear what these other people from Underground II have to say.

They all got together and they started networking. They just expanded their network and they're doing joint ventures together and all kinds of things. I thought, "*Hey. Why don't I just bring these guys together for two and a half, three days?*"

I coordinated the whole thing and take them to some top restaurants, put them up in this four star hotel at my expense which by the way, I was told this it's a very nice first class hotel. The only catch that I told them was that they had to agree to share their best secrets with me and a small select audience.

Willie: Oh, okay.

Yanik: Also meet attendees who they could be new joint venture partners and all kinds of things. After I explained it to them the first time at Underground I, they were very excited about it. For [Underground II](#) a lot of the speakers that we have are friends of people at Underground I.

They are past attendees. They're friends of a friend. Some people, like I'll tell you about a handful of them.

Willie: Okay.

Yanik: Like one guy Agent eBay High Roller is who I call him. It's a guy named Lynn Crickter. I was actually in the market for an Aston Martin. I still am. I'm on the allocation list for the new AMV8 that's coming out.

Willie: Wow.

Yanik: But I might get itchy and buy a different one sooner but we'll see. So anyway, I was in the market for this Aston Martin and I saw him on eBay. He didn't have the exact model that I wanted but I could see that he was doing some really cool, interesting stuff on eBay.

I called him up and I had no idea what the extent of it was. This guy does between three and a half to five million dollars, not a year, but each month on eBay.

Willie: Wow.

Yanik: Selling high end cars. I'm like, "*Alright.*"

This was just luck of the draw. I have no contacts with Lynn but he agreed to come and share what he was doing because he actually always wanted to come to DC and have a little vacation there.

Willie: Yeah, and again, he's going to learn from the other speakers.

Yanik: Yeah.

Willie: Maybe he can implement them.

Yanik: Oh yeah. He's going to learn from them. They're going to learn from him. It's just incredible. I got this other woman who had no contacts. I read her story and I was just intrigued by it. I call her "Ms. Microniche Millions".

It's a woman named Joan Shelley from Wisconsin. Her little web site sells real products. That's one of the big things that I see a big drawback in a lot of these seminars is that people are only making money online and they're only teaching one model.

Willie: Right.

Yanik: That doesn't work for everyone. It's not just about how to sell information products online which I love information products because I sell a whole lot of them. Frankly, that's what I teach because that's what I do.

But what she's teaching is how to sell real products. Her first site does one and a half million dollars a year. Guess what she sells Willie.

Willie: I don't know.

Yanik: She sells; her site sells nothing but knobs and pulls.

Willie: knobs and pulls?

Yanik: Yeah. For your bathroom cabinet, the little Knobs and the pulls and kitchen cabinets. She's got an inventory of about 150,000 different knobs and pulls.

Willie: A million and a half a year selling knobs and pulls?

Yanik: Yeah. Isn't that cool?

Willie: That is.

Yanik: People like that. Last year I had this guy Craig Clemons, who I'm friends with. He's from a web site that I'm not able to disclose. But he attended our first

Underground Seminar and I was so blown away with all the stuff that he shared with me in private.

That's how I get a lot of these guys. We might be out at a bar drinking or something and I keep pestering them and keep buying them drinks or something.

Willie: Yeah. Get them loosened up a little.

Yanik: Yeah, exactly. Then I kind of get my way. That's what happened with Craig. We became more friends on a social level and then I'm like, "*Craig, you've got to get me someone from your company.*"

He got me this guy named Drew Kossoff who I call him Agent "Deal Making Master". This guy is just this savvy media buyer, nontraditional joint venture specialist. He's got unique ways of buying advertising on the cheap.

The thing is, you can buy pay-per-click advertising but there's really a limited amount of inventory for that.

Willie: Right.

Yanik: You have a ceiling. If you want to expand really big, you need to buy advertising. We talked about what Tom Bell was sharing, the CPM advertising.

Obviously, the cheaper you buy it, the more money you make. But even cooler was his techniques of setting up affiliate type deals with these huge juggernaut players in any industry that people don't normally do affiliate or revenue sharing deals at all and how to set these deals up.

Willie: Probably people who don't realize what they're sitting on is as far as their assets are concerned.

Yanik: Oh yeah, absolutely. They don't realize that they could go to just a huge player. These guys are in a lifestyle type category so they have a bigger marketplace. It's more consumers. It's still somewhat niched.

He's found ways of going to these big, big, big network sites that get tons of traffic and doing deals where most cases they would never do a deal with a little guy. They are little guys really. Doing deals where they get paid on a revenue share basis.

I've got all kinds of great people coming. If people want to check out the lineup it's a <http://undergroundonlineseminar.com/investigator>

Willie: No dashes or anything?

<http://undergroundonlineseminar.com/investigator>

Yanik: Yeah. No dashes. We got like this guy. I call him “Special Agent Mr. H” and his Notorious Money Making Accomplice. They’re doing \$14,000,000 selling self-improvement type information.

I’ve got a guy that I call Agent Content is King Caching. I have a lot of fun coming up with their secret agent names.

Willie: Oh yeah.

Yanik: So this guy Tim Carter who has a web site called AskTheBuilder.com and he’s going to do seven figures with all kinds of ways of making money with content.

Willie: I’ve seen his site. Joel Comm wrote about his site in his AdSense book.

Yanik: Yeah. He does a lot with AdSense. He also does a lot selling advertising. That’s something that most people never know about or never hear about is selling advertising on their sites. There are lots of other ways that he makes money with content, selling the content, selling information.

I’ve got a guy named “Agent Moonlighting Money Maker”. That was that friend that I was telling you about who sells the dating information for up to \$697. This guy is so cool. He does something that would totally shock most Internet marketers. It goes against the grain for what most people are doing.

He sends out an email, not once, but twice every single day.

Willie: Okay.

Yanik: It sounds a little crazy, right?

Willie: I actually know a blogger who does the same thing.

Yanik: Oh yeah.

Willie: Yeah. I guess I could throw his name out there, Jason Cain.

Yanik: Okay.

Willie: Jason told me, he said when he started to email his people like several times a day, his response rate went through the roof. As long as he was giving them genuine content, they didn’t mind the contact.

Yanik: Yeah, exactly. That’s what John Alanis who is “Moonlighting Money Maker”. He’ll talk about that is how to do it in a way that actually you become a

personality and people look forward to getting this information from you every single day.

He's told me it seems like a whole lot of work. He tells me he spends about 15 minutes a day and that's it to write the two emails.

Willie: Wow.

Yanik: The cool thing about it, the reason I call him Moonlighting Money Maker is he had a full-time job, a full-time gig working with another company and he just started this little site on the side.

He readily admits that it really isn't selling anything that is all that much different from anyone else in that same industry.

Willie: John. I'm thinking he also had something on how to pick up women or something?

Yanik: Yeah. That's him.

Willie: Oh, okay. I think I met him before.

Yanik: Yeah. John is fun. People that know him in person, he's not exactly, he doesn't look like. John, he readily admits it himself. He's a little bit shorter than me. He's about 5'6". He's not like the best looking guy or anything like that. But his stuff works.

So that is what he teaches other people. He has a whole system with this two times a day email where you become a personality. He likens it to talk radio.

Willie: Right.

Yanik: For talk radio, you can't get enough of Howard Stern or Rush Limbaugh or whoever you're into.

Willie: Right, absolutely.

Yanik: That's the way that he does it and it just becomes this incredible way of just knocking out any competitors. There's no way that anyone can compete with you because you just have this personality. People will just want to buy whatever you're selling, whatever you're endorsing, whatever the case is.

The cool thing about him, like I mentioned, is he did this on the side. That's why I call him Moonlighting Money Maker. Whatever excuse that you had about starting an online business, too many competitors out there, not enough

time, not enough money, not enough whatever, just fill in the blank for whatever your excuse is.

Well, John really shatters all this for you because he started from ground zero in May 2004 is when he started.

Willie: Wow.

Yanik: It wasn't ten years ago. It was just recently. That's what makes his story very cool too. By February '05, he's doing \$45,000 a month. He was profitable his very first day. Last August his sales were up \$63,000 per month.

Willie: That is certainly respectable.

Yanik: Yeah. Zero affiliates, no search engine ranking, so very cool stuff. I got a lady coming out. I call her "Agent High Priced Sales Galore" who sells super high end, sometimes six figure plus services.

People think, "*Oh. I can't sell services online.*"

Well, this woman does it all the time. She's going to talk about how she sells these services which is just an intangible thing that it's hard to sell because it's not a product. It's just not a product.

She's going to talk about how she sells these intangible things and how she uses her web site is a prequalification and screening tool to sift and sort only A list clients who practically beg her to work with her.

She does something really cool. She works with a lot of Fortune 100 companies. She doesn't play by their rules. She sets her own rules. She never fills out an RFQ, which is a request for quotation or request for proposal.

Actually, sometimes, many times sells her services for double what her competitors charge. So there are lots of very cool people.

Another quick highlight, a guy named "List Building Maestro" is a guy named Chris Knight who started SparkList.com.

Willie: I know Chris.

Yanik: So this guy is in charge. He had delivered 750,000,000 permission based emails with a 4,000 email list that he managed for clients. This guy knows a thing or two about email marketing.

Willie: Yes he does.

Yanik: And how to build lists. He's coming there to talk about all the things that he's doing. Also, about how to get your email delivered, which is very critical. Then one of another really interesting guy is my friend "Mr. X", I can't reveal who he is because there's a lot of competitors and rip off artists who copycat his sites. But he's going to be sharing all he does.

He's got four membership sites. I think two are to consumers and two are to what we classify as business to business.

Willie: Right.

Yanik: Not even remotely close to Internet marketing world. He does six figures every month between his sites with membership sites. There are a lot of people who talk about membership sites and there are a lot of great reasons for having a membership site.

You can get paid over and over and over again for having this membership site. You sell it once, you get paid every single month or quarterly or yearly or whatever, however you set it up. This guy is the real deal.

He banks six figures every month, like I said from his sites that go to consumers and professionals. There have been lots of people who have written about it, maybe an eBook or a manual on membership sites. But I challenge them to show me what they're doing that has nothing to do with making money or Internet marketing.

Willie: Man, I'm going to learn a lot at this seminar. It's going to be well worth spending my birthday in DC.

Yanik: Oh absolutely. There are tons of other people and people can read about that at <http://undergroundonlineseminar.com/investigator> .

Willie: Now, what are you going to be sharing there?

Yanik: I'm not sharing anything.

Willie: No.

Yanik: I'm going to share some very cool stuff, stuff that I've never shared before in public with a live audience. What I'm going to be sharing is what I call real joint ventures and business partnerships. Then also how to take a successful product and leverage it exponentially explode the revenue from it.

Willie: Wow. I can imagine what you're going to share just because I watch so many people, especially the Internet marketing. They're going to do what they think is joint venture or business partnership type things.

<http://undergroundonlineseminar.com/investigator>

When you look at the numbers you go, *“That’s not a joint venture.”*

Yanik: Yeah. Joint ventures and on occasion I fall victim to this too. Where it’s a misnomer where if I just say, *“Hey, let’s JV on something.”* A lot of times that just means, *“Will you endorse whatever I’m selling?”*

Willie: Right.

Yanik: That’s not a true joint venture. I’ve been involved with I don’t know, maybe probably a dozen real joint ventures and business partnerships where what I get out of it and what the other person gets out of it is synergistically better than what we could do if we just did it on our own.

Jim Edwards is a perfect example who I said I met at a seminar at Jonathon Mizel’s seminar. Jim and I got together and we created 33 Days to Online Profits. Since that point, we’ve done five or six joint ventures together, joint projects. These are real joint projects.

Willie: Right.

Yanik: How to work with other people. How to find people that compliments what you’re weak at. I’ve done a joint venture recently with a guy named Michael Holland from Florida who is a niche specialist.

We did a product together called Public Domain Goldmine and it’s getting close to seven figures in that partnership.

Willie: Wow.

Yanik: I brought him in because of his specialized skill. Then I do certain parts of the project and he does certain parts of it. So there are a lot of little things that go into joint ventures. I kind of classify them as three different things.

There are service type joint ventures where you’re bringing someone in to do a particular service. Like I brought someone in to help me with my recent launch of the Underground DVDs and I paid him a percentage on top of the gross.

He did other things that I didn’t really want to because I wanted to go running with the bulls in Spain this summer. I wanted to go just hang out and have fun and let him worry about all the stuff. I brought him in and he was very happy and I paid him a big chunk of change, enough to buy him a new car.

There are lots of different things. The three ways, there are services. There are also endorsement type joint ventures where you’re giving a special deal to somebody and how to work those out.

Then of course, there's the top of the totem pole which are business partnerships and how to do that. How to do it so you actually remain friends, amicable. There are lots of insights into that that I'm going to talk about.

Then the other thing is how to leverage and exponentially explode your revenue from a successful product. A lot of people don't do this. They have a good product. They have a winner but they don't run with it.

That's one of the big flaws. If you're pretty prolific at product creation, you're going to find that let's say you come out with ten products. You've probably seen this Willie. It's going to be two, maybe three of them are pretty good winners.

Willie: Right, I've seen it.

Yanik: Five are like, "eh" and then two, three are kind of really crappy. But it's what you do with those two, three winners that make all the difference in the world.

For instance, one quick example is my public domain product. We started off as a real simple teleseminar and the response to that was just incredible. Most people would just move on and say, "Okay. That's kind of cool. We made a lot of money there. I made \$50,000 from one teleseminar for two and a half hours of my time."

Willie: Not a bad return on your time.

Yanik: Yeah right. Most people will say, "*Okay. That was pretty cool. Let's move onto something else.*"

But the way you really want to leverage it is keep expanding it. I did a home study course and then we did all kinds of other things with it. There are all sorts of ways that you can expand a winner from licensing it out to resell rights, to just follow-up products to foreign rights, to line extensions.

We're going to talk about all those things.

Willie: Wow. Now, I know you've got some fun things or surprises also scheduled for your seminar. Do you want to tell us about some of those?

Yanik: Yeah absolutely. I'm always into having a ton of fun whatever I do. It's not worth it unless you're going to be doing that.

Willie: No.

Yanik: One of the things that I'm giving away a big, big, huge surprise, big, huge bonus for coming is I'm actually buying a mini cooper. Not the little Hot Wheels car but the real thing. Someone there is going to win a brand new 2006 mini cooper. It's \$17,500 value.

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Ultimate Spy 'Getaway' Car**

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Every spy needs to make a quick getaway and now you've got the "Ultimate" getaway car with your very own, brand new 2006 Mini Cooper.



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This is one totally 'shag-a-delic' car that'll be the envy of your neighbors while you're out foiling sinister world domination plots.

....Yeeahhh, baby!

Every primary registrant/attendee will have the opportunity of competing for the Mini Cooper. You'd better prepare and hone your spy skills because the top spook at this event will walk about with the keys. [See official rules here.](http://undergroundonlineseminar.com/investigator)

Willie: My friend Jack Humphrey was telling his wife last night that he was going to win. If you know Jack, he's a huge guy.

Yanik: I hope he does. I think that'd be cool. It would make a great photo op. You know the theme of this whole seminar and that's like what it was last year too was underground and spy type themes.

This year we're doing a spy theme but around Austin Powers theme. That's why if you go to the web site, if you go to <http://undergroundonlineseminar.com/investigator>, you see that cool psychedelic purple background and so on. Of course the big pictures of the mini

cooper there. So we're giving away the mini cooper that was featured in the Austin Powers Gold Member film.

It's a super hot car. I really like it. I actually, I might have to get one for myself.

Willie: Yeah.

Yanik: They're very cool. I call it a shagadelic car. You're going to be the envy of your neighbors while you're out foiling sinister world domination plots or just driving to go pick up the groceries.

Willie: And you're neighbor likes to believe that sense most of us marketers rarely leave. We stay at home and we work strange hours they'll actually believe we're spies.

Yanik: Yeah, that's right. You can keep that going. Every primary registering is going to have the opportunity to compete for the mini cooper. All the official rules and are on the web site.

The really cool thing, Willie, is there's still time right now for early bird attendees till December 31st or until the last, I have to check numbers, but it might be off a little bit. I think there are about ~~28~~ **16 spots remaining**. So until the last ~~28~~ **16 spots** or until December 31st, if you're an early bird attendee, you can actually get two chances at winning this Mini Cooper.

That's just one of the reasons for showing up there, especially for being an early bird attendee. The other thing is I have a dinner that we're doing on the first night. I call it my Special VIP Espionage Who Done it Dinner. It's going to be very cool.

Last year we did a dinner at the Spy Museum. That was a lot of fun with everyone and the speakers and so on.

Willie: Boris and Natasha?

Yanik: Yeah, that's right. We had Boris and Natasha. That was one of the cool little surprises. Trust me, there's going to be a lot of surprises at this one. But one of the things that we had there were Boris and Natasha impersonators. You can see a little photo of them fooling around with me and handcuffing me and so on.

At this dinner, it's going to be an Espionage Who Done it Dinner. I've hired some improv people from Second City.

Willie: Wow.

Yanik: Who are the top comedians in the country. We're going to be having a lot of fun and you have to have your red VIP ticket and a confidential password to get in. It's a little closed door. It's also going to be a very real spy experience.

To get in there, you're going to have to use your deduction skills and solve this espionage mystery that goes on there. I'm kind of remaining a little bit tight lipped about it.

Willie: Right.

Yanik: It's going to be a lot of fun and it's going to be very profitable night too because this is really the ideal time to cut joint venture deals, endorsement deals, build relationships and do some high level networking that most people just never have an opportunity to do.

Willie: If you're sitting around in a room full of people like that and you're not passing out your cards and talking about things, you're missing a really good opportunity there.

Yanik: Yeah, or even the way that I do networking, with buying them a beer or buying them a glass of wine or something.

Willie: Right.

Yanik: To get them spill some of their guts. That's the other thing is we're getting, like I said, the past speakers. You know, what I call rouge agents, the past rouge agents. I think probably 90% of them told me that they want to come to this next one because they want to learn what these other guys are doing. Plus they just have so much fun that they just want to hang out and show up there.

These guys think that they're going to get a free ride there but I'm going to probably make some of them work and come up to the microphone and share some new stuff that they're doing.

Willie: Sure.

Yanik: Then of course my Internet buddies. I'm friends with probably the who's who of the Internet, I'd say.

Willie: After listening to Jeff Walker's course where he talks about you guys getting together and brainstorming and all kinds of things. It's like, "*Wow. These guys all know each other.*"

Yanik: Yeah and by the way, you know the way that we met each other; it's not like some secret society. It's mostly at these events. We kind of found a group of

people that we liked and hung out with. But, so there's going to be a lot of people.

Last year, like we said, a bunch of guys showed up. I have no clue who's going to show up this time so I don't want to name names. But trust me; it will be, once again, the who's who of people showing up there.

The last very cool surprise that I have I can't publicly reveal who it is yet until the contract is signed. But there's going to be a celebrity appearance. It's going to be a big celebrity appearance, or rather a *MINI* celebrity appearance.

Willie: Okay.

Yanik: So it's going to be very cool fun stuff.

Willie: Sounds like it. You talked about the early bird deadline of December 31st. Are there any special incentives for people to go ahead and get signed up now?

Yanik: Yeah. The event is in March. So some people, it's far, far away for some people. It's a lot closer than you think. It's really coming up now. For early bird attendees, either the final 28 seats or before December 31st, whichever one comes first, you can save \$500.00 off the price.

Plus, you get those exclusive bonuses like that VIP dinner. That's not available for anyone else after those 28 16 seats are done. You also get confidential recordings from previous Speakers. Not the actual event but a follow-up conference that I did with every single speaker.

Willie: Oh, okay.

Yanik: You get recordings of that. Very good stuff by the way. You also get some other recordings that come with it, recordings from, I think, Kennedy Platinum Group.

This product that I did with Jim Edwards called Instant Traffic Stampede. Like I said, you get two chances to win the mini cooper. You also get a four payment option which is really nice. It's nice and easy on your wallet, especially around this time, holiday time.

Willie: Right.

Yanik: You don't have to worry about breaking the bank here. It's a four payment option and guests are a lot less expensive. You can bring one guest. It has to be somebody who is either a spouse or significant other or a real true business partner. You're going to have to prove that relationship.

Willie: Okay, okay. I actually sent a couple of sign ups your way yesterday who will bring a partner.

Yanik: Yeah it's a great opportunity to come and show up and we have a lot of people who, you know, the reason that we only have ~~28~~ **16 spots** left for this early bird is because we had a lot of people from Underground I immediately sign up to be part of Underground II before I even told them who was going to be here. They were just so blown away with what we shared there.

Willie: Just had so much fun.

Yanik: Yeah. Well you know you can have a lot of fun, that's one thing. But you know it's got to be worth your while, money wise, and for return on your investment. I think we really accomplish both there.

Willie: Okay. What I'll do is I'll open the line up and see if they're awake. You guys still there?

Male: Of course we're here. We couldn't fall sleep with that Willie.

Willie: Okay. Do you guys think that Yanik has given you some real insider information there? If you were listening, there were some things that he threw out that I'm going to be trying to implement in the next couple of weeks myself.

Evan Lacey: Are you taking questions Willie?

Willie: Yeah, we'll take a few.

Evan: Hello this is Evan Lacey, Willie and Yanik. I'm just getting started, Yanik. I'm DevotionalChef.com. Actually, I'm working with Willie on this project. I'm privileged to have such a fine gentleman and I'm really new at this. I'm a preacher by profession.

I have an awesome product. I wrote a cookbook with every well-known famous preacher in the nation from Billy Graham to Oral Roberts. I have a huge who's who of the Christian marketplace and I also shot a video and that's when we came up with the devotional cookbook, the devotional chef.

Willie: He's cutting out. But He's running a multimillion dollar project basically with my help and it's going to be a national, a nationwide cable television show among other things. I'm not sure what his question was though.

Yanik: Wow. We're not able to get him back?

Willie: No. Maybe his phone went dead. Why don't we take another question?

Yanik: Okay.

Willie: Unless you had a comment there?

Yanik: I was just going to say that that sounds like a tremendous opportunity and if you want to know how to leverage the Internet for it. Then this is probably no better place to be than there.

Willie: Any other questions? Don't be shy.

Yanik: I'll answer one question that might be going on in some people's minds. If I'm a newbie and I'm just getting started is this the place for me to be? And to that the answer is maybe. It's possibly; if you're a real serious beginner then this is the place to be.

There's going to be a lot of advanced strategies, a lot of advanced people in the audience, probably intermediate to advance. But for beginners, there's no surprising, last time there was, I'd say about 20% beginners there. Like that story I told you the success story of Vish.

Willie: Right.

Yanik: Where he really went to the seminar and knew just about nothing and walked away realizing that there is just tremendous money in knowing what to do.

The other interesting thing that I'm doing this year, which is different, is I'm doing to do a pre-day. So the seminar is March 24 to 26 is the main event, three days, Friday through Sunday.

But on Thursday the 23rd I'm doing what's called a "CORE" Day. I'm teaching very core, very just basic Internet strategies which are good for people to either refresh themselves with or to really to just get up to speed. That's a really low priced one day event.

We're bringing in people like; I think Derek Gehl's going to be there from the Internet Marketing Center. I'm going to be teaching a lot of that day. People like Perry Marshall for Google AdSense and Jim Edwards will talk about multimedia there and others. That's a really good day if you're, if you need help with the basics.

Willie: I put us back in presentation mode to cut out some of the background noise.

Yanik: That probably answers some people's questions on that. You know the truth is this event is really not for everyone. It's for people that are ready to, that want

to know the truth from people, real people making real money online, not the same people that they might see at every other seminar.

Willie: Right, yeah. I started up with the question. Is this just another Internet marketing seminar? Because you do have certain events where you have the same speakers over and over again and yes, those speakers are successful. But, they've told their story enough times where there are a lot of other people trying to copy them.

You want to really learn how to do stuff outside the Internet marketing arena if it's practical because it's, the money's easier there. The competition is less savvy.

Yanik: Absolutely. Plus you can learn all kinds of stuff like we talked about. It's not just one model of doing business online. It's all kinds of stuff from everything from AdSense to selling membership sites, to selling real physical products.

There's one guy who I haven't listed on the web site yet who's doing about \$80,000.00 a month with drop shipping products that I just was able to secure him. I think I have about 14 speakers at this one. It's really going to be jam-packed.

Willie: I'll be there taking notes. One thing I noticed at these things that I alluded to earlier, is that you'll see the speaker sitting there just frantically taking notes. Everybody is learning at these events. It's because we don't all do things the same way and some things that others are doing may be adaptable to what you're doing, even you're already very successful at what you do.

Yanik: Yeah, well the best events are the ones where usually the speakers kind of hang out and they're too cool and they hang out in the back and I do this a lot too. We just kind of joke around and goof off. But at the last event these guys were sitting down. They were either in the back or sitting down or whatever taking notes and just really paying a lot of attention.

Like you said, Fred Gleek paying a lot attention and he's sitting there with a couple of other speakers and these guys are just frantically writing notes.

Willie: Right. I know Fred has personally put on over 1,500 of his own seminars, some of them just one-day events. You've got a guy with that level of expertise sitting there frantically taking notes and then getting up to give a testimonial, I guess you'd call it, of what he learned from that event and what that one big take-away he was going to go home and put into action.

That was the one that I just grabbed right away when I saw the out takes from the Underground videos which are no longer available.

Yanik: Right. Yeah. Exactly.

Willie: Okay. We hadn't received a lot of questions so, there's no reason to drag it out except that want to encourage people to go and check out the website at <http://undergroundonlineseminar.com/investigator> and go ahead and get signed up. Another good reason to get signed up now is so that you can go ahead and lock in your airline reservations.

Yanik: Yeah, that's another good reason. Plus, there are only a handful of seats left. Like what we talked about for that early bird special.

Willie: I'd like to thank you Yanik for joining us tonight and sharing some of your insights with us. I'm sure the people on my list really enjoyed it. I'm looking forward to spending my birthday in December hanging out with some six, seven and even eight figure income earners. I mean, just earning eight figures online is just something that most people can't even fathom you know.

To actually see people and talk to them and find out exactly how they're doing it, it's just so enlightens you and shows you what is possible if you'll just give yourself permission to do it. To me that's the real power of events like this is to see it proven that someone's doing something like that.

Yanik: Yes.

Willie: It's awesome.

Yanik: I totally agree. Very good, thanks for having me on Willie.

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